

Team Hardcore Call Transcription March 1st, 2018 – Jenelle Summers - “Validating Objections”

[Beginning of Recorded Material]

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00:00:01 Jenelle: ...a delay. So hopefully you can see me and all is good and I just realized...awesome...that my battery on my laptop is about to die, so I'm going to kind of keep an eye on that and if it gets really bad, I'm going to check out for just a second to grab my plug. I don't think it's too far away actually. Let me grab it right now if you don't mind. Yeah, that's going to be necessary. Oh, that's not the right one, is it? Oh, here it is. Sorry, sorry, sorry, sorry, sorry. Where the heck is that plugged in? Oh, there it is. Okay, hold on, hold on, one second. This is always good entertainment for the beginning of a training, right? This is typical of my morning. Okay, I feel good now. All right, we're good to go. Okay, so the title of this training...by the way, I'm Jenelle Summers, in case you didn't know and this is the Team Hardcore weekly training. Welcome to this training. Welcome to March. I can't even believe it, oh my goodness. So it's a new month and forget whatever happened in February except for the fact that you probably connected with a whole bunch of people and some of those people weren't ready in February. They just weren't. There's a delay in this business. There's a 30- to 90-day delay. In fact, I kind of even hate saying 30-day delay, because it's usually a 60- to 90-day delay. So in other words, the people that you were talking to in like December are some of those people that are ready to join the business now or to start Shakeology now or to join a challenge group. It's the truth. I wouldn't say that if it weren't the truth. There are some people that are more ready like right away, but honestly, it's more common that it takes some time for people. It takes a good...I think the average statistic is like it's five to eight points of contact with that person before they feel ready, like they have enough information and they've kind of let the information digest and they've talked it over with their husband or wife and they just kind of feel like, “Yeah, I do need to do this.” So, just so you know, even though you may not have hit your goals in February, you might crush it in March, okay? And so I want to start by saying a few just quick announcements. Number one, you know, always revisit your...you know, I was just listening to one of Chalene's podcasts on “Build Your Tribe,” and one where she had interviewed Shaun T and she interviewed Lewis Howes and

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they were giving their tips for focus and having focus. You should definitely listen to that podcast. And so Lewis Howes, one of the things he said really helps him gain focus and regain focus was to...he said, revisit vision, his strategy, and his schedule. In other words, schedule in terms of schedule the activities now that I looked at my strategy and my vision and so I would even tweak that a little bit to say, you know, and this is kind of based on Chalene's Snapchat this morning of like really revisiting not only your goals, but what are your priorities in life? Because I know that for me that's one of the reasons that I went all-in to this business is because I realized that, you know, while I was able to make a good living doing what I was doing, I knew that it was not going to get closer to my life priorities, which I wanted more balance in my life. I didn't want to be working eight to ten hours a day on work and not have really enough time to workout or enough time to eat right or enough time mainly to see my family, to see my son and be with my son and be at the games and practices and be with my husband more or just in the middle of the day, go get lunch with my husband or go run errands or whatever. I didn't have that. I didn't even have maybe close to that and that's what I wanted and so I thought, "Okay, if I continue what I'm doing, am I going to get to the kind of lifestyle that I want?" So for me it wasn't about like cars or houses or cottages or anything like that. It was more just like, "What makes me happy on an everyday basis?" And for me, it's like living a simple life, being more stress-free, having a schedule that's not so like jam-packed. Don't get me wrong, things still come up. We had some things come up this morning. Things still come up. Life still happens, but oh my goodness, it's so much easier than it ever used to be and Matt and I constantly, almost daily, we're like, "Remember when we used to, you know, have to commute to work and I used to have to commute into Michigan and driving was like so dangerous." The highway that I had to take and, you know, some of this weather that we've had and just...we just are constantly reminded of the things that we used to have to do and at that time we just kind of brushed it off as we wouldn't think about how bad that was because A, we didn't know any better. We just that's the way life had to be and B, we didn't want to admit that there might be another way. You know, you kind of have this ego thing like, "I'm proud of what I do. I went to school for this," and we just kind of didn't want to admit that there might be another way. So I want to revisit your priorities in life and what you're aiming for and revisit your vision and then look at your strategy. How many people are you going to reach out to? How many

