

HOW TO SHARE SHAKEOLOGY®

Shakeology is much more than just a protein shake. Thousands of people experience amazing benefits and transformations every day from drinking Shakeology, including helping with weight loss, healthy energy, healthy digestion, and even reduced cravings.* It's important not to make any product claims or claims of cure about what Shakeology can do. If someone has a question about whether they can or should drink Shakeology, it's best to suggest they consult with their doctor.

With all these benefits plus more, how do you explain to someone why they should drink Shakeology without overwhelming them? This three-part training breaks down the process and gives you the tools you need to share Shakeology effectively and help people make the decision to improve their health by drinking Shakeology every day.

- **Part One:** Use Wear & Share to Generate New Contacts
- **Part Two:** Connect with Existing Contacts
- **Part Three:** Use Shakeology Samples to Generate Interest

Part One: Use Wear & Share to Generate New Contacts

Wearing Shakeology Apparel is a great way to generate interest everywhere you go, prompting people to ask, “What is Shakeology?” When people approach you and ask about Shakeology, your answer should be simple, clear, and very natural. The single goal of this first-time interaction is to get the person's contact information and follow up with them just as you would with any other product. Use the [5-Step Invitation Process](#), [How to Build Relationships](#), and [How to Overcome Objections](#) to increase your success.

Use these steps to answer the question, “**What is Shakeology?**”:

Steps	Sample Message	Tips
Step One: Start with a brief description	<p>Option 1: “It's my daily dose of dense nutrition.”</p> <p>Option 2: “It acts like a salad, but tastes like a dessert.”</p>	<ul style="list-style-type: none"> • These options keep your description simple and clear, and allow you to expand with your own story without overwhelming them.
Step Two: Give your personal Shakeology experience	<p>Share how drinking Shakeology every day has made a positive impact in your life.</p> <p>Option 1: “...and I personally love it because...”</p> <p>Option 2: “...and I drink it because...”</p> <p><i>Example:</i> “...and I personally love it because it's helped me lose 30 pounds, and for the first time, I don't have huge sugar cravings in the afternoon.”</p>	<ul style="list-style-type: none"> • Sharing your story helps build belief in the product and allows you to speak with integrity and authenticity. • Tell them which one of these benefited you the most: weight loss, decreased energy, junk food cravings, or poor digestion.
Step Three: Follow up with a question	<p>“I'm curious—why do you ask?”</p>	<ul style="list-style-type: none"> • Find out more about the person you're talking with to understand how Shakeology can help them.

Steps	Sample Message	Tips
Step Four: Find out if they're interested	<p>Option 1: Restate their response to Step Three if they've expressed interest due to a need they have, then follow up with "...Shakeology can really help with that; would you be interested in some more information?"</p> <p>Option 2: Restate their response if they didn't define a reason for asking about Shakeology, and ask, "Would you be interested in some more information?"</p>	<ul style="list-style-type: none"> It's important to repeat their response from Step Three to show that you genuinely care about helping them, plus it helps build integrity and trust.
Step Five: Get their information and share Shakeology	<p><u>If they said yes to Step Four</u></p> <p>"Great! Can I send you information through Facebook or email? Which works best for you?"</p> <p><u>If they said no to Step Four</u></p> <p>Option 1: If they expressed a need in Step Three, say, "Okay, here's a Shakeology brochure with my contact information if you're ever curious about it, because it really can help with...(restate their response to Step Three if they expressed interest due to a need they had). Would you mind giving me your contact information so I can follow up with you at a later time?"</p> <p>Option 2: If they didn't define a reason for asking about Shakeology: "OK, but here's a Shakeology brochure with my contact information if you're ever curious about it, because it could be incredibly beneficial. Would you mind giving me your contact information so I can follow up with you at a later time?"</p>	<p><u>If they said yes to Step Four</u></p> <ul style="list-style-type: none"> Collect their information and send them a video(s) within 24 hours via Coach Office > Retailing > Shakeology. ("Shakeology Ingredients: Tony Horton 'Checks Out' Shakeology," "Find Out How Shakeology Can Work for You," and/or "See What Doctors Are Saying about Shakeology"). Follow up through Facebook/email/phone call 24 to 48 hours after you send the video(s). Use the 5-Step Invitation Process to enroll them in Shakeology Home Direct. <p><u>If they said no to Step Four</u></p> <ul style="list-style-type: none"> Add them to your contact list and send them a Facebook friend request. Use How to Build Relationships to get to know them. Give them a Shakeology Welcome Guide with your contact information on the back, available for purchase in the store under Coach Tools.

