

CUSTOMER TO COACH GUIDE

Developing strong Coaches is vital to building a rewarding Beachbody® business, and we've found that many successful Coaches begin as Beachbody customers first. The Customer to Coach tools will help you learn how to identify customers who would make great Coaches and what to do to transition them from customer to Coach.

Tools include:

Part One – How to Identify Potential Coaches

Find out where to look to find potential Coaches and the qualities to look for in someone who would make a great Coach.

Part Two – What to Say to Develop Potential Coaches

Learn what to say to engage your customers and help you identify the qualities and key signals of a potential Coach.

Part Three – How to Invite Customers to Become Coaches

Follow the step-by-step guidelines in the Coach 5-Step Invitation Process to invite your customers to become Coaches. Customize the guideline examples to fit each unique situation and increase your chances for success.

Part Four – How to Overcome Coaching Objections

Learn how to answer common objections your customers may have when considering becoming a Coach.

It's highly recommended that you review "How to Identify Potential Coaches" first before inviting customers to become Coaches. Always remember that building relationships with your customers is essential to increase your customer to Coach success and will better equip you to help your new Coaches achieve their goals and be successful.

PART ONE – HOW TO IDENTIFY POTENTIAL COACHES

Use this tool to learn how to identify potential Coaches by understanding the following:

The Belief System

The journey your customers go through before they are ready to become Coaches

Where to Find Potential Coaches

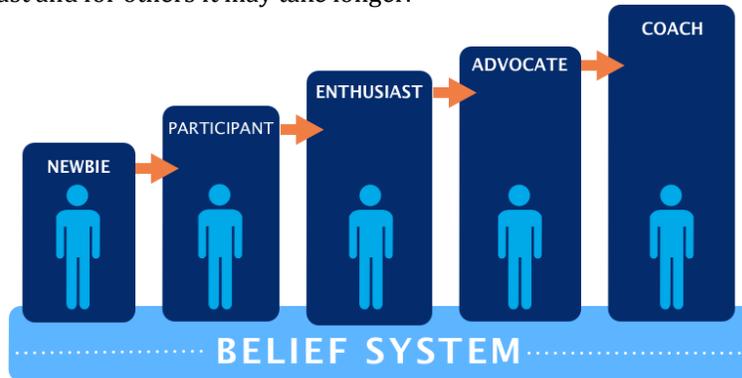
Where to look to find people who would make great Coaches

How to Recognize Potential Coaches

What to look for in customers that are clear signs they would make great Coaches

THE BELIEF SYSTEM

Did you know 71% of Team Beachbody® Diamond Coaches were customers first, so there's a good chance your next Diamond is already one of your customers waiting to be sponsored as a Coach? The Belief System explains different stages a person goes through before they are ready to become a Coach. For some the transition is very fast and for others it may take longer.



NEWBIE:

Is seeking to get healthy and has purchased a Beachbody® program or product, but has not gotten started on it yet.



PARTICIPANT:

Has joined a Challenge Group and has started a program that will put them on the path to getting results.



ENTHUSIAST:

Has gained confidence by loving their workouts and seeing results. They're more involved with the Challenge Group, posting comments and encouraging others.



ADVOCATE:

Is talking about the programs and their results and is excited to share their experience with others. Advocates will be your best-performing Coaches.



WHERE TO FIND POTENTIAL COACHES

Start with your existing Beachbody Challenge™ Group Customers.

Why? Because customers in Beachbody Challenge Groups tend to:

- ✓ Understand why and how our products work
- ✓ Set goals and commit to achieving them
- ✓ Provide motivation and accountability to other members
- ✓ Develop Success Stories to share with others

TIP: Consider your existing Shakeology® customers as well. They share many characteristics of Challenge Group members and are often Enthusiasts and Advocates of Shakeology and passionate about living healthy lives.



HOW TO RECOGNIZE POTENTIAL COACHES

The first step to recognize potential Coaches is to watch for the qualities of a great Coach in your Beachbody Challenge Group members.