Instastories are you going to do? How many people are you going to introduce the business opportunity to? How many people are you going to invite to your next challenge group? You know, look at your strategies because it really comes down to those number. Are you maybe going to hire help? Which, by the way, is the topic of our next week's call. I'm so excited for that. And then look at scheduling those activities. Don's just say, "I want to be a 2-Star Diamond by Summit," or, "I want to be a 15-Star by the end of the year," or, "I want to be, you know, Diamond by May." Look at your strategy and then schedule those activities to make it happen. Okay, so that said I do also want to remind you that we have coming or just launched today actually, just launched today, new packs for coaches. They are called The Coach Sampler Pack. I hope you watched the training on Beachbody Champions page for the sampler pack. Okay, so this is awesome. So sometimes when coaches are joining the business they don't want to buy a challenge pack, which obviously gives them Beachbody On-Demand and Shakeology. Sometimes they can't swing it or whatever and obviously that does waive their coach start-up fees, so that is financially the best deal, okay? Because it's a great deal in and of itself, everything they get, plus they get to waive their coach sign-up fee. So that is amazing deal and I'm always going to let people know that is the best deal, but if someone can't swing that and let's say they're, I don't know, a few months in or a year in or whatever and they're like, "I really want to try some of these other things, some of the other Shakeology flavors, maybe some of The Performance line," the sampler pack is perfect for that. So check that out and check out that training. Also we have coming soon our snack bars. I'm so excited as I consider myself a bar guru, so I'm really excited about the snack bars that are coming in April. So make sure you stay abreast of all these things and stay engaged. So let me get started in this topic. So we're going to be talking about validating objections and even getting to the point where because of the way that you're going through your conversations with people on line, that you're even preventing some of these objections because of the way that you're talking about things and I'm going to show you and actually a document that I've been working and I think I'm done. I think I might make a few more changes to it and I will post it in the file section of the Coach Success Facebook page and I'll also post it in my personally sponsored coaches' page. Let me see real quick if you have any questions before I get started. Okay, looks like we're good; everyone's excited. Okay, so of course ask questions as you have them, but what I want to remind you of

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before I even kind of go through the main steps and also what the scripts, the actual wording can look like, I'm going to actually show that to you. Then again, I'll put the document so you can actually, you know, maybe copy and paste and then tweak it for yourself or whatever. But there's a few things I just want to practice all of this with. Number one, when you're talking to people in messages, you have to be showing excitement and fun. You have to be showing energy, okay? And my way of doing that is not only the wording I'm using and making sure it's just the way I would talk to you guys and just being myself, that's really key, but it's also through emojis. I use a lot of smiley faces and high fives and all that kind of stuff and I think that shows energy and that's huge. Some people are not in the habit of using those and some people are and some people do really well with them. I know for myself when I get messages from other people and there's like smiley faces and high fives and all that stuff, it has a whole different feel to me, their message, versus someone that doesn't. When someone doesn't, I'm like, "I wonder if she didn't mean that as a compliment?" or, "I wonder if she meant that in a bad way?" Like I don't know. We don't know when people are talking to us really sometimes how to take it and some people are just trying to be real quick and so they don't even think to use emojis or they're just trying to save time, but for you as a coach and what you do, knowing that it's more about how you make people feel versus what you say, you need to use emojis and be coming across in a way that shows excitement and shows passion for what you do, okay? You can't go into a conversation scared. You can't go into anything in life scared and expect success. Well you can go into it scared, but you have to tell yourself you're not, okay? Everything that my parents have ever taught us when it came to riding motorcycles or water-skiing or anything, and my dad's like, "You can't do it scared. Like you have to make up your mind right now you're going to do this and you're going to do it well." So number two is to make sure and I know you all know this, but I'm just giving you a reminder to make sure that you're always connecting that specific thing that they said was a problem or an issue in their life to the solution that we have to offer as coaches and the solution that you might be talking about, it might be Shakeology. It might be the business opportunity. It might be the challenge group that you're hosting. It might even be the free group that you're hosting. Whatever it is, you have to be connecting people's issue or problem to the solutions, specifically. You've got to be connecting those dots, okay? Because otherwise, to them, it looks like you're trying to do

