

FOCUS T25™ – Challenge Pack Discount

June 24, 2013 – July 31, 2013

TBB Store Link – FOCUS T25 Challenge Pack (for customers only)

<http://teambeachbody.com/shop/-/shopping/BCPT25205?referringRepId=yourID>

PROMOTION HIGHLIGHTS

Team Beachbody is offering New & Existing Customers and New Coaches a discount on the FOCUS T25 Challenge Pack. From June 24th to July 31st, the FOCUS T25 Challenge Pack will be available for \$180. That's over \$90 of savings if your customer were to buy this program and products separately!

Product Offer	Retail, Coach, Club Price	Discount	New Price	Savings Off Individual Items	New TV/PV	New Commission
FOCUS T25 Challenge Pack	\$205	12%	\$180	\$93.84	60TV / 150PV	\$60

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 FOCUS T25 Challenge pack, customers will receive the FOCUS T25 fitness program, 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!

FOCUS T25 is Shaun T's and Beachbody's NEWEST fitness program. This total-body conditioning program is designed to transform your body in just 10 weeks. Major studies have shown that 30 minutes of exercise can be just as effective at burning fat and even more efficient than 60 minutes of exercise. FOCUS T25 is 25 minutes of pure intensity and 100% focus...No REST. These fast-paced workouts are jam packed with dynamic, hi-intensity moves designed for maximum efficiency and effectiveness. View the [FOCUS T25 Toolkit](#) 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 Beachbody's newest program for less than we've ever offered it before. The FOCUS T25 Challenge Pack is ideal for your customers that are on-the-go and looking to lose weight, tone up, or improve performance.

Existing Customers who already own other Shaun T programs such as Hip Hop Abs, Rockin' Body, INSANITY, or INSANITY: THE ASYLUM 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's already in shape and is looking for the next big challenge? Make a list of everyone that could benefit from FOCUS T25. And remember to build relationships everywhere you go!
- 2. Make a list of all of your "Shaun T program" customers.**
 - In the Coach Online Office go to My Business > My Customers > Advanced Customer Search.
 - Select "Hip Hop Abs[®]", "Rockin' Body[®]", "INSANITY[®]", "INSANITY: THE ASYLUM[®] Volume 1", or "INSANITY: THE ASYLUM[®] Volume 2" 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 who've purchased a Shaun T fitness program that are perfect contacts to offer the FOCUS T25 Challenge Pack discount.
 - Repeat the above steps to identify additional customers who've purchased other advanced programs, including P90X[®], P90X2[®], Turbo Fire[®], and Les Mills Combat.
 - i. 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 FOCUS T25 now's the time! You can get the FOCUS T25 Challenge Pack for \$180, \$25 off the regular Challenge Pack price, and \$90 off if you were to buy the products separately! Challenge Packs are everything you need to succeed, including the fitness program 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

- This is Beachbody's *special introductory* price for the FOCUS T25 Challenge Pack.
- Everyone's talking about FOCUS T25—Beachbody and Shaun T's newest hit fitness program.
- 10 weeks, 5 days a week, 25 minutes PER WORKOUT from start to finish
- Minimal equipment needed and modification is shown in every workout
- Shakeology helps you "Get It Done" 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

Check the FOCUS T25 Toolkit in the Sales & Marketing section of your Coach Online Office for access to marketing assets, including customized Facebook posts for each product!

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 \$180 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 \$60 and TV/PV to 60/150.

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 FOCUS T25, 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!