

SAMPLE SCRIPTS FOR INVITING

If you feel at a loss for words when you send an invite, or you want a simple go-to script ready so you don't miss out on an inviting opportunity, then review this script tool for some inspiration. Below you will find some example scripts for every phase of the [Invitation Process](#) to help you invite your potential customer to start their Challenge Group as well as sample scripts on overcoming common objections people have.

The first principle of inviting is that intent matters more than technique so these examples shouldn't be copied word for word; rather, use them as a model to create your own in your own words. The most important thing is to focus on the person you're speaking with and make them the priority and NOT just copy and paste a script that comes across as artificial or indifferent.

Phase 1: Form a Relationship

Establishing some kind of a relationship with someone prior to inviting them to a Challenge Group establishes your intent to be friends and not just someone trying to sell them something.

For family and close friends, you should just talk with them like you always have with confidence and directness.

"Hey ____! Not sure if you saw my post, but I just got started as a Coach, and I'm really enjoying it! Here's the deal, I'm trying to help some of my first clients so I can get some success stories of people that I've helped and I'm reaching out to my friends and family first. Let's do this, it will be a lot of fun and I would love to do it with you! I'm going to send you some info real quick so we can talk."

"Hey, I'm starting up a fitness boot camp in a week and I really want you in it! Seriously, your personality and drive is just what the group will need and I think it will help you get past some of those frustrations you've had about your health. Come on, let's do this! I'll send you some info on it now."

WHAT TO DO NEXT:

- If they respond POSITIVELY: go to Phase 4: Assume Success
- If they respond NEGATIVELY: don't take it personal, stay positive and ask a follow-up question:
 - o "Hey, no problem at all! I'm just excited and thought it might be a good fit for you. Do you mind if I ask what about it doesn't interest you? I'm trying to learn how to be a better Coach."
 - o Listen to what they have to say and thank them for sharing their feelings. If appropriate, ask them if they know of anyone who could benefit from your services

as a Coach.

- If they DON'T RESPOND: don't take it personal, stay positive and send another simple message:
 - "Hey, looks like I might have caught you at a bad time. I definitely don't want to bother you, maybe we can chat about this another time."
 - Add them to your follow-up list.

For everyone else, use simple questions or compliments to get a conversation going and show genuine interest in THEM. Remember a very simple formula:

Compliment + Comment + Question = Conversation

Here are a few examples:

I just saw your post on _____ and it really impacted me! Thank you for sharing that, it's nice to know my kids aren't the only ones who do that kind of thing. How old is your baby now?

Congrats!!! {life event} is so exciting! Those moments are so special, you've got to cherish them! So, what comes next?

Cute kids! They're growing so fast! I can't believe they're already {walking, in school, graduating}. Sometimes I just wish there were a pause button on life so I could take more of those moments in, don't you?

As you get to know the person, you may discover a need or goal they have that you can help with as a Coach. When you discover this, as appropriate, offer to help:

"You know, I'm actually a health and fitness Coach and I've successfully helped people in a similar circumstance. Let me show you real quick how they did it..."

"...it can be so frustrating, I've been there as well. It's part of the reason I became a health and fitness Coach, I wanted to help people and I've now got access to a lot of resources proven to help people. Let me show you a few things real quick..."

"Hey, I saw your post on _____ and it just made me think I should reach out to you real quick. I've got a fitness accountability group starting up in a few weeks. They're a ton of fun and really help people get results and I think you'd love it! I'm going to send you some info and see what you think."

If you aren't able to discover a need or goal as you get to know someone, convey confidence in what you have by just bringing it up directly with them and then asking for a few minutes to chat to see if they have a need or goal that you can help with.

"I appreciate you liking my posts! You probably noticed that I've got an accountability group starting up in a few weeks and I'd love for you to be in it, if it's the right fit for you. Do you have a quick minute to chat?"

"Hey____, I hope you're doing well! Real quick, I wanted to reach out about my upcoming fitness boot camp. I would love for you to be a part of it! We have a lot of fun and people see incredible results. There's no pressure, I just thought I'd check with you and see if it might be a fit."

WHAT TO DO NEXT:

- If they respond POSITIVELY: if you already know of a need or goal they have that you can help with, go to Phase 3. If not, go to Phase 2.
- If they respond NEGATIVELY: don't take it personal, stay positive and ask a follow-up question:
 - *"Hey, no problem at all! Do you mind if I circle back to you again in the future if something comes up I think you might like to see if it's a better time?"*
 - Add them to your follow-up list.
- If they DON'T RESPOND: don't take it personal, stay positive and send another simple message;
 - *"Hey, looks like I might have caught you at a bad time. I definitely don't want to pester you, maybe we can chat about this another time."*
 - Add them to your follow-up list.

Phase 2: Identify a Need:

There may be situations where you will need to use some simple questions to see if there is a need or goal a person has that you can help with.

*From a health or fitness standpoint, what are you struggling with right now?
How big of a problem is that for you? How is that affecting you?
Does it affect anyone else besides you?
If you had a magic wand, what would the best solution look like for you?
What has stopped you in the past from making the change?*

WHAT TO DO NEXT:

- If they respond POSITIVELY: once you know a need or goal, go to phase 3
- If they respond NEGATIVELY: don't take it personal, stay positive and ask a follow-up question:

- *"No problem, I really enjoy helping people and just know I'm here any time you need help in this area. Do you mind if I reach back out to you in the future if something comes up I think you might like?"*
- Add them to your follow-up list.
- If they DON'T RESPOND: don't take it personal, stay positive and send another simple message;
 - *"Hey, hope I didn't send the wrong message. I really enjoy helping people and I'm here to help any time you need it. Let's try and connect again sometime soon!"*
 - Add them to your follow-up list.