something to benefit yourself. Like you're just trying to talk them into something that's going to benefit you. If they don't see that you're really trying to help that issue, you're trying to solve that problem, okay? So make sure that you're doing that, otherwise you can come across the wrong way. So if someone is like...and I'm going to give you another example of how you make sure that it's clear that you're trying to help them. So just as an example it might be someone saying that they, you know, are really struggling with cravings and that's, oh my goodness, I swear it's like 90% of the people that I talk to that they're struggling with cravings. It's a huge deal because sugar is addicting and we've had sugar added to pretty much all of our food and so we're all like getting addicted to sugar and it's like a constant battle that we all have to have to keep like going, "No, I'm not going to eat that. I just saw that it has added sugars. I'm not going to eat it because it's addicting. It's a problem," and you'll hear it from anyone that you're talking to, whether it be a cold-market person or a warm-market person that you've known for all your life, people are dealing with the addiction to sweets and carbs and also the addictions to, you know, having their wine at night or their cocktail at night or whatever. People are dealing with a lot of stress in their lives and so they need help. They need support. They need you. And so if you are just there asking those questions and saying, "Oh my goodness, well given what you've just said, first of all, I can completely relate and pretty much every nutrition struggle anyone's ever had, I can relate. Hello? I can. And so I'm like, "You know, when I was having this, this is what I was going through, this is what I was feeling, and this is what I did." And so the third thing is to reiterate...and by the way, when I say, "This is what I did," I'm not necessarily saying, "I started Shakeology." What I want you to do...and I'm kind of getting ahead of myself because this is kind of the number five thing I was going to mention is I want you to start helping them before you even mention Shakeology or the business or the challenge group or whatever. I want you to give them the tips, the tricks, the apps, all that stuff. Just start helping them right away in your messages before you go talking about Shakeology or the challenge group or the fitness program or whatever. Start immediately helping them, okay? That's huge because that builds...well A, it helps them and B, it builds trust. It shows that you didn't go straight from, "Oh, you have a problem? I have a sale. You have a problem? I want a commission." It takes that out of the equation, okay? And it really helps people open up because you're giving them some solid advice, some tips, tricks, apps, whatever it may be, that can help them right away. And

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so you are opening them up to you and this, like I said, this works really well whether it's a cold-market person or a warm-market person because we all like those tips, tricks, and apps, right? So do that. And then the other thing I was going to say was that...well like this, because I got out of order, but when you do come to the point where you are mentioning, "Have you ever tried, you know, Shakeology?" or, "Have you ever tried Recover to help maximize your results with the lifting that you're doing to help, you know, see those muscles pop a little more and have a little less soreness, be able to recover faster and be able to work just as hard the next day?" And sometimes they'll say, "Well, I'm already using this other product that's awesome." "How's it working for you?" That's all you have to do, "How's it working for you?" You don't need to put it down. It might be a good product, but when they come to the point where maybe they have an objection, which we're going to talk about that, but reiterating and validating how they feel. In other words, "I completely understand why you feel that way. In fact, when I heard of this, here's what I thought..." "In fact, when I heard about this business, here's what I thought..." Really, almost going overboard, just to make sure it's absolutely clear that you heard, you heard how they felt. You are hearing them because that's what people want. They don't want to feel sold to. Who does? We all hate that feeling of feeling sold to. It makes us feel like we weren't smart, you know? We we're just like a sucker. We want to be heard and we all feel like we have a valid reason to not try this or not try that or do this or not do that. I'm a very hard-headed person. I can be very stubborn and when it came to this business opportunity, I told my sister, I'm like, "That is so not for me." Like I wanted to prove my point. I wanted to prove my point that was not for me. I wanted to be right. We all want to be right. The people you're talking to, they want to be right as well, okay? So let them bring their guard down. Relate to them. Relate to how they feel. You know, relate to the fact that they think Shakeology's too expensive. I know I did and I'm go through my wording on that and it's the truth. You guys, I was not a shake drinker. Even though I was so into fitness and into lifting and all this stuff, I did not drink protein shakes and so when I heard about Shakeology, I was like, "Okay, A, I'm not even a shake drinker. I don't like shakes. I want to eat my food." I was one of those people. "I want to eat my food. I want to eat my calories," and then I was like, "Well, that's like the most expensive protein drink I've ever heard of in my life. Like are they insane?" But, you know, I'm thinking, "Corporate's out in California. Maybe that's like a legit price out in California for

