

# COACH OPPORTUNITY PRESENTATION: PRESENTER GUIDE

The Coach Opportunity Presentation is a tool to share the Coaching opportunity with prospects that have expressed interest in becoming a Coach. It offers information on how the company was started, why Team Beachbody® is unique, what to expect from being a Coach, and options to enroll. This dynamic presentation allows you to personalize the information to fit your Team culture and speak to each unique audience.

## Personalize the Presentation

### ABOUT ME Slide

Sharing personal transformation stories helps prospects connect with you and the business, and is a very important aspect of the presentation. Review the SAMPLE SLIDE for an example of how you can create YOUR SLIDE. In addition, many Coaches choose to create additional slides to share the stories of other Coaches on their Team.

### WHAT TO EXPECT FROM OUR TEAM Slide

Setting expectations up front for what a new Coach can expect from your Team is key in helping them build confidence and getting excited about the opportunity. Use the SAMPLE SLIDE to help you create YOUR SLIDE.



## Use the Talking Points




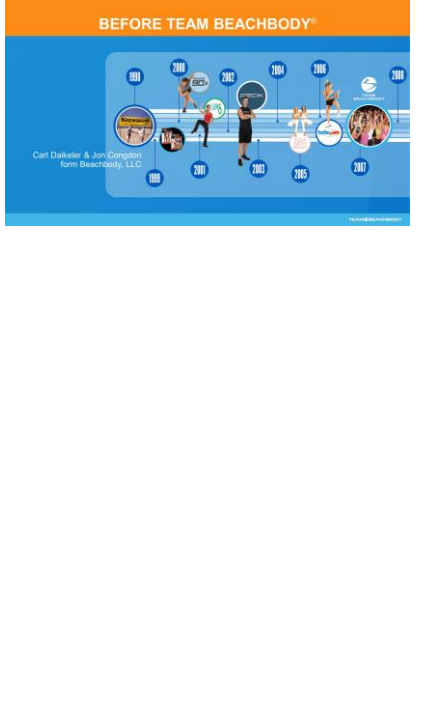
Talking Points can be found starting on page two of this document and in the notes section of the PowerPoint Presentation. Talking points for each slide have been written to share the opportunity and speak about the unique benefits of Team Beachbody in a clear and concise manner. You may take the information and put it into your own words to help you better relate to your audience and sound genuine, not scripted; but please note, you are not allowed to make income claims or claims of cures in relation to the use of any Beachbody® program or product.





## Present Online or In-Person

Understanding that each Coach has their preferred way of presenting the Coaching Opportunity, this presentation was developed so it can be used online via a web conference or through a live, in-person presentation. Download the slides to your computer. You will need PowerPoint to view the slides.




## TALKING POINTS

These Talking Points match the slides so you can speak with confidence. These points detail what to say (in blue), and what you should know (in black). Follow our suggestions or customize the meeting to make it all your own.




| Slide Image   | Talking Points   |
|---|--|
|    | <p>Welcome everyone to your Coach Opportunity Presentation</p>   |
|   | <p>Use this slide as your guide to build your own “ABOUT ME” story slide, and any additional slides to tell the story of other Coaches on your team.</p> <p><b>* Delete this Sample slide before sharing your presentation*</b></p>  |
|  | <p>Use this slide to build your own “ABOUT ME” story slide, and any additional slides to tell the story of other Coaches on your team.</p>   |
|  | <p>This slide explains the history of Beachbody and how Team Beachbody was started.</p> <ul style="list-style-type: none"> <li>• Beachbody was founded in 1998 by Carl Daikeler and Jon Congdon with the core purpose to help people achieve their goals and enjoy a healthy, fulfilling life</li> <li>• Through infomercials they were able to give everyone equal access to a variety of world-class, proven, no-nonsense in-home DVD fitness programs</li> <li>• Carl and Jon set this company apart from any other by taking a risk and creating programs that required hard work and commitment, no magic potions or quick fix schemes – if you’ve ever tried P90X or know someone who has then you know it requires serious commitment and work</li> <li>• Through online Beachbody Message Boards customers talked about their results, provided support and motivation, and invited others to try the programs</li> <li>• Carl and Jon saw an opportunity to reward these people for their organic sharing of programs and results and invited them to become the founding Coaches of Team Beachbody, which officially launched in 2007</li> </ul> |