Part Two: Connect with Existing Contacts

In addition to talking to new people about Shakeology through Wear & Share, you'll also be talking to people you already know. When you build relationships with people, you'll find out if they have a concern about their weight, health, energy, etc. In these situations, be proactive and reach out to your contacts to offer support through Shakeology.

Use these steps to connect with people you already know who have expressed a concern or need that Shakeology can help them with:

Steps	Sample Message	Tips
Step One: State their health concern/issue and introduce Shakeology as a solution	"Hi! I noticed that you're having some challenges with (<i>weight loss, decreased energy, junk food cravings, or poor digestion</i>). Did you know there's a product out there that can help you with that? It's called Shakeology, and it's a nutrient-dense health drink that really can help with (<i>weight loss, energy levels, junk food cravings, or poor digestion</i>)."	<ul style="list-style-type: none"> Keep your initial message simple and direct, so you can expand with your own story without overwhelming them.
Step Two: Give your personal Shakeology experience	<p>Share how drinking Shakeology every day has made a positive impact in your life, and tie in how it's helped people with the same issue that your contact has.</p> <p>Option 1: "...and I personally love it because..."</p> <p>Option 2: "...and I drink it because..."</p> <p>Example: "...and I drink it because it's given me energy to run around with my kids, and helped me lose the last 10 pounds of baby weight I've been carrying around for the past 2 years!"</p>	<ul style="list-style-type: none"> Sharing your story helps build belief in the product and allows you to speak with integrity and authenticity.
Step Three: Find out if they're interested	"Would you be interested in learning more about how Shakeology can help with (<i>weight loss, energy levels, junk food cravings, or poor digestion</i>)?"	<ul style="list-style-type: none"> Don't be afraid to ask if they want more information. You'll only be able to help them if you ask to share more information.
Step Four: Share Shakeology	<p><u>If they said yes to Step Three</u></p> <p>"Great! I'm going to send you some information to check out. I can't wait to hear what you think. Did you want me to send it through Facebook or email? Which works best for you?"</p>	<p><u>If they said yes to Step Three</u></p> <ul style="list-style-type: none"> Send them a video(s) within 24 hours via Coach Office > Retailing > Shakeology. ("Shakeology Ingredients: Tony Horton 'Checks Out' Shakeology," "Find Out How Shakeology Can Work for You," and/or "See What Doctors Are Saying about Shakeology").

<p>Step Four: Share Shakeology (continued)</p>	<p><u>If they said no to Step Three</u></p> <p>“OK, but here’s a Shakeology brochure with my contact information if you’re ever curious about it, because it could really help you with <i>(weight loss, energy levels, junk food cravings, or poor digestion)</i>.”</p>	<ul style="list-style-type: none"> • Follow up through Facebook/email/phone call 24 to 48 hours after you send the video(s). • Use the 5-Step Invitation Process to enroll them in Shakeology Home Direct. <p><u>If they said no to Step Three</u></p> <ul style="list-style-type: none"> • Continue to build a relationship with them and connect with them on Facebook. • Consider giving them a Shakeology Welcome Guide with your contact information on the back. • When you feel they’re ready to hear more about Shakeology, follow up with them and send them one of the videos to generate interest.
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Part Three: Use Shakeology Samples to Generate Interest

The whole point of following the 5-Step Invitation Process is to build relationships and help people make a decision. One of the ways to do this is to give people a chance to try Shakeology so they can taste it first. We have learned from several of our top Coaches about their success in growing their business using Shakeology sampling as a way to engage people who become customers and Coaches.