a protein drink, but not here in Ohio. That's not going to fly." Like I just thought it was a protein drink. I didn't know and Matt didn't know either. We were completely skeptical. So, you know, I tell people that story. I let them know I just didn't know. I didn't get it and so you'll see kind of my wording. I kind of go through what would be a common thing for me to say, but just really validating how they feel because chances are you have felt a similar way or you know a lot of people who have felt the same way, so make sure that they feel heard because that's going to help them open up and then they're going to go, "Okay, so now the advice you're giving me, now I know you heard my issue and you're saying this even though you know my issue is this. You know my issue is that I don't think I have time to work the business and you're saying that was how you felt too and this is what you've learned. Okay so now [unintelligible]...possibilities. Now I know you heard that. You heard that concern." [unintelligible]...questions. Okay, you guys all love emojis and I see your emojis, so that's great. Okay so let me just go through a few steps. I'm going to first...give you the steps because I want to make sure that anyone who only has 30 minutes or less to watch a training, that they can get the gist of this training and then I'm going to show you the actual scripts so that anyone that wants to see a little more detail, you can actually see that and know whether or not it's worth your time to download this document in the files section, okay? So let me just give you the steps. So number one is when you're talking to someone, again, cold-market person, warm-market person, someone you just met on Instagram or whatever, if you have, you know, somehow realized that they are on a fitness journey or they want to be on a fitness journey, one of the first questions I always ask is, "How's your nutrition?" and that from there stems a new conversation with practically everyone. Nutrition is medicine. Nutrition is fuel. Nutrition is something that we should all be talking about and it doesn't mean you're an expert. I'm certainly not an expert. I'm not a nutritionist. That's not what I'm going for. I'm just asking them, "How is your nutrition?" And so, you know, sometimes people say, "It's good except..." or, "It's okay, but..." Some people say, "It's horrible," but it starts that conversation and then even from there I can ask more questions. So the first thing is when you have done a post or you're just in conversation with people and people want more information on something, whether it be a challenge group or Shakeology or Recover or Pre-Workout or whatever. Whatever it is, when they ask for more information or they seem interested, the very first step for you is to get more information. It's not to give them information.

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It's not just to say, "Well, it's Shakeology and this is what it is and blah, blah, blah." It's to ask them for more information. In other words, saying something like, "It's a super-food drink and I love it. Are you struggling with nutrition?" So right away asking them questions. So I didn't give them a link to buy Shakeology or to check it out or a video to watch or if they said, "I'm interested in coaching." In fact, I just recently did a poll on Instagram where I asked, you know, if they would want more information regarding coaching, and for all the people that said "yes," do not send them a link to my Glimpse into Coaching. I did not send them a link to sign up. I did not send them like to a video that says here's what coaching is. I didn't. First thing, even though the first thing they did was they asked for more information. First thing I did was ask them for more information. "What about it interests you?" I need to know why they have interest in this so that I can make sure that the information I give them is relevant to them. I just want to make sure that whatever information I give you about Shakeology or the business or my challenge group or the meal plan I'm following or whatever; whatever I'm doing, I want to make sure that the information I give you is relevant to your needs, and you can even say that. You know, "What about this interests you? I want to make sure that the information I give you is even going to be relevant to you." So, number one is to get more information from them, even if they specifically ask you for information because this is the way that you're going to be able to adjust your needs. Number two...just making sure I don't go out of order...is to, of course, validate their hesitations, their objections, okay? So we just went through how that works and I'm going to give you the wording on that, but also in that step to immediately, whatever their, you know, maybe they're like, "I know I'm over-eating." One of the first things I'm going to say is, "Do you know how many calories and macro-nutrients you should be eating for your height, weight, age, all that kind of stuff? I use daily needs calculator on Freedieting.com and you can just enter in your data and it will calculate what...it's just an estimate and it's not my site or anything like that, but I found that it's fairly accurate, Freedieting.com and you can figure out about how many calories you should be consuming in a day, given your age, given your weight, given the amount that you work out, given all these factors that you enter and it spits out a number of calories that would be estimated for your ideal...just for maintenance versus weight loss versus, you know, building muscle and adding weight." So, again, I'm not saying you guys need to do this. I'm just saying I give them things and tools and