| Slide Image   | Talking Points  |
|---|---|
|    | <p>This slide continues through the history and highlights the major programs and products launched since Team Beachbody was founded.</p> <ul style="list-style-type: none"> <li>• The launch of Team Beachbody put into motion the launch of amazing products to support the Coach business</li> <li>• Just take a look at everything that Beachbody has created in the last few years</li> <li>• I bet every person listening in has either tried one of these products or knows someone who has</li> </ul>                       |
|    | <p>This slide continues through the history and highlights the major programs and products launched in 2017.</p> <ul style="list-style-type: none"> <li>• This represents a true commitment to the company's core purpose to help people achieve their goals and enjoy a healthy, fulfilling life</li> </ul>  |
|   | <p>This slide gives your audience a quick look at what makes Team Beachbody unique</p> <ul style="list-style-type: none"> <li>• I've already mentioned a few things that make Team Beachbody unique, but when you put them together, it really shows how much this company has to offer</li> <li>• We've got the complete solution – Fitness, Nutrition, Peer Support, and Rewards</li> <li>• The company started with Fitness through infomercials and a few years after Team Beachbody was founded, nutrition was born</li> </ul> |
|  | <p>Some Coaches also like to show the strength of the company by highlighting the number of people helped by our products.</p> <ul style="list-style-type: none"> <li>• The good news is, we have more and more Coaches every year joining our cause which helps us support more customers</li> <li>• In 2015 our Coaches helped over a million people get results with a fitness and nutrition program</li> <li>• We've still just scratched the surface to help end the trend of obesity</li> </ul>                               |




| Slide Image | Talking Points |
|-------------|----------------|
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| <p>SHAKEOLOGY™</p>               | <p>Here you will start the conversation about Shakeology.</p> <ul style="list-style-type: none"> <li>• Shakeology is Team Beachbody's signature product, only sold through Coaches</li> <li>• It's the ultimate Daily Dose of Dense Nutrition</li> <li>• For less than \$5 a serving you get the nutritional equivalent of \$41 worth of fruits and vegetables in one single glass!</li> <li>• And, for those who like to try before they buy, Team Beachbody has created a sampler pack so customers can see which flavor they'll love best!</li> <li>• You can think of Shakeology as the secret weapon for Coaches to help their customers get incredible results</li> <li>• And as a Coach, drinking it every day is what keeps me feeling incredible and helps me show people that our products really work!</li> </ul> |
|                                 | <p>This slide helps you identify key ingredients in Shakeology that set it apart from other shakes on the market.</p> <p>Shakeology has <b>incredible super-nutritious ingredients</b>:</p> <ul style="list-style-type: none"> <li>• Proteins, vitamins, and minerals – to help <b>reduce hunger and food cravings</b></li> <li>• Antioxidants and phytonutrients – to help <b>detoxify and protect</b> the body against free radical damage</li> <li>• Adaptogen herbs – to help <b>increase energy</b> and combat stress</li> <li>• Prebiotics, probiotics, fiber, and digestive enzymes – to aid <b>digestion and promote regularity</b></li> </ul>   |
| <p>SOMETHING FOR EVERYONE</p>  | <p>Make sure people know that Team Beachbody isn't just Shakeology, it's a business supported by products to meet the needs of everyone.</p> <ul style="list-style-type: none"> <li>• But, Shakeology alone isn't what makes Team Beachbody so unique. It's the fact that this company has a solution for everyone, regardless of age, gender, or fitness level.</li> <li>• Our product catalog is full of fitness programs designed to help beginners get started and fitness fanatics take their workouts to the next level.</li> <li>• We have products to help kick-start weight loss, support ongoing weight loss, and even fitness program accessories that complement our programs and help people get optimal results.</li> </ul>  |







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|--|--|
| <p><b>PROVEN RESULTS</b></p>  | <p>Here you get to show your audience some of the incredible results customers have received using Team Beachbody programs.</p> <ul style="list-style-type: none"> <li>• And speaking of results, this is what coaching is all about. Seeing these Success Stories reminds me why I do what I do and makes me feel proud to be a Team Beachbody Coach.</li> <li>• Our products are proven to work. They change the lives of thousands of people every single day and my job as a Coach is to help them through support, motivation, and making sure they get the product that's right for them.</li> </ul> |
| <p><b>PROVEN RESULTS</b></p>  | <p>This slide is simply the animation of the slide before. It highlights several before and after pictures on the slide.</p>   |
| <p><b>PEER SUPPORT</b></p>   | <p>Here you can get excited about sharing the benefits of peer support and the team.</p> <ul style="list-style-type: none"> <li>• And I get to help create Success Stories with my friends. Team Beachbody Coaches are amazing people.</li> <li>• We are a community of people that join together and support each other in the mission to end the trend of obesity.</li> <li>• Not only have I gained valuable friendships, I've gained the freedom to do what I truly love—and that's showing people that they can achieve their goals and dreams.</li> </ul>  |



