

# HOW TO BUILD A SUCCESSFUL SHAKEOLOGY® BUSINESS

**Step 1** Commit to drinking  
Shakeology® every day.

**Step 2** Share your story  
(commit to 2 Exposures a day).

**Step 3** Follow up with  
each Exposure.

**Step 4** Teach your Coaches  
steps 1 through 3  
(apply the laws of duplication).



## Step 1 Commit to drinking Shakeology every day

- Being a product of the product will enable you to share your own experiences. People don't respond to a sales pitch or to the depth of your knowledge—they respond to your personal story, your enthusiasm, your passion, and your belief in the product.
- A sale is nothing more than a transfer of your belief.  
**Drinking Shakeology every day will build that belief.**



- **Order Shakeology Home Direct with FREE Shipping**—delivered conveniently to your door every month! This way you won't miss a day of drinking it!

## Step 2 Share your story

- Facts tell, stories sell. Don't "sell" the product, simply share your story.
- Once you've created curiosity, point your prospects to a 3<sup>rd</sup> Party Tool and let it do the talking for you. Remember, you're the messenger, not the message! Be a great commercial, then get out of the way and "let the movie play."
- Make sure you have some 3<sup>rd</sup> Party Tools on hand:

- > **The Shakeology Breakthrough DVD** – a comprehensive video . . . . . presentation that introduces Shakeology, its benefits, its ingredients, and what makes it revolutionary. Watching this helps customers realize the value of incorporating Shakeology into their daily routine.



- > **Beachbody® Solutions DVD** – features all the Beachbody products, including . . . . . the Shakeology Breakthrough video. This will help customers select the workout that best fits their needs. With a wide range of programs, we have something for everyone—from athletes to kids to nonsporty types.



- > **Shakeology single-serving packets** – the perfect way to help customers . . . . . choose their favorite flavor. Order the Shakeology Convenience Pack and you'll have 24 packets to use as samples.



- > **Trifold Brochure** – All information is in one place and easily customizable . . . . . in the Coach Resource Center.



- > **Recipe cards and shaker cups** – Give new customers multiple ways to enjoy Shakeology . . . . . with recipe cards. They can drink it every day and never be bored. Use the shaker . . . . . cup as a thank-you gift for customers who sign up for Home Direct.



**These tools are all available in the Team Beachbody® store under Coach Products and Tools.**

### Step 2 Share your story (continued)

- Commit to 2 exposures a day using 3<sup>rd</sup> Party Tools.
  - > Getting the message out there more often gives you more opportunities to help others and build your business. Making 2 exposures a day using 3<sup>rd</sup> Party Tools is a simple plan that everyone can do, and over time it can bring great results.
  - > Every day, conversations are taking place all around you. Be aware and **LISTEN** for the opportunities to talk about Shakeology.

#### Here are some things to listen for:

- “I’m just so tired today...”
- “I wish I had more energy...”
- “I never have time for breakfast...”
- “I hate packing my lunch every night...”
- “I wish I could lose a few pounds...”
- “I really overindulged this holiday season...”
- “I can’t seem to kick this cold...”



- > Be a walking billboard: The goal of making contact with anyone is to get them to ask you “What is Shakeology?”
  - Wear a Shakeology tank top.
  - Carry a Shakeology shaker cup.
  - Walk around with a Greenberry shake so people ask you what you’re drinking.
  - Engage someone in a short conversation to share your story. Your response when someone asks, “What is Shakeology?” could be:

- > **“It’s more nutritious than a salad and tastes like a dessert.”**
- “It’s the smartest calories you can put in your body.”**
- “It’s an Ultra-Premium Health Shake.”**
- “It’s a potent vitamin nutrient therapy system derived from whole foods.”**



## Step 2 Share your story (continued)

- > Get the word out using 3<sup>rd</sup> Party Tools and social networking.
  - Update your Facebook® status by mentioning Shakeology.
  - Tweet™ about Shakeology and new recipes.
  - Post a Shakeology video from the Coach Online Office > Video Library > Retailing > Shakeology.



- Send a special occasion **eCard** to your customers and prospects.
- Send someone to your **Shakeology.com Web site** for more information.
- Email the Shakeology Breakthrough video to someone.



Special Occasion eCard



Doctors Don't Lie Web page



Shakeology.com Web site

## Step 2 Share your story (continued)

- Host a Beachbody Home Party, show the Shakeology® Breakthrough DVD, and serve Shakeology.
- If you run a Fit Club, show the Shakeology Breakthrough DVD before or after the workout. Serve Shakeology afterward, or have a few sample packets handy for people that seem truly interested after watching the DVD.
- If you run a Beachbody Business Briefing, serve Shakeology at the break.
- Hand out or mail:
  - > The Shakeology Breakthrough DVD
  - > A Shakeology sample packet with a recipe card
  - > The Shakeology trifold brochure
- Sell a week's worth of single-serving packets.
- Do a 24-hour follow-up with customers to confirm they've started drinking their shakes. Follow up again on Day 4. Be prepared to take their order and set them up with Home Direct.



### Other options to consider:

- **Booths** – Serve samples of Shakeology at gyms, stores, fairs, or block parties.

#### Introductory talking points:

- “Would you like to try a sample of our weight loss shake?”
- “Interested in trying a sample of our shake? It’s great for reducing cravings.”
- “Want to try our delicious chocolate shake? It’s a safe way to increase your energy.”
- “Try our shake—it’s the healthiest meal of the day, with only 140 calories.”

- > Be prepared and take plenty of Shakeology convenience packs, recipe cards, Shakeology Breakthrough/Beachbody Solution DVDs, personalized Shakeology tri-fold brochures, and your Team Beachbody business cards wherever you go.