apps and tips and tricks that have helped me that have nothing to do with a sale or the business opportunity. I just try to help first and foremost, okay? Then we dig into more conversation, of course, from there. So the third thing is at some point in the conversation...and this might be five messages later. This might be a week later. This might be two weeks later and that's why this business takes time, but at some point it should be appropriate if you've, you know, figured out that they still have an issue and it's not been solved, "Have you ever considered...?" So number three is you have to ask. Number three is you have to ask and the way that I phrase it is you all probably know by now is, "Have ever considered...?" It's not, "You should try..." or, "Click here and join..." or, "Click here and buy..." or nothing like that. It's just, "Have you ever considered trying a super-food meal replacement? Have you ever considered an on-line business? Have you ever considered...?" Give them...and I always finish it with, "Given what," you know, or start it with, "Given what you've told me, have you ever tried a super-food meal replacement?" Or, "Given what you've told me, have you ever tried a super-food shake to help you curb those cravings in the evening? Have ever tried...Have you ever considered an online business to help give you that supplemental income and building a business over on the side just in case you ever wanted to go part time in your job? Have you ever considered...?" So it's, "Have you ever considered...?" You have to ask and the more you do it, the easier it's going to get. The less you do it, the more difficult it is. If you're not asking very many people very often, this activity is, I hate to say it, but it can be like awful because if you're only asking like a few number of people like each week, you are hyper focused on those people. "What are they going say? What do they think?" And all of your emotions kind of get wrapped up into these people and it's just...that's not reality. It makes you feel like you're work as a coach and your success potential as a coach is wrapped up in these few people's responses and that's an awful feeling and it shouldn't be that way. You should be reaching out to so many people and asking, "Have you ever considered...?" to so many people that is going to be like, "Okay, cool. She doesn't. She does. She doesn't. He doesn't. He doesn't. She does. He doesn't. She doesn't. She doesn't. She doesn't. She does." It's going to be only just the elite few that at that time in their life, in this week, in this day, that this solution does seem like the right solution for them and for someone else that said, "No, I don't think so," it might be right for them next month or in two months, okay? So keep them on your list because they still have that issue and it hasn't

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quite been solved yet or maybe they think it has and you're not so sure because you know they're trying something else that you've heard doesn't work, but you're not going to tell them that because you want to be nice and respectful, but if you're thinking they might need a follow-up in like six months. So just ask. And so next, number four, is you have to follow up. People do not buy or join from the first exposure to something. They don't. That is why for most all of you, you've seen infomercials, the same ones, over and over and over and over again. Most people that bought from an infomercial, they had seen that infomercial several times and they probably also heard from a friend or a coworker or something else that it works, okay? So it's that repeated messaging that gets through to people and it's combined with that day, that moment in time where they're like, "I have had enough. Like I need to do something." We all have "ah-ha" moments every day and it just takes for that "ah-ha" moment to collide with your messaging and the person's like, "Yeah, I'm ready to do this. I'm ready to make a change." But sometimes those two haven't collided at the right time. They maybe didn't collide for that person in February, but they might collide in March. Or they're like, "Okay, this fitness journey, I need to stop kidding around about it and I need to get serious and that ab little tool that I bought online last week isn't doing the trick and I need to get serious and I need help," and boom, they see your post that morning and they're like, "Yeah, I need to contact her." So you need to be following up with people and I'm going to give you that wording. And then number five is that you need to provide that sense of urgency, that sense of scarcity, that sense of incentive. So it could be urgency, scarcity, incentive - one of those three things. I honestly...I don't think I ever go through my invites and my follow-ups without that and part of that is because I know myself. I...and I know my husband and I know my friends and we procrastinate things because we're busy and so many other things have urgency in them that we sometimes procrastinate some very important things. I'm constantly putting off like really important appointments and whatever because something else seems more urgent. The appointment seems like I could schedule that in another month or whatever. We do that to ourselves and so you have to give people a reason to go, "Okay, I'm going to act on this now. I'm not going to procrastinate this any longer. Enough is enough," and so many people do that. They feel like life is all fine, you know, Thursday, Friday, Saturday, they're in a good mood. They're out doing stuff. They're eating out and, you know, they're off work for a few days and everything's all good and come

Monday, they're like, "Oh wow, I need to stop it. Like I need to end this cycle," and that is why so many posts are really effective on Monday, Tuesday, Wednesday, because Thursday, Friday, Saturday, Sunday, sometimes people are a little bit more in like, "Hey, everything's good. Everything's good," and that they don't need help. So you have to provide the urgency, scarcity, so it might be that you say, you know, "For the first three that commit," you know, and while they're, you know, committing to their business, they're investing in Shakeology or they're investing in the challenge pack, "For the first three, I'm actually awarding an Amazon gift card." You can give up to \$50 in a gift card. It just can't be cash and it can't be MasterCard or Visa gift card, but it can be like an Amazon gift card or a Lulu Lemon gift card. Maybe it's \$25. Maybe it's \$20. Maybe it's \$30. Maybe it's \$50. Maybe it's a really cute team tank. Maybe it's a...I don't know. Maybe it's a book. Maybe it's your favorite book. You know, the sky's the limit, but offering something...and I also always, you know, with my business prospects, I always have a new coach training that's about to start, so I know I don't want those groups to be too big because I also allow my coaches to invite their coaches to them. So I know that I can only handle a certain number and so I let them know, "Look, I only have like two more spots left," or whatever it may be, "So, you know, let me know ASAP if you even think you're going to be enrolling in the next 24 hours." And then I'll have people messaging me, "Oh, I hope it's not too late," or, "I think I might have to wait until, you know, that night," or whatever. So there's got to be that urgency/scarcity built in. Otherwise people do procrastinate it. They sit on the fence like sometimes for years and I have proof that some of my good friends and she's probably watching right now, that if you don't give that scarcity/urgency, they may sit on the fence for a few years, Angie. It's my fault. I didn't give any scarcity or urgency. Let's see, "How much do we have to talk about the subject?" Okay, so first...and Jody says..."I can't afford that," that she struggles with and she gets that all the time. Perfect. So let me show you the scripts that I wanted to show you. So for those of you that sign off, that's okay, but if you want to see scripts, I've got them. I've got you. And I did want to spend even more time on these. I wasn't quite finished. I've spent probably at least a couple of hours already. Hopefully you can see this. So this very first part, this is what I went over in the beginning of our training – to have passion, excitement. Use smiley faces. Connect their issues and problems to the solution. Reiterate and even emphasize the validation to their objection. Be sure they know you can relate. Give help and trust before you ever