Qualities of a great Coach include the following:

- ✓ Advocate for Beachbody products
- ✓ Sets goals and is committed to making a positive change in their life for the long term
- ✓ Turns obstacles into opportunities
- ✓ Coachable
- ✓ Eager to help others and add value to the Challenge Group
- ✓ Love to share their story
- ✓ Enjoys learning new things and sharing them with others
- ✓ Has a "Why," something that drives or motivates them

TIP: Be the example! Customers will learn these qualities from you first, so always be sure to exhibit these qualities yourself.

In addition, keep an eye out for the following key signals you've got a potential Coach in the making:

- ✓ They are a cheerleader for the Group, always happy to provide support and encouragement
- ✓ People are asking them about what they are doing, the products, and their results, and they are eager to share their experience with others
- ✓ Their friends and family want to join a Challenge Group, or they've asked you about coaching

Remember to always stay connected with your customers and give them praise, recognition, and support. To help you develop potential Coaches, you can use the Facebook® post examples in the Customer to Coach Guide Part 2 – What to Say to Develop Potential Coaches. Plus don't forget to use the Challenge Group guides to post messages every day and follow up on comments and questions in a timely manner to keep your customers engaged and excited about their Challenge.

PART TWO – WHAT TO SAY TO DEVELOP POTENTIAL COACHES

If you want to convert customers to Coaches from your Beachbody Challenge™ Groups, you’ll need to communicate daily to keep members engaged and moving through the Belief System. Follow the Facebook® tips below on what to say to engage your customers and help you identify the qualities and key signals of a potential Coach. Remember to customize your messages to fit your Group and your Challenge.

Facebook Post	Guideline Examples	Potential Coach Response
<p>Post a message asking members to introduce themselves and express their goals and expectations for the Challenge Group.</p> <p>Also post what your expectations are for the Group, e.g., daily posting of water consumption, drinking Shakeology®, working out, eating healthy, etc.</p>	<p>“Welcome to the Challenge Group. I’m excited to watch your transformations over the next 90 days. Take a minute to introduce yourself and share your goals, struggles, and expectations with the Group so we can get to know each other.</p> <p>I’ll go first: I’m [NAME], your Beachbody® Coach, and my goal is to help you achieve results over the next 90 days. My expectation is that we will all work together to help each other stay accountable to our goals—posting how our daily workouts are going, how well we are sticking to our nutrition program, if we’re drinking enough water, etc. My biggest struggle is saying no to chocolate. I’d love everyone’s help to keep me away from sweet temptations.”</p>	<p>Provide a heartfelt response explaining their struggles and that they’re seeking a long-term change. They are looking for community support and see the bigger picture; it’s not all about them.</p> <p><i>Proves they are committed to changing and sticking with the program.</i></p>
<p>Post an image/video that prompts an emotional response.</p>	<p>“This video is exactly what I needed today! Check it out and let me know what you think.”</p>	<p>Quick to respond to the post with a “like,” comment, and/or follow-up related post.</p> <p><i>Shows they are eager to participate in the Group.</i></p>
<p>Post a specific question or request that asks for something in return.</p>	<p>“Post a picture of your workout space or share your favorite meal from the meal plan this week.”</p>	<p>One of the first to respond to the question or request.</p> <p><i>Proves they are active in the Group and eager to contribute.</i></p>
<p>Post a message asking members to share their biggest struggle or greatest accomplishment.</p>	<p>“What gives you a reason to celebrate this week? Did you finally overcome a challenge that you’ve been struggling with? Maybe you achieved a goal early like not having to use your knees to do push-ups. Or you finally kicked your caffeine addiction. Inspire us with your celebrations!”</p>	<p>Have a thoughtful, sincere response.</p> <p><i>Shows they are taking the Group seriously.</i></p>