| Slide Image   | Talking Points  |                           |  |  |   |
|---|---|---------------------------|--|--|---|
|  <p><b>WHAT IS A COACH?</b></p> <table border="1"> <thead> <tr> <th>A Coach <u>Doesn't</u> Have to Be:</th> <th>A Coach <u>Should</u> Be:</th> </tr> </thead> <tbody> <tr> <td> <ul style="list-style-type: none"> <li>• A fitness or nutrition expert</li> <li>• Already at their fitness and nutrition goals</li> <li>• An experienced sales person</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>• Sharing how people can change their lives and achieve their goals</li> <li>• Committed to being proof the products work (i.e., work out and drink Shakeology)</li> <li>• Improving and developing themselves</li> </ul> </td> </tr> </tbody> </table> | A Coach <u>Doesn't</u> Have to Be:  | A Coach <u>Should</u> Be: | <ul style="list-style-type: none"> <li>• A fitness or nutrition expert</li> <li>• Already at their fitness and nutrition goals</li> <li>• An experienced sales person</li> </ul> | <ul style="list-style-type: none"> <li>• Sharing how people can change their lives and achieve their goals</li> <li>• Committed to being proof the products work (i.e., work out and drink Shakeology)</li> <li>• Improving and developing themselves</li> </ul> | <p>It's time to answer the question on your audience's mind, what is a Coach?</p> <ul style="list-style-type: none"> <li>• Now you've heard me talk a lot about how a Coach's job is to help people, but you're probably thinking – what does that mean?</li> <li>• I often get asked if a Coach has to be in peak physical shape, or a certified trainer. Let me clear up these misconceptions.</li> <li>• A Coach does not need to be a fitness or nutrition expert.</li> <li>• A Coach does not need to already have achieved their fitness and nutrition goals.</li> <li>• A Coach does not need to be an experienced sales person.</li> <li>• What a Coach does need to be is passionate and dedicated to helping people achieve their goals.</li> <li>• They need to be consistently sharing how Team Beachbody can help change the lives of those they meet, through building relationships and connecting with people to find out what their goals are to determine which programs would be right for them.</li> <li>• In addition, they need to be committed to being proof the products work by using Team Beachbody programs every day. That includes drinking Shakeology and working out.</li> <li>• Finally, Coaches need to be committed to consistently improving and developing themselves.</li> <li>• Personal development is key in building confidence, setting goals, and helping Coaches stay focused on the activities they need to complete to see their business grow.</li> </ul> |
| A Coach <u>Doesn't</u> Have to Be:  | A Coach <u>Should</u> Be:   |                           |  |  |   |
| <ul style="list-style-type: none"> <li>• A fitness or nutrition expert</li> <li>• Already at their fitness and nutrition goals</li> <li>• An experienced sales person</li> </ul>  | <ul style="list-style-type: none"> <li>• Sharing how people can change their lives and achieve their goals</li> <li>• Committed to being proof the products work (i.e., work out and drink Shakeology)</li> <li>• Improving and developing themselves</li> </ul>  |                           |  |  |   |
|  <p><b>BENEFITS OF BEING A COACH</b></p> <ul style="list-style-type: none"> <li>• Set your own work hours</li> <li>• Focus part-time or full-time</li> <li>• Build online or in person</li> <li>• Share your passion and attract people</li> </ul> <p>7AM Beachbody Business Time</p> <p>Must Save for the Tues @ 8 AM</p> <p>Full-time Coach by next year</p> <p>COACH SUMMIT</p> <p>I'm going to Summit!!!!</p>  | <p>This slide lets you show some of the benefits of being a Coach.</p> <ul style="list-style-type: none"> <li>• So what are the benefits of being a Coach like?</li> <li>• For starters, you get to set your own work hours. If you have a full-time job then you might choose to spend a few hours working your Team Beachbody business on your lunch break and at night instead of watching TV.</li> <li>• As your business grows and you can afford to spend more time focusing on it, you'll be able to start the transition from part time Team Beachbody Coach to full time Coach.</li> <li>• You can also choose to work your business in person, online, or both. This business is flexible and will work for anyone.</li> <li>• Every day, Coaches share their passion for being healthy and fit to attract people to their business.</li> </ul> |                           |  |  |   |