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give a link. So give them the apps. Give them the tools, the tips, the tricks. Start helping them in messages back and forth before you ever give a link or the actual like invite to your challenge group or your business opportunity or whatever. So here are the steps: you have to ask for more info. Get more info from them first, okay? When they're on a journey, it's very simple to ask, "What specifically do you struggle with? Do you struggle with clean eating? Are you struggling with sweets? Are you eating out at restaurants too much? Is it alcohol? Are you over-eating? Are you under-eating? Are you not getting in enough fruits and veggies?" Of course, that question right there, "Are you not getting in enough fruits and veggies?" That right there, will obviously lead you to Shakeology because there's three to four servings of fruits and veggies in every serving. Okay, number two: validate their needs and struggles and start giving away help first. Yeah, I already talked about that, but assuming it's normal, validate and emphasize their thoughts, feelings, objections. Understandable and start giving them those tips, tricks, and apps. Number three you've got to ask. You have to freaking ask. I can't stress that enough and you've got to ask a lot of people, okay? Okay, so here's an example and you know, you guys, I first started writing out these script examples just having to do with Shakeology, but then I thought, "You know what? Yeah, you can talk about it with Shakeology, but really the cost objection comes up with the business opportunity as well and really if you think through the concepts of these conversations, you can apply it to anything, whether you're talking about the business opportunity or Shakeology or, you know, buying the challenge pack or anything really. Just kind of apply the same concepts. So here is addressing the cost issue. Sample conversation through personal message. So someone asking, you know, "What is," ...you know, I'm going to scroll up, okay? So here I've asked them if they've ever considered, okay? "Have you ever heard of or tried a super-food supplement like Shakeology?" Or if they're having issues with job fulfillment or needing additional income or life balance through flexible work hours, then you can ask, "Have you ever considered an online business like mine?" But a lot of times then you'll get, "How much does it cost?" Okay, so here's where I come in, "The base price of Shakeology is \$119.95." Of course I'm talking US dollars. "Plus shipping for 30 super-food meal replacements, but there are a few ways to get it cheaper. Do you want more info?" Okay, so I've said they can get it cheaper and I'm just asking if they want more info. You could say, "Do you want more info regarding the savings?" You could say it that way.