Facebook Post	Guideline Examples	Potential Coach Response
Post a message asking members to post their progress photos.	“Time to post your progress photos. Share your beautiful smiles and results. Don’t get discouraged if you’re not progressing as fast as you had hoped. Oftentimes we are more critical of ourselves and it’s hard to see change even though it’s there. Remember we are all here to help you achieve your goals.”	Quickly post their photos, “likes” and comments on other members’ photos, provides support, encouragement, and recognition to others. <i>Shows they care and want to help others achieve their goals.</i>
Post a message to find out if anyone knows people interested in joining a Challenge Group or who are interested in other Beachbody products.	“Are your results being noticed by your family and friends? I’d love to find out if anyone is asking you about what you are doing. Have you shared your experience with people you know?”	They are getting questions about what they are doing because of the results and lifestyle changes they are making. People they know are getting inspired to make a change. They already have family and friends who want to try a fitness program or product. <i>Helps create their initial contact list.</i>
Post a message in Week 3 or Week 7 of the Challenge to see who is interested in coaching.	“Some of you have mentioned that your family and friends are interested in joining a Challenge Group. I wanted to see who might be interested in joining me as a Coach and leading their friends and family through a Challenge Group. Check out this video that tells you a little about coaching and let me know what you think! It’s the best way to take what you’re learning from our Group and help more people change their lives. Plus, Coaches get a 25% discount on their purchases, and with your next Shakeology order about to ship, it’s the perfect time to become a Coach to get a discount on your order and, more importantly, help people you know achieve their health and fitness goals. <I’m a Coach video>”	Respond that they want to become a Coach or that they’re interested in getting additional information to see if it is something they might want to do. <i>Identifies who is interested in becoming a Coach.</i>

Another great way to engage a potential Coach and help him or her progress into a coaching role is to invite him or her to take on a leadership role in the Group. By assigning this person to a “leadership” position, you are helping him or her naturally move into a Coach role. When the Challenge is over, you’ll be able to thank them for helping you, and it makes it easier to talk to them about coaching since they were already coaching their Challenge Group.

You can say:

“(NAME), I’ve noticed that you’ve had great tips and answers to questions in our Group and I was hoping you could help me out for the remaining weeks. If you could continue answering questions and providing support

to everyone it would really help me out. If you're not sure what the answer is to a question you can tag me and I'll find out. Would that be okay?"

When you are ready to approach a customer about becoming a Coach, use the guideline examples found in the "Customer to Coach Guide Part Three – How to Invite Customers to Become Coaches." Always remember to build a relationship with your customers first and allow them to become Advocates before inviting them to become Coaches.

PART THREE – HOW TO INVITE CUSTOMERS TO BECOME COACHES

It may take at least 30 days from the start of your Challenge Group for a customer to move from Participant to Advocate. Make sure to give your customers enough time to experience the Challenge Group, get results, and build confidence before you invite them to become a Coach. Once you've identified an Advocate in your Beachbody Challenge Group, reach out to them privately and talk to them about becoming a Coach. Use the invitation guidelines below and remember to always customize your message to fit each unique situation.

THE CUSTOMER 5-STEP INVITATION PROCESS: WHAT TO EXPECT

Step 1: Invite your prospect into the conversation.

Bridge Step 1 to Step 2: Prepare them for questions you'll be asking in Step 2.

Step 2: Interview your prospect, asking questions to learn more about them.

Bridge Step 2 to Step 3: Get a clear commitment that they will watch the video you will send them in Step 3.

Step 3: Send a video explaining more about Challenge Groups.

Step 4: Follow up to find out what they liked about the video and confirm their interest in joining your Challenge Group.

Step 5: Help your prospect enroll in your Challenge Group by walking them through the process.

Sample Messages

The sample messages are designed for you to personalize based on each unique situation. Your messages should show that you care about helping people and build trust by focusing on your prospect and their needs. The more you practice the steps in this guide to invite, the more confidence you'll build, and the less obstacles and objections you'll receive.

PRE-QUALIFYING INTERVIEW

Before you invite your customer to become a Coach you'll want to ask them questions to gauge their excitement about their experience.

"(NAME), I'm so excited that you finished your (insert Challenge Group Name/Program), tell me about it."

"You sound excited about your experience. On a scale of 1–10 how excited are you?"

STEP 1: THE INVITE

When you hear the Green Light Moments during the Pre-Qualifying Interview it's time to send the Step 1 Invite through "Praise," "Disarm," and "Ask."