| Slide Image   | Talking Points  |
|---|---|
|    | <p>Everyone wants to be rewarded; so share all of the exiting opportunities Coaches have to earn rewards!</p> <ul style="list-style-type: none"> <li>• The more you commit to working your business every day, the more your business grows and the more rewards you can earn.</li> <li>• Team Beachbody's compensation plan is so well rounded.</li> <li>• You have the opportunity to receive commissions for selling products to customers, bonuses for helping your Team grow, as well as qualify for free trips (like cruises, Disneyland, and more!), monthly incentive rewards, recognition, and daily opportunities to learn and engage in personal development.</li> <li>• How many people can say right now that they get rewards like this at their current jobs?</li> </ul>   |
|   | <p>This slide helps you show your audience that when they decide to become a Coach they're not in it alone. They'll be support by Team Beachbody Headquarters every step of the way.</p> <ul style="list-style-type: none"> <li>• And to help you earn those rewards, Team Beachbody provides outstanding support.</li> <li>• As a new Coach there's no guesswork on how to get started. You just follow a simple Business Quick Start that guides you through exactly what you need to do in your first week in the business.</li> <li>• After that, you have the opportunity to get daily training and activities to grow your business through the industry award-winning Coach Basics Group, led by a leader on your Coach Team.</li> <li>• Team Beachbody also keeps you up to date on news and announcements through communications like our weekly National Wake-Up Call, which happens every Monday morning, our monthly e-newsletter the Coach Monthly, and the online office, Breaking Coach News feed.</li> <li>• Plus, you can follow Team Beachbody social media for instant updates and messages to share to grow your business.</li> </ul> |
|  | <p>Use this slide as your guide to build your own "WHAT TO EXPECT FROM OUR TEAM" support slide. Show your audience how your team support new and existing Coaches'. Again, pumping up the fact that new Coaches aren't in this business alone.</p> <p><b>* Delete this Sample slide before sharing your presentation*</b></p>   |

| Slide Image  | Talking Points   |
|--|--|
|  <p><b>WHAT TO EXPECT FROM OUR TEAM</b></p> <ul style="list-style-type: none"> <li>• Bullet text goes here</li> <li>• Bullet text goes here</li> <li>• Bullet text goes here</li> <li>• Bullet text goes here</li> <li>• Bullet text goes here</li> <li>• Bullet text goes here</li> </ul> <p><b>YOUR SLIDE</b></p>   | <p>Use this slide to build your own “WHAT TO EXPECT FROM OUR TEAM” support slide.</p>  |
|  <p><b>WHAT ARE THE OPTIONS?</b></p> <p><b>Coach</b></p> <p>“I’m ready to join your Team and help others achieve <i>their</i> health and fitness goals.”</p> <p><b>Customer</b></p> <p>“I’m ready to join a Challenge Group to achieve <i>my own</i> health and fitness goals.”</p>   | <p>Now’s your opportunity to present the enrollment options to your audience. Enroll as a Coach or as a customer.</p> <ul style="list-style-type: none"> <li>• So now you’re probably wondering what your options are to join our Team.</li> <li>• If you’re ready to do what we do and help people achieve their health and fitness goals, you can join our Team as a Coach.</li> <li>• Or, if you’re just starting your journey you can join as a customer and start achieving your health and fitness goals through a Challenge Group.</li> </ul>   |
|  <p><b>JOIN AS A COACH</b></p> <p><b>Coach</b></p> <ol style="list-style-type: none"> <li><b>1. Challenge Pack*</b><br/>Average savings of \$45–\$75<br/>• \$39.95 Coach enrollment fee is waived!<br/>• Fitness programme on DVD or streamed via Beachbody On Demand<br/>• 1st shipment of Shakeology subscription or Performance Stack subscription</li> <li><b>2. Shakeology Subscription</b><br/>• \$39.95 Coach enrollment fee</li> <li><b>3. Fitness Programme</b><br/>• \$39.95 Coach enrollment fee</li> </ol> | <p>This slide will help you explain three popular ways people enroll as a Coach.</p> <ul style="list-style-type: none"> <li>• The best way to join as a Coach, and the best value, is to purchase a Challenge Pack.</li> <li>• A Challenge Pack includes at least one fitness program, Shakeology on Home Direct, and a free trial month of the Team Beachbody Club subscription.</li> <li>• By purchasing the Challenge Pack you’re saving between \$50-\$80, your \$39.95 Coach enrollment fee is waived, and you’ll have everything you’ll need to be proof the products work.</li> <li>• If you already have a fitness program you can join by purchasing Shakeology HD and paying the Coach enrollment fee. Or if you are already on Shakeology HD you can just choose a fitness program and pay the Coach enrollment fee.</li> <li>• You can discuss what works best for you with the Coach who invited you to this call.</li> </ul> |



