

Shakeology by Seay Sanford

I've sold products with black-box health warnings, ones I believed there would have been better medical alternatives, I was never able to be a product of the product. In pharma, we are assigned a product, and I we are trained to always accentuate the positives. Sales reps that excelled on showcasing the positives, and the ones that created most VALUE, would lead their sales force and earn the most bonus. Every year in my pharma career, was a leader and was consistently in the TOP 10% of the sales force every year.

What I Love about the opportunity at BeachBody:

- great because I get to CHOOSE what I endorse, I get to put my good name on the product of my choice.

- I get to be a Product of Product, fitness and nutrition

- I get to directly influence, coach, inspire and keep my customers motivated and earn their retention: I have an ACTIVE role in my customers and celebrate their results.

GOAL:

My goals tonight are to give you tools on how to SELL Shakeology with the main focus on HEALTH, to help you create a VALUE to your customers. I'll teach you how to LEVERAGE Shakeology's purpose to help you overcome the PRICE objection and keep RETENTION. The tools I will share with you in the next 20 minutes are no secret. I am simply applying what I've learned from my past corporate sales careers and applying those tools to my BeachBody.

When a customer tells you it "Costs too much" know that it is a smokescreen. What they are saying really is "I don't see the value."

We ALL know if something has a value in our own mind, whether that value is real or perceived, we WILL find a way to justify that purchase. (ANYTHING designer 1000% markup for a hand bag when a similar one would cost \$40, bought a Lexus over Toyota, Organic, ect) Maybe the value is how we are perceived, our own sense of accomplishment, or something that we know is a real benefit for ourselves or our family. You get the point....SO how do you create VALUE with our products? The fitness programs work. Before and After pictures tell the story and create value. I think the real opportunity is with Shakeology, our #1 continuity product. How do we get customers on HD and convince them to stay on it?

How to create VALUE with Shakeology:

DIFFERENTIATE!

Here's what I think I do a little bit differently. I focus on the HEALTH benefits as Primary, and WEIGHT LOSS as a Secondary.

Health benefits are subjective. Health to me could mean more energy. To someone else it could be breaking free from daily insulin injections from their diabetes. To another, it could be a stronger immune system to get through their chemotherapy, and yet to another, it could mean getting the most out of an intense workout without having to stop.

Inflammation is the leading cause of heart disease. Scientist and researchers now know that inflammation is actually a precursor for the MAJORITY of debilitating acute and chronic diseases.

There are many environmental factors that reduce our immune system. Stress and poor diet are a couple obvious culprits. When we are sick and run down more than 3 times a year, we not only perform at a minimal level, but we consequently subject ourselves to even MORE disease. Ever notice how some folks seem to ALWAYS be sick?

Lets talk about damaging Free Radicals. When free radicals bond to molecules within the body's tissues, they can cause damage to cells or to DNA contained within the cells. Free Radicals play a major part in the aging process, in some autoimmune diseases, and in the development of cancer.

Antioxidants are thought to work, in part, by neutralizing free radicals. We need anti-oxidents to break down eliminate damaging free radicals in our body.

So to recap the above major culprits in Americans failing health: inflammation, poor immune system and too many free radicals. What if I told you that Shakeology's Adaptogens (maca root, ashwagandha, astragalus), Phytonutrients (chia seed) and anti-oxidants (pomegranate, goji berry) all directly reduce these risk factors? This is what I mean by sell on the HEALTH benefits!

- Shakeology IS different than ANY other shake on the market.
- Unique superfood ingredients
- Number of ingredients, 70!!
- No added artificial colors, sweeteners
- CLEAN as it gets. Nothing on any shelf, anywhere can say ALL of the above.

Why sell on Health FIRST and weight loss SECOND?

1. You are completely selling Shakeology short in ALL its brilliantly-designed VALUE. There are so many weight loss shakes in the game. Shakeology isn't JUST a "weight loss shake". When you leverage "weight loss" as your primary sell point, it's becomes just another me-too weight loss shake. You set yourself up for a price objection right off the bat, because there ARE many other cheaper-weight loss candidates out there that have a much lower price point.
1. Retention: Keeping them on the shake for the long haul. When the right nutrition is put in your body, your cells, organs and muscles starving for nutrients. When your body utilized what amazing stuff your feeding it, the byproduct of good health BECOMES weight loss. It does NOT work the other way around. Think about it, when people who put weight loss first, they usually end up being nutritionally deficit. When you set the stage for HEALTH BENEFITS first and leverage weight loss as the direct result of good health, you build VALUE. Also- if weight loss is first, what do you think happens to the customer once their goal is achieved? They perceive they have no need for Shakeology anymore.
1. When HEALTH comes first their motive will be keeping Shakeology on board as part of their lifelong health routine. It's value is not compromised. Get them to see the big, long term picture.

4) Here's another point: Healthy people are easier to sell to than non-healthy. They are the easier sell. One may see the obvious "that person needs Shakeology!" But it's the already healthy people that are more in tune with their body, and how their bodies feel and adapt. They know VALUE of proper nutrition already, they are comfortable spending more to eat healthy, and already see that Big Long-term picture. Not that un-healthy people won't get there, they will, but it will be an easier sell to sell to the already-healthy. This target audience, again, is not a weight-loss sell, it's a HEALTH benefit sell.

I challenge you to step outside of your "Age Group" demographics. Here's why: Motive...

20-30s focus is mostly what...looking great, motivated by vanity. I call them the "Quick skinny" group. Diet on Monday to look great by Friday. It's more of a short term-vision-clientel. They are far less concerned about health and disease.