- ✓ **Praise** them for how well they've done and how excited they seem about their progress/results.
- ✓ **Disarm** them by making it a no-pressure deal, letting them know it's okay that it may or may not be for them right now.
- ✓ **Ask** if they've considered becoming a Coach.

Invitation Step	Sample Invitation Message	Tips
Step One: The Invite	Sounds like things are going great for you. I'm so excited that you've done so well and that you've (insert their transformation, i.e., lost X pounds). I'm not sure if this is for you or not right now, but since you're doing so well I have to ask. Have you ever considered being a Coach and joining my Team? I think you'd be great.	<ul style="list-style-type: none"> • No matter how they answer, your next step is to Bridge them to Step 2. • Common responses: "I don't know much about it, is it really something I could do?" "I've thought about it but I'm not sure it's for me."

BRIDGE: STEP 1 TO STEP 2

The Bridge in the Coach process is the same as in the customer process; it's like the binding on a book. Without the bridge, you have five separate steps that don't flow well, but with it they all connect, making it easy to lead your customer down the right path and helping them make a better-informed choice. Learning to bridge each step makes it easier and keeps you in control.

Invitation Step	Sample Invitation Message	Tips
Bridge Step 1 to Step 2: Prepare Customer for Questions	Why don't I ask you a few questions and we can go from there to see if this is something that would work for you and if it's a right fit. Sound good?	<ul style="list-style-type: none"> • Never skip the Bridge. It sets up Step 2 and prepares your customer for the questions you're going to ask.

STEP 2: THE INTERVIEW

Ask your customer a few questions to help both of you determine whether or not coaching is a good fit for them at this time. Ask questions about the 4 Vital Behaviors of a Beachbody® Coach: Invite, Invite, Invite, Be Proof the Products Work, Do Personal Development, and Recognize, Recognize, Recognize. When you get Green Light Moments from each question, move on to the next until you've completed the interview.

Invitation Step	Sample Questions	Tips
Step 2: The Interview	<p><u>Be Proof the Products Work</u></p> <ul style="list-style-type: none"> • On a scale of 1-10 how excited are you about the program and Group? • Do you plan on continuing with Beachbody programs and Shakeology® in the future? <p><u>Invite. Invite. Invite.</u></p> <ul style="list-style-type: none"> • Have you already been talking with others about Beachbody? If so, how many and who? • Could you see yourself helping people get started on their own Beachbody journey? • Would you be opposed to earning income for helping people get started? <p><u>Personal Development</u></p>	<ul style="list-style-type: none"> • Be Proof the Products Work questions help reinforce how much your customer loves what they're doing and that they plan to continue doing it. • Invite questions get your customer thinking about who they can help which begins their contact list. • Personal Development questions give you an idea of how well they'll fit in

	<ul style="list-style-type: none"> • On a scale of 1–10 how much of a team player would you say you are? • How willing are you to learn new things? • Would taking some time and going through very simple training to learn what we do as Coaches be something you could see yourself doing? <p><u>Recognize, Recognize, Recognize</u></p> <ul style="list-style-type: none"> • I love what you posted on the groups' Facebook page, can you create a post every day that gives a shout out to someone who achieved a step towards their goal? 	<p>on your Team and how coachable they'll be.</p> <ul style="list-style-type: none"> • Questions that focus on recognition give you an idea if they have the ability to motivate their customers and keep them moving forward in a positive direction.
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BRIDGE: STEP 2 TO STEP 3

Bridge your customer to Step 3 by using the "If I...would you..." approach to get a clear commitment from them that they will watch the video you will send in Step 3. It is also when you confirm when they plan to watch it and then schedule the Step 4 Follow Up.

Invitation Step	Sample Invitation Message	Tips
<p>Bridge Step 2 to Step 3: "If I...would you..."</p>	<p>From what you told me it sounds like coaching may be a really great fit for you. But just to make absolutely certain, why don't I send you information that explains more. If I send you a video that tells you more about coaching would you have 10 minutes to watch it?</p> <p><u>Schedule when they will watch the video and when you will follow up.</u> Do you have time to watch it now, or would later today work better?</p> <p>Great, what time in the next 24 hours are you available so I can follow up and see what you thought?</p>	<ul style="list-style-type: none"> • Schedule the watch and the follow up as soon as possible, ideally within 24 hours.

