

Shaun T Dance Challenge Pack – Challenge Pack Discount

September 3, 2013 – September 30, 2013

TBB Store Link –Shaun T Dance Challenge Pack (for customers only)

<http://teambeachbody.com/shop/-/shopping/BCPRB160?referringRepld=yourID>

PROMOTION HIGHLIGHTS

Team Beachbody is offering New & Existing Customers and New Coaches a discount on the Shaun T Dance Challenge Pack. For the month of September, the Shaun T Challenge Pack will be available for \$140. That's \$50 of savings compared to if your customer were to buy these programs and products separately!

Product Offer	Retail, Coach, Club Price	Discount	New Price	Savings Off Individual Items	New TV/PV	New Commission
Shaun T Challenge Pack	\$160	12%	\$140	\$49.76	40TV / 105PV	\$40

PRODUCT OVERVIEW/BENEFITS

Beachbody Challenge Packs are the complete package, offering total support for achieving health and fitness goals. The formula? Fitness + Nutrition + Support = Success. With the Shaun T Dance Challenge Pack, customers get double the fun with TWO fitness programs, Hip Hop Abs and Rockin' Body, one of five delicious Shakeology flavors, and a FREE 30-day trial membership to the Team Beachbody Club, where customers will find all the support they'll need to complete The Challenge!

Hip Hop Abs is Beachbody's fitness program that helps you sculpt flat, sexy abs while dancing and having fun. With Shaun T's targeted training technique "Tilt, Tuck, & Tighten", you simultaneously activate and engage your upper abs, middle abs, lower abs and obliques, carving six-pack abs while fat melts off the body. The best part of Hip Hop Abs is you get great results without ever doing a single crunch or sit-up. Check out the [Hip Hop Abs Product Training Guide](#) for more information.

Rockin' Body continues the dance party with workouts set to your favorite hits so you can move and groove to shed the pounds. Shaun T demonstrates all the moves before you are expected to do them so you can learn and master the routines and stay engaged and motivated. View the [Rockin' Body Product Training Guide](#) for more information.

Shakeology® is the most delicious, nutrient-dense superfood-packed protein shake on the planet. It contains more than 70 natural ingredients derived from rich, nutrient-dense whole-food sources from around the world. The Healthiest Meal of the Day® comes in 5 flavors: Chocolate Vegan, Tropical Strawberry (Vegan), regular Chocolate, Greenberry, or Vanilla. View the [Shakeology Toolkit](#) for more information.

TARGET AUDIENCE

New Customers/New Coaches are a great audience to target with this promotion. Anyone can now purchase the Shaun T Dance Challenge Pack for less than we've ever offered it before. The Shaun T Dance Challenge Pack is ideal for your female customers that are looking to lose weight and tone up while dancing and having fun.

Existing Customers who already own other programs such as Brazil Butt Lift, Turbo Jam, Slim in 6, or Yoga Booty Ballet can be directly targeted through your Advanced Customer Search Tool. To use this report, go to the Coach Online Office > My Business > My Customers > Advanced Customer Search.

PROMOTION TRAINING TIPS

- 1. Add names to your contact list.** Who do you know that is looking to make a healthy lifestyle change? Who comments on your transformation? Who would benefit from a workout that doesn't feel like a workout? Make a list of everyone that could benefit from the Shaun T Dance Challenge Pack. And remember to build relationships everywhere you go!
- 2. Make a list of all of your "beginning to intermediate" customers.**
 - In the Coach Online Office go to My Business > My Customers > Advanced Customer Search.
 - Select "Brazil Butt Lift®", "Turbo Jam®", "Slim in 6®", and "Yoga Booty Ballet®" from the "Products Purchased" menu and then click on "Show Report"
 - Select "Excel" from the drop down menu and click on "Run Report"
 - You now have a list of all of your beginning to intermediate customers that are perfect contacts to offer the Shaun T Dance Challenge Pack discount.
NOTE: Exclude all Shakeology customers as they are not your prime target for a new Challenge Pack.
- 3. Connect with potential and previous customers.** Use Facebook®, Twitter®, email, and even the phone to get the message out.
 - "Hi (NAME), if you want to try Hip Hop Abs and Rockin' Body - now's the time! You can get the Shaun T Dance Challenge Pack for just \$140, \$20 off the regular Challenge Pack price, and \$50 off if you were to buy the products separately! The Shaun T Dance Challenge Pack has everything you need to succeed, including two fun dance programs, Hip Hop Abs and Rockin' Body, and a 30-day supply of Shakeology! I'm going to get a Challenge Group started this month so I'll touch base with you tomorrow to chat more about it. Talk to you soon!"
- 4. Follow 5-Steps to lock in the sale.** Use the [5-Step Invitation Process](#) and help your customers get a Challenge Pack and started in a Challenge Group.

SALES/PITCH POINTS

- Get not one but TWO of Beachbody's best-selling workouts – Hip Hop Abs and Rockin' Body
- This is the ideal Challenge Pack for customers who hate working out because both programs have you dancing off the pounds while having FUN.
- This is Beachbody's *best price ever* for the Shaun T Dance Challenge Pack.
- Shaun demonstrates every move in every workout so learning the routine is easy.
- Shakeology helps you "Tilt, Tuck, & Tighten" during workouts, simplifies your nutrition plan, reduces junk food cravings, and accelerates your fitness results!

PROMOTION MARKETING ASSETS

Promotion eCards

- See above Training Tips for information on how to target your eCards

Replicated Site Banners

- The banner will automatically be displayed on your Team Beachbody replicated website

Third Party Site Banners

- Use these banners to advertise on other potential websites

[Sizzle Video](#)

- Share this *new* video so your customers can see how much fun they can have with the Shaun T Dance Challenge Pack

[Before and After Social Postcard](#)

- Use this social postcard to show your customers the great results that can be achieved!

PROMOTION FAQ'S

Is this promotion available through the Coach Signup Flow and Coach Mobile App?

Yes! New Coaches and Customers signing up through the Coach Signup Flow and the Mobile App will have access to the \$140 price.

Is shipping still free for the discounted challenge packs?

Yes! Shipping is still **free** even with the discount.

Are the Commissions and TV/PV the same during the promotional period?

In order to make this discount available, we had to lower the commission to \$40 and TV/PV to 40/105.

Will the content of each Beachbody Challenge Pack be the same during the promotional period?

Yes, the content of each pack will remain the same during the promotional period.

- Each customer pack includes Hip Hop Abs and Rockin' Body, as well as your choice of Shakeology delivered through Home Direct, our monthly auto-ship program, and a 30-day VIP trial membership to the Team Beachbody® Club.
- Each New Coach pack includes the same as a customer pack, PLUS a Game Plan Tools Kit, and Business Essentials Starter Program—all for the same price!