Phase 3: Share Information and Get Feedback

Once you know of a need or goal they have, share the information about your Challenge Pack and Challenge Group (or other Beachbody solution).

"I think I have something that could help you, let me send some information over to you and see what you think."

"Would you be open to a solution that I think could help you out?"

"I want to help you feel better, and I know something that could work even if you're busy {or whatever is going on in their life}, I'm going to send you some information and see what you think."

After you share the information with them, simply ask: "So, what do you think?"

WHAT TO DO NEXT:

- If they respond POSITIVELY: if they give you any kind of positive response, go right to Phase 4
- If they respond NEGATIVELY: don't take it personal, stay positive and ask a follow-up question:
 - *"No problem. Do you mind telling me what you didn't like about____? Was there anything you did like about it?"*
 - Add them to your follow-up list.
- If they DON'T RESPOND: don't take it personal, stay positive and send another simple message;
 - *"Hey, looks like I might have caught you at a bad time. I definitely don't want to pester you, maybe we can chat about this another time. Take care!"*
 - Add them to your follow-up list.

Phase 4: Assume Success:

After you get a positive response to the solution you've presented, help lower the pressure that people can sometimes feel by assuming success. Be excited for them, act as if they already got their results, your excitement must reflect through your words!

It's going to be fun, and I'm excited that we're doing this together! Click on the link below and I'll walk you through the next steps.

"I'm excited! I've got a spot for you in my next group! Let me send you a quick link and we'll get you setup."

"You're going to love this! I'm so excited to be working with you! Do you have a few minutes to get everything setup real quick?"

Follow Up

You'll be following up with people a lot as a Coach. Make sure to track your contacts so you know an appropriate way to reengage with them when you contact them again.

How are you feeling? Has your {health condition} improved? If you're still interested in joining my group, there's still some spots open, and I think it can help you and I can promise you it will be fun!

Just wanted to follow-up with you today, were you able to talk things over with your spouse?

Hey! I just wanted to check in real quick and see how things are going for you. I've got that group starting soon and I really think you'll love it!

Rejections and Objections:

Rejections and objections will come, and that's GOOD. It gives you time to find more solutions and different ways to help people. You can also dig deeper to the root of the problem.

Some common objections are:

Not enough time:

I totally get where you're coming from and I really appreciate you putting a priority on the commitment it takes to get awesome results. The program is designed for people with little time. You can do a 30 minute workout in your home without having to drive to the gym, Shakeology is a quick way to feed your body right and the support from the group is with you wherever you go. Making the changes you want will require you to do some things differently, but I want you to know it will be worth it and you won't be doing it alone which will make it a lot easier. Let's do this!

Too expensive

I completely understand, we all want to be smart with our money, especially when it is tight and I definitely don't want you to do anything that would cause you financial issues. When people aren't used to allocating time and money to their health and fitness, it can feel like an extra investment...but what a lot of people have discovered is that taking better care of their body and making investments in their health actually ends up reducing many costs in their lives...less frequent doctor visits, fewer days missed, more energy means less money spent on coffee or energy drinks...and my favorite thing is that using Shakeology as a simple breakfast or lunch option not only feeds your body right, but can end up lowering your grocery bill...think about it, how can you feed your body like that for about \$4 a day? There is also that 30-day money back guarantee that I want you to remember because if the investment you make in yourself doesn't get you the results you want, you'll get your money back." [if they say yes, go on to the next phase, if not say:] "I understand, and I definitely don't want to put you in any financial difficulty. I was just really looking forward to working with you and I know this will be something that will help you. Do you mind if I follow-up with you when my next group starts to see if it's a better time for you?

I'm just not interested

I appreciate you taking the time to talk with me, I know you're busy. Real quick, would you mind telling me what about it doesn't interest you? It will help me be a better Coach." [listen to them, and if appropriate say:] "That makes sense, I totally get it. I know some people have had similar concerns but found it beneficial to just have the information about the program. Would you mind if I just sent it to you for you to look at, just in case?" [if they say yes, go to next phase, else:] "No problem. Well, always know that I'm here to help. I hope you'll find value in what I post on my page! Real quick, is there anyone you know of who you think I could help as a Coach?

Creating your Own Scripts

Breakdown a good script components and build your own:

- Beginning-Middle-End: Just like a screenplay or any script, there's a structure.
 - Beginning: greet, show interest by congratulating, complimenting or catching up
 - Middle: Suggest, ask, invite, follow up
 - End: Call to action, try to reconnect at a later time
- Tone: read your scripts out loud, do they sound conversational? You have to make them feel like they know you, especially if you are sending an invite to someone in your cold market.

Best practices:

- First, thank them for their time, because, remember, no one owes you an interview. You want to show you are someone who does business professionally, even if you receive a rejection.
- Don't overdue the aggression, "no" may mean "not right now", but don't be overly assertive to where you lose the sale forever.
- Stay organized by keeping the scripts in a notepad on your phone to keep it easy to cut and paste before you edit them

Start using these scripts and continue to make them in your own voice and you will soon find yourself mastering inviting!