STEP 3: SEND VIDEO

It's important to send the "Introducing Team Beachbody" video to your prospect immediately following your Bridge Step 2 to Step 3 conversation. Let the video do the talking and explain coaching to make sure it's right for them.

Invitation Step	Sample Invitation Message	Tips
<p>Step Three: Send Video</p>	<p>Great, so you can watch this tonight at (TIME). Go ahead and watch the video and I will follow up with you first thing in the morning to see what you thought about it. Sound good? <Send Video></p>	<ul style="list-style-type: none"> • Using the "If I...would you" statement is key to the success of this step. • Share the video from the Coach Online Office Video Library > Team Beachbody > Overview.

		<ul style="list-style-type: none">• Click the "Share" feature and hit "Copy Link."
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STEP 4: FOLLOW UP & CONFIRM INTEREST

When talking to your customer during your scheduled follow-up meeting, find out what they liked about the video, which will give them a chance to reflect on what they saw. Ask them questions to find out if they're ready to join your Team and become a Coach. When you hear those Green Light Moments, then it's time to explain how they can enroll as a Coach and become a member of your Team.

Invitation Step	Sample Invitation Message	Tips
<p>Step Four: Follow Up and Confirm Interest</p>	<p>Hi (NAME), did you have a chance to watch the video?</p> <p><u>Sample Questions:</u></p> <ul style="list-style-type: none"> • What did you like about the video? • Did you come to a better understanding about what coaching is? • Did you see how coaching would allow you to help others just like I helped you? • So does this look like something you're willing to invest in? <p><u>Explain the Deal</u></p> <p>(NAME), it sounds like coaching is perfect for you and I would love to have you join my Team. So here's how it works: You have the option to enroll with a Challenge Pack, which comes complete with the full fitness program, the entire fitness and nutrition guide, your first month of Shakeology®, and your new Coach enrollment fee is waived. You get all of that for an initial investment of (CHALLENGE PACK COST). After your initial investment, you'll just have the investment of Shakeology each month, and your Coach business services fee, which covers the cost of your online business websites, Customer Service, your Coach Online Office, and more. How would you like to cover that, with a credit or debit card?</p>	<ul style="list-style-type: none"> • You want them to succeed, so set the expectations now. • Ask questions to make sure they understand how coaching works and to clarify anything they are unsure of.

STEP 5: HELP THEM ENROLL AS A COACH

There are several enrollment options depending on your customer's wants and needs. Choose the option that works best for them.

<p>Step Five: Help Them Upgrade to Coach</p>	<p><u>OPTION 1: FREE ENROLLMENT</u> <i>They've already purchased a Challenge Pack.</i></p> <p>Great! We can get you enrolled as a Coach right now. Since you already purchased a Challenge Pack, your new Coach enrollment fee will be reimbursed. The process takes about 10 minutes and we can do it online. Are you by your computer?</p> <p><u>OPTION 2: CHALLENGE PACK ENROLLMENT</u> <i>They want to purchase a Challenge Pack.</i></p> <p>Great! We can enroll you as a Coach right now. The process takes about 10 minutes and we can do it online. Are you by your computer?</p> <p><u>OPTION 3: COACH FEE ENROLLMENT</u> <i>They haven't purchased a Challenge Pack and just want to pay the Coach Fee.</i></p> <p>Great! We can enroll you as a Coach right now. The enrollment fee is (INSERT COACH ENROLLMENT FEE) and includes your first month's business services fee. The process takes about 10 minutes and we can do it online. Are you by your computer?</p>	<ul style="list-style-type: none"> • Walk them through the enrollment process. • Refer to the How to Sign Up Coaches & Set Preferred Placement for step-by-step details on how to sign up your new Coach. • For Option 1: Free Enrollment, Your new Coach will need to pay the enrollment fee, and then submit the Challenge Pack Free Coach Enrollment Online Request Form to receive reimbursement. See Coach FAQ 2033 for details.
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Next Steps

Follow the steps in [How to Get Your New Coaches Started Right](#) to help get them on the path to success right away. Make sure to add them to your [Coach Follow-Up Tracker](#) and check in with them often, always providing motivation and tips to help them achieve their goals.