**Tip:** Keep them organized in a crate in the trunk of your car so they're ready to hand out. And remember to always get your prospect's name and number for following up.

## Step 3 Follow up with each exposure

- After sharing your story and pointing your prospect to a 3<sup>rd</sup> Party Tool, follow up with a question like **“What did you like best about it?”**
- After spending the time sharing your story and offering a 3<sup>rd</sup> Party Tool, it’s important to follow up and keep the exposure process going. This is why **“the fortune is in the follow-up,”** because it may take several exposures before someone is ready to “seal the deal.”

### Here are some ways to help you “seal the deal”:

- Mention the 30-day money-back Empty Bag Guarantee: **“Transform your health in 30 days or you don’t pay.”**
- Hand them a Transform Your Health in 30 Days Tracker Card. Encourage them to try Shakeology risk free and track their health results over 30 days. If they don’t feel healthier in 30 days, they won’t pay.
- Be sure to emphasize the benefits of FREE shipping with our Home Direct autoship program that comes with FREE workout DVDs and a FREE shaker cup.\*
- Ask if they would like to receive a 25% discount, and explain how they can join as a Team Beachbody Coach. (\$89.96 Coach price + \$14.95 Coach Business Service Fee = \$104.91 plus FREE shipping is still less than the full retail price.)



Transform your health in 30 days or you don't pay



30-day money-back Empty Bag Guarantee

### Here are some other suggestions if your prospect is interested but still not ready to commit:

- Offer to send them a sample to try the flavor.
- Sell them 1 week’s worth of packets so they can start to feel better and experience results in just a few days.
- Watch Shakeology 3-Day Cleanse Webinar in the Coach Online Office > Video Library > Retailing > Shakeology. Encourage customers to do a Shakeology 3-Day Cleanse with 9 packets.
- Email them an additional Shakeology video from the Coach Online Office > Video Library > Retailing > Shakeology.
- Send them to [Shakeology.com/your screenname](http://Shakeology.com/your screenname) to learn more.

\*Free shaker cup comes in 2nd shipment.

### Step 3 Follow up with each exposure (continued)

#### Overcoming objections:

There will be times when you're faced with questions from prospects that you may not be able to answer. The first thing you should do is validate their objection and let that person know you understand their concern. Never make a prospect feel awkward for raising a valid concern. Next is to overcome this objection with confident answers. Here are some examples of objections you may be faced with and appropriate responses:

**Concern: Price. "\$120 seems expensive."**

**Response:** "I understand that concern. I realized that I could easily replace the gourmet cup of coffee I was buying every day, so I did just that and now I have more energy and I've lost over ten pounds. And on Home Direct, the shipping is FREE, plus with the 30-day money-back guarantee I figured I had nothing to lose."

**Action:** Send them to your Shakeology.com Coach Web site to watch the Breakthrough video to understand the value of the product. You can also send them the "Shakeology vs. Juice or Coffee" video found in the Coach Online Office > Video Library > Retailing > Shakeology.

**Concern: Taste/flavor. "What if I don't like the taste? Which flavor should I choose?"**

**Response/Action:** Send/give this person a sample packet. Or give him/her one of each flavor along with a recipe card. Let your customer choose a recipe that appeals to him or her.

**Concern: Competition. "How is it different from other shakes or what I can get at Wal-Mart?"**

**Response/Action:** Email them a Comparison Chart. Make sure they view the Breakthrough video so they can see the difference and understand the value.

**Concern: I already drink a protein shake every day. Why should I pay more for Shakeology?**

**Response/Action:** Does your shake have digestive enzymes to help you digest the protein and absorb the nutrients?

- Does your shake have natural prebiotics like yacon root that help with digestion?
- Does your shake have 8 adaptogenic herbs, known to protect the body from stress?
- Does your shake have enough antioxidants to reduce free radical damage to your body by 45%?

**Concern: Medical. "I need to check with my doctor..."**

**Response/Action:** Send them the Dear Doctor Letter. Add a personal touch to the letter by introducing the customer's doctor to information about Shakeology.

**If there is a question you can't answer: Send them to the FAQ link at Shakeology.com.**

### Step 3 Follow up with each exposure (continued)

- Once you “seal the deal” and make the sale, you should still follow up after they’ve purchased.

#### Here’s a good rule of thumb:

- Follow up in 24 hours and again at the end of the week to ask if they received it, if they’re drinking it every day, and what they like best about it.
- Send them a recipe card or a link to the [Shakeology.com/recipes](https://www.shakeology.com/recipes) site.
- Give them a shaker cup as a thank-you.
- Follow up after 30 days and ask what they like best and how they feel. Remind them about the Shakeology Transform Your Health Success Story Contest. They could win \$5,000 just for sharing their experience with Shakeology!
- Mention that if they get 3 of their friends hooked on Shakeology Home Direct, it will pay for their monthly supply (if they sign up as a Coach).

**“Get 3 on HD and Yours is Free!”**



### Step 4 Teach your Coaches steps 1, 2, and 3.

- Apply the laws of duplication.
- Keep your Coaches focused on the right activities to build their Shakeology businesses and grow their teams. Your team will do what you do. If you drink a shake every day and start to feel the amazing benefits, your passion will motivate your team to follow in your footsteps.
- Have your Coaches listen to you as you talk about your experience with the product.
- Help your Coaches get started on the product, achieve their own results, and host a Beachbody Home Party sampling Shakeology.
- Be available when your Coaches need guidance to “seal the deal.”



**shakeology**  
THE HEALTHIEST MEAL OF THE DAY