

Ultimate Reset Kits – Product Discount

March 1st – 31st, 2013

TBB Store Link – Ultimate Reset Complete Kit

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

TBB Store Link – Ultimate Reset Refill Kit

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

TBB Store Link – Ultimate Reset Dual Kit

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

TBB Store Link – Ultimate Challenge Pack (for customers only)

<http://teambeachbody.com/shop/-/shopping/BCPCLN305?referringRepld=yourID>

PROMOTION HIGHLIGHTS

Team Beachbody is offering Customers and Coaches a discount on the Ultimate Reset Complete Kit (1x, Ultimate HD, Deluxe HD), Ultimate Reset Dual Kit (1x, Ultimate HD, Deluxe HD), Ultimate Reset Refill Kit (1x, Ultimate HD, Deluxe HD) and Ultimate Reset Challenge Pack. For the month of March, each kit will be available at the following price points:

Product Offer	Regular Retail Price	Retail Price (w/offer)	Club Price (w/offer)	Coach Price (w/offer)	Coach Commission per retail sale (w/offer)	Coach Commission per club sale (w/offer)	PV/TV (w/offer)
Complete Kit (1x & HD versions)	\$229.95	\$199.95	\$179.96	\$149.96	\$49.98	\$29.99	150/120
Refill Kit (1x & HD versions)	\$199.95	\$179.95	\$161.96	\$134.96	\$44.99	\$26.99	135/108
Dual Kit (1x & HD versions)	\$399.95	\$349.95	\$314.96	\$262.46	\$87.49	\$52.50	262/210
Challenge Pack	\$305	\$275	\$275	\$275	\$95	\$95	248/80

PRODUCT OVERVIEW/BENEFITS

The Beachbody Ultimate Reset® is a comprehensive, no-starvation, inner-body tune-up that offers much more than the typical cleanse and detox programs on the market. The Ultimate Reset not only helps you eliminate toxins and waste gently and naturally, but it also maximizes your cellular energy production, helping your body process food more efficiently and your systems run more smoothly.* You'll replace the processed foods you've been eating with healthy foods. You'll eat cleanly—possibly for the first time in your life—and take supplements designed to help your body remove from your cells and organs toxins that you've been taking in for decades.

The Beachbody Ultimate Reset is a complete, three-phase, 21-day mind and body program that provides everything you need to:*

- *Reclaim* your body's natural balance
- *Release* the harmful materials you may be storing within you
- *Restore* your system to its maximum health

Participants have experienced the following benefits:*

- Remove harmful toxins
- Lose weight safely (improve BMI)
- Increase energy
- Boost mood and mental clarity
- Lower cholesterol
- Reduce inflammation
- Improve regularity

The Complete Ultimate Reset Kit Includes:

- **Six supplements**, uniquely formulated to help restore your body to optimal health:.*
 - *Alkalinize* helps maintain alkalinity
 - *Optimize* promotes a healthy metabolism and effective body functions
 - *Soothe* helps enhance digestive health and reduce inflammation
 - *Mineralize* adds natural minerals needed by the body
 - *Detox* helps remove toxins and waste from the colon
 - *Revitalize* helps revitalize flora in the digestive tract
- **The Ultimate Reset Program and Nutrition Guide**, which includes detailed step-by-step instructions for your 21-day Ultimate Reset journey, and a complete three-phase Ultimate Reset meal plan.
- **DVDs:** 1. Reset Your Health! 2. .Cooking Class!
- **Unparalleled support** from a phase-by-phase 24/7 Support Group via Facebook®.
- **Includes 90-day access to 24/7 Ultimate Reset Participant Portal.**

-Refill Kit includes the six supplements listed above (*1 set of supplements, no collateral*)

-Dual Kit includes Complete Kit + 1 additional set of supplements (*2 sets of supplements + 1 set of collateral*)

-Challenge Pack includes Complete Kit + choice of Chocolate Vegan or Tropical Strawberry Vegan Shakeology

More information on Ultimate Reset is available in the [Product Toolkit](#) in the Coach Online Office, including the detailed [Product Training Guide](#).

TARGET AUDIENCE

People suffering from:

- Poor digestion, irregular bowel movements, low energy, poor sleep, high cholesterol, high triglycerides, high blood pressure, lack mental clarity, inflammation, bad skin

Jump-Starters

- Most likely no previous BB fitness program history
- Highly sedentary lifestyle
- Poor eating habits
- Multiple health conditions and issues

Strivers - Slim to overweight, Active

- None to some previous BB program experience
- Active and health conscious, but open to further improving their regimen

Plateau buster

- Extreme Performers, Slim, Active
 - P90X, TurboFire, Insanity graduates
 - Focus on Recovery and Healing opportunity
 - Even elite athletes take a break to allow their bodies to recover and heal for even greater performance

PROMOTION TRAINING TIPS

- 1. Add new names to your contact list.** Make a list of everyone you know that has ever tried an internal cleanse or reset style program. Add names of people who want to lose weight, need help modifying their diet, reducing their cravings, or increasing their energy, mood, or focus.
- 2. Make a list of your previous and current customers.**
 - In the Coach Online Office go to My Business > My Customers > Advanced Customer Search.
 - Select “Any” 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 customers, previous and current to talk to about the Ultimate Reset Challenge.
- 3. Connect with potential, previous, and current customers.** Use Facebook, Twitter, email, and even the phone to get the message out.
 - “Hi (NAME) Are you ready to work on your fitness from the inside out and lose your cravings and increase your energy? You can get the Ultimate Reset Challenge Pack this month for \$275, \$30 off the regular price, and \$85 off if you were to buy the products separately! You can check out testimonials and Success Stories at www.UltimateReset.com. 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 – Ultimate Reset](#) and help your customers get a Challenge Pack and started in a Challenge Group.

SALES/PITCH POINTS

- Spring clean your body and Save Up To \$50 on Ultimate Reset Complete, Refill, and Dual Kits!
- Spring clean your body with the Ultimate Reset Challenge Pack! \$85 in savings!

PROMOTION MARKETING ASSETS

[Ultimate Reset Promotional Challenge Pack eCard](#)

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

Replicated Site Banner

- 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

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 promotional offer.

Is shipping still free for the discounted Deluxe HD and Ultimate HD Kits?

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

Does the discount apply to coach self-purchases?

Yes. Coaches who purchase a kit for personal consumption will receive a discount.

Is there a commission for coaches who self-purchase?

Coaches do not receive a commission for kits that are self-purchased.

What other marketing assets are available for the Ultimate Reset?

[Beachbody Ultimate Reset Product Toolkit](#)

[Ultimate Reset Challenge Group Guide](#)

[Beachbody Ultimate Reset YouTube Channel](#)

- Promotional videos
- Success Stories
- Chats with Carl, Darin, and Isabelle

Can I earn Success Club points from Ultimate Reset sales?

Yes, selling Ultimate Reset kits is a great way to earn Success Club!

- 1 Success Club point for Ultimate HD or Deluxe HD Complete Kit, Refill Kit purchases
- 2 Success Club points for Ultimate HD or Deluxe HD Dual kit purchases (2 sets of supplements, 1 set of collateral – 2 HD orders are triggered)
- *1x orders of Complete, Refill, Dual Kits do not receive Success Club points