

Health & Fitness Conversation Starters

Conversation Starters

Before you start talking about Beachbody fitness programs and Shakeology, health and fitness goal questions are important to ask. They help you learn more about your potential customers so that you can offer the best programs, products, and support to meet their needs. Below are some conversation starters to help you get started:

1. Tell me what you want to accomplish and why.

Do they want to lose weight (# of pounds), tone up, or improve their overall health? Dig deeper into why they have this goal. Do they have an emotional reason behind what they want to accomplish?

2. Tell me how long have you've wanted to make this change.

Was there a life-changing event like having kids, etc.?

3. Explain to me what you've tried in the past.

What did they like and dislike about what they've already tried?

4. Why did it fail for you?

Why do they think it didn't work out in the long term?

5. Tell me about your support system.

Remember, most diets and fitness programs fail.

6. How often do you go out to eat?

Find out how much on average they spend per meal.

7. Tell me about your energy levels. Do you feel like you are full of energy or do you get tired a lot?

Do they get enough sleep at night? What time of day do they lose energy?

8. Do you feel like you are at a plateau with your weight loss?

Ask what they think could be blocking them?

9. Explain to me what you eat and drink on an average day.

Do they drink coffee? How often do they eat from vending machines or eat fast food?

10. What does a typical day look like for you?

Are they active during the day? Do they sit behind a desk? Do they watch a lot of TV?

Listen for clues and find ways that both exercise and Shakeology can help with:

Signs of poor health:

- Sluggishness
- Fatigue
- Bloating
- Digestive issues
- Abnormal sleep patterns
- Cravings

Anticipate objections:

Potential signs of negative mindset:

- The Diet Cycle
- No time to prepare healthy foods
- No support
- No consistency
- Love to eat

Write down your strengths and unique value:

What you offer as their Coach:

- Energy
- Healthy lifestyle
- Discipline
- Confidence
- Accomplishment
- Accountability
- (Add your own unique talents and wisdom to offer)