PART FOUR – HOW TO OVERCOME COACHING OBJECTIONS

If you get an objection when you approach a customer about becoming a Coach, be prepared to help them overcome their reservations about coaching. Instead of marking them down as a “no,” give them the benefit of the doubt that they just might not have enough information to feel comfortable saying yes. Use the guidelines below to help them work through their objection. Customize the guideline examples to fit each unique situation.

Objection	Guideline Example	Tips
I don't have enough time.	<p>OPTION 1 How much time do you think it takes? Most of our Coaches work full-time and also have a family. You can be successful sharing this business in and around your everyday life. All you need is a computer and a smartphone and you can work your business efficiently from anywhere.</p> <p>OPTION 2 I know how you feel. I used to feel the same way, but then I found out that I can work my business part-time and be successful by devoting just an hour a day. Now when I sit in front of my computer every night I spend my time using social media to work my business and earn an income.</p>	<ul style="list-style-type: none"> Let them answer. Most really don't know how much time it actually requires.
I don't know enough people.	<p>OPTION 1 I understand how you feel; I felt the same way when I first got started, but then I quickly realized that I knew more people than I originally thought. Your first Challenge Group begins with your closest friends and family, and as they get results, your circle grows.</p> <p>OPTION 2 I know how you feel; I didn't think I did either, but with social media and all the contacts in my phone, it has been easy to find people who want to join me on a health and fitness plan.</p>	<ul style="list-style-type: none"> This is a common concern that can easily be overcome by pointing out the areas in someone's life where they have contacts. Have them think about F.R.A.N.K. (friends, relatives, acquaintances, neighbors, kids) connections.
I'm not a salesperson.	<p>OPTION 1 Me neither! What I have found is that when I simply act as a Coach to others, people naturally want to find out what I am doing to meet my health and fitness goals.</p> <p>OPTION 2 I know how you feel because I used to think the exact same thing, but what I found is that my personal transformation story has inspired people to ask me what I am doing and ask for my help.</p>	<ul style="list-style-type: none"> Ask them how their Coach first introduced them Beachbody® products and how they felt about it. Remind them that you actually serve people by helping them with a need they have.

Objection	Guideline Example	Tips
<p>I'm not in shape enough and I haven't reached my fitness goal yet.</p>	<p>OPTION 1 Do you think you have to be in perfect shape to help others? The fact is that you are more of an inspiration now because you are working toward a goal and that makes you more relatable to the people around you.</p> <p>OPTION 2 I know how you feel because I used to think that exact same thing, but I have found that being in perfect shape can actually be intimidating to people just starting out. It is encouraging to know that your Coach is dealing with the same issues that you are and doing the programs along with you.</p>	<ul style="list-style-type: none"> • Remind them that there are no fitness requirements to be a Beachbody Coach. Their personal journey is what attracts others to them and will inspire and motivate others to join them in the process.
<p>I can't afford Shakeology® every month.</p>	<p>OPTION 1 I used to think that very same thing, but now I think about it as 30 healthy meals that I am actually able to write off as a business expense, so now I can't afford NOT to!</p> <p>OPTION 2 I know how you feel. I felt the same way at first, but once I started cutting junk food out of my diet, I saved money on my grocery bill and it fit into my budget. And the bonus is, I've been able to earn enough money to actually cover the cost of my Shakeology every month!</p>	<ul style="list-style-type: none"> • Being proof the products work is one of the Beachbody 4 Vital Behaviors and Shakeology is the "rock star" in our nutritional lineup. They will definitely want to include it with their daily program for optimal results.

Beachbody does not guarantee any level of success or income from the Beachbody Coach Opportunity. Each Coach's income depends on his or her own efforts, diligence, and skill.