40's and especially 50's: These folks look around and are reminded constantly of the aging of others. Witnessing their friends being diagnosed with chronic diseases and ailments becomes a scary reality of their OWN fate and how they too will live out their years. You've probably even heard your parents speak of someone they know who has lived a healthy life, and that STILL now has to deal with a dreadful terminal illness. I know I have heard my parents share those, "Did you hear what so-in-so has!"

This group of folks care WAY less about those 10-15 pounds and fear the REALITY of disease and poor health. They are highly motivated to get and pay for GOOD NUTRITION on board.

This is also happens to be a very LARGE population made up of the baby-boomers.

This demographic will see more VALUE in health and nutrition than a 20-something's. So although this group may be your comfort zone, I encourage you to reach out to your parents, parent's friends, and family. Ask them what runs in their families, what they struggle with, and understand and know where Shakeology can possibly help that disease and WHY. I have found this age group has more of a sense of urgency to buy, a bigger vision and desire for health, and is less apt to think \$4/ day is expensive.

Once you have that customer in a dialogue:

Find out customers, "Why?" And ADDRESS it. If heart disease runs in their family, don't explain to them about the digestive enzymes. If they are sick often, don't drone on about the cardiovascular benefits. A great salesperson is a great LISTENER, not great talkers.

Weight loss may be a common thread for all your customer's "why" GREAT!

Good news is Weight Loss is a byproduct of ALL the health "WHY"s! So dig deeper and find out their deeper, "why". Always bring the why back to a HEALTH motive, you will create more long term value and customer retention. We don't always need to lose weight, BUT we ALL could use the benefits of great HEALTH.

OBJECTIONS:

Use FLAVORS of Shakeology as a POSITIVE.

Great selling point on the ALL Natural benefits. BB only uses ingredients provided by mother earth, in their natural state. The majority of companies take the easy route and toss in splenda, artificial flavors, colorings and sweeteners to make it take more appealing and compromise quality for appeal. Look at all the ingredients by Body by Vi, slim fast, most GNC shakes. They've compromised integrity for bring you an "ice cream shop" of super-fun flavors. Many Shakes have hidden metals in them as well. I'm serious. I have a consumer reports article on my FB albums about the dangers of these hidden metals.

Because BB Shakeology uses true cocoa powder to mask the taste of its earthy ingredients, or whatever else nature provides to make the taste appealing, you KNOW that you have a credible, healthy product that is truly 100% natural. When you explain it that way, I promise that people will not only "get it" but will be so impressed with the integrity that they'd care less how it tastes and will force it down if they had to. Fortunately, and thankfully, as we all know, they won't have to!

So, don't apologize for the fact that we have two flavors. Celebrate it, and proudly explain why.

In Regards to Tropical:

Also, I personally suggest NOT sell something we don't have. Or waste time talking about a product you can't yet deliver. Specifically, I'm referring to Tropical flavor, Shakeology. It's NOT here, you can't deliver it, don't waste time on it. Period. Sell what you have- not what you don't. Maybe if, once they've bought Shakeology on HD, and only if it is relevant, then you can mention it. All you end up doing is getting them, most likely, to commit to "just waiting" for the Tropical, one to come out, someday. You've just lost that sale. My point is, a customer can't wait around for something they don't even know about. Sell what you can deliver TODAY.

Lastly, if chocolate flavor isn't their thing. I would suggest ONLY one of these two options:

Use 3/4 scoop OR 1 Full scoop and adding more milk. Less than 3/4 scoop compromises the integrity of the shake. This consequently will deliver a "sub-therapeutic dose" as it's called in the medical world. The ingredients will not be working to their full synergistic capacity and ultimately, optimal results will NOT be seen or felt. You will probably end up with an unsuccessful and frustrated customer.

Samples: I rarely give mine away. I sell them for 5\$ each, 6\$ if I'm mailing it. I've learned not to call mine "samples" anymore, either. It denotes a "free try". I call mine "single serving packets" now. It sets the stage they are for purchase and doesn't give the perception that they are "free". Why create a price obstacle to overcome if you don't have to. If they don't see the value in spending the 5\$ to try it, they will certainly NOT see the value in spending \$119!

Finally, here are little tid-bits I do with EVERY customer:

- I tell every single person on HD to take before pictures. My husband Neil is a perfect example. He had no goal, to "why". I asked him to do Shakeology for me, and he still got results. Pictures tell the story and keep them motivated to achieve a change.
- I word price like this in my email correspondence, " REPLACE one meal a day with Shakeology. I usually have mine for breakfast and because of that I deduct the \$119 from my monthly grocery budget" Getting them to understand it's not in addition to their day and HOW and WHERE to afford it.

- FOLLOW UP with every HD customer. Mark six days from their order date, on that date and ask if it's arrived, make sure they are clear on how to make it, and how its going to fit into their daily routine. Follow up again in another 5-6 days and ask how they FEEL.
- I use my FB to EDUCATE readers on the unique ingredients Shakeology provides. No ONE can come close to the super foods in comparison OR cost. Most people don't understand what these ingredients do for them. It's your job to educate and create that value. Shakeology's residual benefit is weight loss. For quality, long term customers focus on the HEALTH benefits and it is becomes very easy to differentiate Shakeology from all the others. It truly deserves it. Read up on the super foods, it will by far empower you to believe in this product, respect it, hold it sacred and protect it from ANY others claiming to be better.

I'm not creating a new wheel by any means, I'm taking what I've learned from years of pharmaceutical corporate sales training, working in the medical field, selling to analytical and applying my experience to the BEST product I've EVER marketed. That's my niche. Hope that helps!