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They usually do say “yes,” and I’m interested in how I can save them money. With that, you can send the following. Revise it as needed. Okay, so here’s me, “Okay, there’s a few ways you can save money on everything you purchase. So number,” and you can shorten these you guys. I was just kind of typing them out and actually revising an old one that I had, but the first one is that they can save by getting Shakeology on Home Direct. I’m hoping you can see my cursor go over number one. They can save by getting Shakeology on Home Direct. I let them know that they can cancel anytime with a live chat and I let them know the savings that that adds up to. Number two: they can become a coach. I let them know it’s an amazing business opportunity, but the cool thing is they don’t have to work their business if they just want the discounts. They do have to pay that monthly fee. I let them know that, but there’s still a \$30 savings on Shakeology, plus they’ll always have that opportunity in their back pocket to actually sell it if they want to or just point someone to the retail site. It’s not like they actually have to like make a huge effort to sell it. And number three, the third way that they can save on Shakeology, is that they can get it as part of a challenge pack deal, okay? So this way, they get Shakeology for half price. They’re basically getting Shakeology for \$60, okay? Because they’re getting Beachbody On-Demand which is normally \$99. I kind of explain what Beachbody On-Demand is and they’re paying an extra \$60 for the Shakeology and it’s included as part of the challenge pack, okay? And I say, “You’ll get the Shakeology delivered monthly until you cancel which you can do at any time.” I let them know that they can cancel even before they’re second month comes if they want. And then I say, “Do any of these interest you?” Okay, so by doing this...Jody, hopefully you’re watching this part...this may prevent the whole cost objection in the first place. They said they wanted to hear more how they could get it cheaper, but they actually did not object to the cost yet, because now you’ve kind of addressed that up front that they can get it a lot cheaper. So basically, you know, this way this is their super-food meal replacement for \$2 a day, you know? At least that first month where they got it for \$60, okay? “Do any of these interest you? I have different links to send depending on what you want to do. Again, any of these options can be cancelled at any time.” It’s really important that you say that. I always think about...oh, and Rachel’s asking where these scripts will be located. They’ll be in the Coach Success group, the files section. So I always ask and think back to what made me, you know, finally decide to join as a coach? What made me finally decide to, you know, try Shakeology.

Like...and I talked to my coaches too who have joined, "Like what made you finally decide?" And one thing I hear a lot is that people knew it was not like this life-long commitment. They could cancel at any time, like the Shakeology or the coaching. It's not something that like they're stuck with. And I also let them know and this is important, "With these options, you'd be eligible for all of my fitness-nutrition accountability groups that I host for the next year and you can message me anytime you need help and support." So basically letting them know that additional, free benefit that they can be in my groups. So here in black, I've said if they're wanting to work the business, you can also send them the bulleted basics. Now I've already put the bulleted basics in our Coach Success Facebook group, so hopefully you've seen those. It's just the, you know, the basics of coaching, just in bullet points at a quick glance. So I send them the bulleted basics and I usually, a lot of times, send that in DMs to people, in DM messages, just because I can do it in matter of two messages. It doesn't fit all in one message, but I just copy and paste right from the notes of my phone. So I keep the bulleted basics right in the notes of my phone, so if they do say they are interested in working the business, I send them the bulleted basics and I ask if that makes sense and if they're ready to give it a shot? And then in the follow-ups I give them a reason or incentive to join now versus later, okay? So let's say you've got someone saying, "I just don't think I can handle the added expense of Shakeology," okay? So I've kind of jumped around here. Sorry. But let's say it is back to Shakeology and someone saying, "I just, you know," even given what you said, those three different options, and you've got someone saying, "I don't think I can handle the added expense." Again, you're going to validate, first thing you're going to do. And I know the knee-jerk reaction is you might be frustrated you guys because you've heard it before and to you now, knowing what you know about Shakeology or knowing what you know about the business or knowing what you know about our other supplements and our programs, like your belief system is so high in what we have and what we have to offer and it's life-changing for you and it's frustrating for us when sometimes people don't see it, but you have to take yourself back to where you were before, before you'd ever tried Shakeology, before you'd ever, you know, been a coach. Take yourself back. Relate to them and let them know it; completely relate. So here's what say, "Completely relate. Believe me, I heard the price, I immediately said, 'No way.' I thought it was a protein drink. I thought, 'I can get that at the grocery store and it's cheap,' and I actually don't even like

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shakes. I thought the price was insane. I didn't even want to look at what it was, inside of it, initially. I didn't get what was so great about it and I didn't want to believe it. I didn't want to pay for it. My husband was especially skeptical too. So that did not help. But then we did our own research and tried it for ourselves and wow, after a couple of weeks we were hooked. It saved on the number of fruits and veggies we buy and throw away. Shakeology has three to four servings of fruits and veggies already in it. It's helped with our cravings which led to fat loss, digestion, over-all health due to previously having nutrition deficiencies, better hair, better nails, energy, a stronger immune system. We like never get sick now. It's so worth it. We actually crave it daily as a sweet treat. Do you want to give it a try? You can return it for a full refund if you're not satisfied within 30 days even if the bag is empty." So I hear you guys. I asked. I didn't say, "Let me know if you're interested." It's so key that you not say that. You have to ask. You have to ask a question. There needs to be a question mark. You cannot say, "Let me know if you're interested. It'll sabotage your effectiveness completely if you say, "Let me know if you're interested," because that gives them every right to just sit and think on it until they're no longer thinking about it and it's completely off their radar. If they're considering joining as a coach, but they're still concerned about the price and the fees and they're saying, "I can't afford Shakeology even if it is worth it. Like I can't afford it," and there are people that literally, you know, they just can't and I get that. I completely get that. Been there. I again, I relate to them. "Money was super tight for us when we started using Shakeology," and it's the truth you guys. "I was still working full-time. Matt was working full-time. I had given up my secondary job and I was working this business and it was just a lot and to think that we had to take on Shakeology. I almost didn't want to like it, but when I did I realized it was not only benefitting our health, it was paying for itself. For example, when you enroll as a coach and you have three people that decide they want to drink Shakeology monthly with you, your monthly supply would more or less be paid for through the commissions. Your Shakeology at coaching discount is \$90 and you would make that in commissions. A lot of people already do drink Shakeology that are around you and they could switch to you as their coach if they were assigned to someone random. It's been so fulfilling to help others." Then you go into the sense of urgency right here: "I have x number of spots left to give a ___ amount of Amazon gift card," which I email to them. It's so simple and quick, "for the first three who join with a challenge pack

