

Inviting to Coach

Step 4: Inviting to Coach

Who to Approach

- In your Challenge Groups and Fit Clubs, you're eventually going to come across people with certain qualities that it takes to become a successful coach.
- These are the qualities that you have to watch out for every day in your Challenge Group members.
 - Commitment
 - Posting every day.
 - Completing “Challenges of the Day”
 - Not skipping workouts.
 - Commitment to the diet.
 - Leadership
 - Helping out other group members.
 - Emerges as the “group leader.”
 - Takes initiative.

Coach Qualities

- Passion
 - Passion for health and fitness.
 - Passion for helping others.
 - Passion for Beachbody products.
- Good Communicator
 - Great listener and gives great advice.
- Integrity
 - Honest and forthright with the other group members and you.
- RESULTS
 - They are getting excellent results from the program.
- Positive Attitude
 - Maintain positive attitude even during rough times.

Coach Qualities

- Ability to Overcome Obstacles
 - They don't let failure slow them down.
 - They learn to adjust to continue moving forward.
- Consistency
 - They are on Facebook (social media) daily
 - They are always commenting, posting, and present in the group

When to Approach

- The timing of when you should invite someone to become a coach is VERY important!
- You should NOT ask people just beginning your Challenge Group to become a coach.
 - They aren't ready at that point.
 - If you do, chances are they will see it as a sales gimmick and have a sour taste in their mouth about the opportunity.

Discount Coaches

- You should NEVER talk to someone about becoming a coach just for the Coach discount.
- “Discount Coaches” usually never do anything with the business.
 - This can be frustrating and a waste of time for a sponsor if the sponsor wants them to build a business when they don’t want to themselves.
- You want people on your team who want to build the business and are willing to put in the effort to do so. **YOU WANT LEADERS! Leaders attract MORE LEADERS!**

When to Approach

- The timing on when to approach someone in your Challenge Group about coaching varies greatly.
- It could be anywhere from 2 weeks to 90 days, all depending on whether or not they have gotten results and developed a passion for Beachbody products.
 - [Use the coach quality checklist](#)
- **MAKE SURE** you don't approach them too early!

How to Approach

- Once you discover someone you feel would make a great coach, the first thing you do is send them a message, usually on Facebook.
 - Facebook practically guarantees they will receive the message, whereas email doesn't and could go into spam.
 - Plus, the Challenge Group is on Facebook so you know they will check their Facebook every day.
- See next slide for example message.

“Hey brother! I wanted to reach out to you because for the past few months I’ve noticed that you have (1) totally ROCKED the program, committing yourself and getting results, and (2) have emerged as a leader in the group. Because of that, I want to talk to you about joining my team as a Beachbody Coach. I only ask those to join who I feel would be successful, and from what I’ve seen over the last few months, you have all the qualities that it takes to succeed as a coach. I’d like to set up a call to talk to you more about it, and have Thursday at 12 PM EST open. Let me know if that works ASAP! Talk soon!”

How to Approach

- As you saw from the message, it's important to show the prospect that you are INVITING them to be a part of your team.
 - They will see it as a privilege and honor if you approach this way.
- Also, notice that I suggested a certain day and time to talk, and had them let me know ASAP if that worked or not.
 - NEVER leave the responsibility of setting up a call in their hands. If you do, there's a good chance they won't get back to you.
 - Your goal is to get them ON THE PHONE so they can hear your passion for the opportunity.

Prospecting Call

- This is the time where you don't want to talk too much.
- Too many coaches at this point want to spew information all over the prospect, and all that does is chase them away.
- Your goal is to ask questions and have them do most of the talking.
 - Ask them why they are interested in joining.
 - Ask them to share their story with you (if you don't already know it).
- Then ask them what questions they have about the business.
 - Usually they only have 1-2 questions before making a decision.

3 Way Calls

- If you're a newer coach, something I highly recommend is that you do a 3-way call with your sponsor or upline Diamond coach. Use the knowledge and support of your upline to do all the talking and lead the convo!
- Doing so allows you to learn how experienced coaches get beyond objections and talk with passion and excitement, as well as keep the call focused and short.

Prospecting Call

- At the end of the call, if they are interested, ask them when they plan on signing up. (Offer to walk them through the best way to get started – “Well, Mark, are you near your computer?”)
- If they say they are ready, then walk them through the sign-up process.
- If they say they have to talk to their spouse, tell them you will contact them in a few days to see if a decision was made. FOLLOW UP, FOLLOW UP, FOLLOW UP!

Objections

- Occasionally you will get objections when talking to prospects, and I have written down pretty much all the objections that I've received and my response to them in the "[Objections](#)" section on the training site.

Follow-Up

- You should follow-up with the prospect no longer than 2 days after the initial call.
- If you can't get them on the phone, message them on Facebook, and if they still don't respond, message them one more time.
 - Example: “Hey brother! Just checking in to see if you have any additional questions about becoming a coach. Let me know!”
- If they still don't respond, then move on to the next person.

Organization

- Staying organized with your prospects is VERY important!
- I have created an Excel program for you to keep track of prospect qualities, dates contacted, and whether or not they have signed up.
 - Coach Quality Checklist document on slide 7.

Objections

- Objections are GOING TO HAPPEN!
- Instead of posting the objections here, I have created a separate “[Objections](#)” section, where you can find the objection and my response.

Questions?

- If you have any questions, you can reach me, Chris Balmert, at bbcoachchris@gmail.com or my Upline Coach Josh Spencer, at coachspence8@yahoo.com or by messaging us on Facebook.