

COACH 5-STEP INVITATION PROCESS

The Coach 5-Step Invitation Process helps you introduce the Coaching Opportunity to more of your customers and help them upgrade to Coach and become a member of your Team. The more you follow the steps in this invitation guide, including sample messages and tips, the easier inviting will become, the more confidence you'll build, and the less obstacles and objections you'll receive.

Just as you did during the Customer 5-Step Invitation Process, you'll be listening for "Green Light Moments," when you hear your customer is excited about their results, that people have commented on their progress, etc. When you get these "green lights" you'll know it's time to put the Coaching Opportunity in front of them.

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. Be Proof the Products Work, Invite, Invite, Invite, 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
<p>Step 2: The Interview</p>	<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"> • 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 really like the posts you add to the group and how you kept everyone motivated. Are you able to do similar posts consistently? 	<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 on your Team and how coachable they'll be. • Asking questions about recognizing success will give you an idea if they can sustain motivation for people they invite to their Challenge Groups

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. • Click the "Share" feature and hit "Copy Link."

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> (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 and 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.
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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.