| Slide Image  | Talking Points   |
|--|--|
|  <p><b>ONGOING BUSINESS SERVICE FEE</b></p> <p><b>£15.95 Monthly Covers:</b></p> <ul style="list-style-type: none"> <li>Media promotion &amp; brand awareness</li> <li>Personal websites (online stores)</li> <li>Coach Office</li> <li>Product warehousing</li> <li>Customer service</li> <li>Technical support</li> <li>Marketing</li> <li>Communications</li> <li>Training</li> <li>Support on Demand</li> </ul> <p><b>Coach</b></p>   | <p>It's important that your audience knows about, and understands the ongoing Business Services Fee. Many new Coaches are unaware of this fee and the vast list of items it covers to help them run their business.</p> <ul style="list-style-type: none"> <li>In addition to your initial investment and your ongoing monthly Shakeology, there's a \$15.95 ongoing monthly business services fee.</li> <li>The Business Services Fee helps pay for the millions spent on media, your personal Team Beachbody websites (aka, your online stores), your Coach Office, warehousing products so you don't have to take on any inventory, customer service and technical support, marketing, communications, training tools, and daily personal development to help you grow your business.</li> <li>To get this kind of support for such a small fee is incredible!</li> </ul> |
|  <p><b>JOIN AS A CUSTOMER</b></p> <ol style="list-style-type: none"> <li><b>Challenge Pack*</b><br/>Average savings £40-£75 <ul style="list-style-type: none"> <li>Fitness programme on DVD or streamed via Beachbody On Demand</li> <li>1st shipment of Shakeology subscription or Performance Stack subscription</li> <li>Support: Your Team Beachbody Coach can help you get the results you want</li> </ul> </li> <li><b>Shakeology Subscription Only</b></li> <li><b>Fitness Programme Only</b></li> </ol> <p><b>Customer</b></p> | <p>Here you can explain three popular options to enroll as a customer.</p> <ul style="list-style-type: none"> <li>Now if you want to join as a customer you can still purchase a Challenge Pack and choose your fitness program and Shakeology. Or you still have the additional options just like you do as a Coach, minus the Coach enrollment fee.</li> <li>Again, talk to the Coach who invited you to figure out what will work best for you.</li> </ul>  |
|  <p><b>IN THE NEXT 24 HOURS</b></p> <p>The person who invited you will follow up and ask:</p> <ul style="list-style-type: none"> <li>"What did you like most about the presentation?"</li> <li>"Does Team Beachbody feel like a fit that could help you achieve your goals?"</li> <li>"Which option appeals to you, Coach or customer?"</li> </ul>  | <p>This slide helps set the expectation for your audience that the Coach who invited them to attend will follow up with them within 24 hours.</p> <ul style="list-style-type: none"> <li>So what's next? In the next 24 hours you should expect the Coach who invited you to follow up with you and ask these questions:</li> <li>What did you like most about the presentation?</li> <li>Does Team Beachbody feel like a fit that could help you achieve your goals?</li> <li>Which option appeals to you, Coach or customer?</li> </ul>  |
|  <p><b>THINK ABOUT...</b></p> <ul style="list-style-type: none"> <li>What can becoming a Coach do for me?</li> <li>Who can I help?</li> <li>What are my goals and dreams?</li> </ul>  | <p>In closing your presentation, use these questions to help your audience think about what Team Beachbody can do for them.</p> <ul style="list-style-type: none"> <li>Before we end this presentation I want you to think about what can becoming a Coach do for you?</li> <li>Who can you help if you were a Coach?</li> <li>What are your goals and dreams?</li> </ul>  |

| Slide Image   | Talking Points  |
|---|---|
|  | <p>Some Coaches like to close their presentation with questions from their audience. Here's a slide to use if you choose to have Q &amp; A.</p> |
|  | <p>Use this slide to close out your presentation.</p>   |