purchase while enrolling which also waives your start-up coach fee? Do you want the link to give it a shot? By the way, I saw your post. I'm so sorry that the flu is going around your house. Are you feeling okay?" So you guys, I've said this a lot in trainings before, I'm always having personal conversation along with these conversations as well. I never make it just about the business or the product or the challenge group or whatever. I just don't. I don't want to. It's not fun. It's not cool. I want to be friends with this person even if they never become a coach or a customer. Like if I was attracted to them, there's something about them I like and I don't want to, you know, ruin this relationship just because they don't want to become a customer or coach. Okay, challenger or friend or family says, "I'm possible interested in the coach discount, but what fees are involved?" Okay, so you can see my wording on that. That's pretty simple. And then the follow-up. Even if you got crickets, even if after some of those conversations you got crickets, "Hey Jamie, I don't want to bother you or push you by any means. I also don't want to drop the ball on something that I know can help with you _____," whatever they mentioned earlier. Remember? That's why it's so key. You need to know what their issue is. "Are you still considering this? Or not at this time? I still have room in my...." Maybe it's your new coach training group, your coach mentorship group. Maybe it's your challenge group, maybe it...you know, whatever it may be. "I still have room, but I'm finalizing it all by tomorrow. By the way, how's your son feeling? I see he's been super sick. I'm so sorry." You know, again, taking it back to just your relationship with that person. What do you normally talk about? If their answer is, "No, not at this time," say, "No worries. I totally understand. Do you want me to keep you in mind for the future?" And if it's, "I'm still considering..." then, "Awesome. I know this is such an important decision and believe me I don't want you to just commit if it's not going to truly help you with blah, blah, blah," whatever she mentioned previously. "Please keep in mind, you can always cancel, no hard feelings. Are there any questions or concern holding you back?" Again, I ask another question. Okay you guys, I hope that was helpful. I'm going to look and see what your questions are. Okay, "This helps," "Love this so much," "Great scripts," "So helpful," "If we're part of Team Uproar will we have access to the PDF as well?" Yes Sarah, because anyone in Team Uproar is also a part of Team Hardcore. I believe...I think Team Uproar is Angie Bellemare's team if I'm not mistaken and Angie is one of my coach's coaches, so you're actually within my team as well. So you are welcome to be in that Coach Success Facebook group. I

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always ask that your upline be the one that adds you or accepts you into that group because I cannot keep track of who is a coach and who isn't a coach and who's just a creeper, so I added my own coaches and each of you should add in your own coaches into that group. So I'm going to go ahead and stop the screen share and close it out. Thanks so much you guys for getting on and I hope that was helpful. Let me know if you have any questions. Like I said, those concepts you can apply to pretty much anything that you're talking about with people because what's at the forefront of all of those conversations is that you're listening to them and you're trying to connect their issue to the possible solution, okay? And giving them a reason to not just sit on this, this opportunity to do something that could really change their life. So next week I'm going to talk about hiring help and I think I'm going to have my good friend Jen Delvaux on here with me talking about that with me as well and might have some other people collaborate on that one. It's a big one; it's a really big deal if you really want to make this business something big and you're really serious about it. I'm very passionate about you not, you know, sacrificing all, you know, your family time and your life and even your workout time to build your business. I really want you to be able to build this business with...it might not be completely in balance as you're building it and still working full time, but I want you to have time for your family and I want you to have that sense of sanity and be able to build your business so much faster by hiring some help. So I think that's it. Thank you so much you guys. Have a great rest of your afternoon and we'll see you next week.

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