Shakeology sampling will require making an investment in your business. The initial cost is (INSERT SHAKEOLOGY COACH COST) for 24 sample packets; that’s just over (INSERT SERVING COST) each, giving you an average of 6 samples to give or send out each week.

Follow these steps to use Shakeology sampling in your business and increase your Shakeology HD sales:

Steps	Sample Message	Tips
<p>Step One: Announce Shakeology sample offer</p>	<p><i>Post on your Facebook wall:</i> “I’m getting ready to send out Shakeology samples to those who want to give it a try. Let me know if you’re interested so I can add you to my list.”</p>	<ul style="list-style-type: none"> • The best time to get the most Facebook responses is either early in the morning, before lunch, or after 9:00 PM.

Steps	Sample Message	Tips
Step Two: Prequalify those interested in a private message	“Great, (<i>their name</i>)—I’ve got samples of (<i>flavor names</i>), and since they cost me about (INSERT TOTAL SHAKEOLOGY SERVING & SHIPPING COST) each, I just want to make sure you’re really interested in giving it a try. Which flavor did you want me to send you? I’ll follow up on (<i>date</i>) to see what you think. If you have any questions beforehand, you can call me or send me a message on Facebook.”	<ul style="list-style-type: none"> • Sharing what your cost is helps them respect your investment, and helps you find out who is truly interested in Shakeology. (You’re not charging them; they sample for free.) • Choose a follow-up date one week after you send the sample.
Step Three: Create customer accounts	“I’d like to set you up with a <i>free</i> Team Beachbody account while you’re waiting to get the sample. That way you can check out more information online and you’ll be all set up if you decide you want to place an order. It only takes a few minutes; did you want to do it right now?”	<ul style="list-style-type: none"> • Always check if they’re already a customer or Coach first before sending them a sample. • Walk them through the free account sign-up process to make sure they get signed up correctly, identifying you as their Coach.
Step Four: Send the sample	<p>In the package with the sample, make sure to include a personalized letter or card that details:</p> <ul style="list-style-type: none"> • A Shakeology recipe to try, and instructions on how to make it • The benefits of Home Direct • The “Bottom-of-the-Bag” Guarantee • Where to go to place their order • DVD/CD title and length (if included) 	<ul style="list-style-type: none"> • Ask them ahead of time what they like, and choose a simple recipe that’s proven to be a favorite. • You can go online to TeamBeachbody.com > Shop > Coach Products and Tools to purchase the “100 Doctors Audio” or the “Breakthrough” DVDs to include in the package.
Step Five: Follow-up and enrollment	“So what do you think? Did you try the recipe I gave you? I’m so curious to see how you liked it.”	<ul style="list-style-type: none"> • Answer any questions they have about the product and make sure to find out if they are ready to order. • Use the enrollment steps in the 5-Step Invitation Process to help them order their Shakeology via Home Direct.

Our most successful Coaches have seen up to a 90% Shakeology sales success rate when using sampling as a method to introduce prospective customers and Coaches to the product; however, know that not everyone will order immediately after sampling, so always provide excellent customer service. Even if they aren’t ready to purchase immediately, follow up within 30 days to show you care and see if they’re interested in learning more. Send fitness tips, recipes, articles, or other relevant and interesting non-sales information to keep in touch with your prospects and build your reputation as a go-to resource for their health and fitness needs.

Shakeology sampling isn’t just for people you connect with through social media. You should be prepared to seize the moment and follow the same steps by keeping samples with you everywhere you go, and always keep a supply of each flavor on hand to please everyone’s preferences. In addition, remember to emphasize our risk-free 30-day Bottom-of-the-Bag Guarantee return policy to help your prospects feel comfortable about placing their first order.