

Scripts/Responses to Common Questions/Objections

My response when someone says that Shakeology is too expensive:

Totally understand girl. I actually thought the same thing too when I first got it! I got my first month with a program bundled and I had no interest in continuing drinking it. I figured - a shake is a shake and this one was WAY too much money for me to be drinking consistently. But after a few weeks and seeing the change it had on me, I was hooked. It is dense nutrition that has great benefits on your body, such as increased energy which helped me be more alert in the morning and power through my workouts, it kicked my junk food cravings which helped me stay on track with my clean eating meal plan and not want to go to Taco Bell everyday and it kept me full everyday which greatly reduced my snacking and hunger pangs that came in the afternoon. All of these benefits helped me stay on track with my workout and nutrition plans immensely, and here I am 80 lbs gone and can honestly say that Shakeology was a huge reason for it. So though it has a higher price tag, you get what you pay for and I realized that it is so worth it to invest in this healthy meal everyday so that I could get the best results, finally feel happy, fit, confident and comfortable in my own skin! I understand where you are coming from, but remember there is a money back guarantee, so there really is nothing to lose smile emoticon Another thing to think about is signing up to get a discount on your Shakeology! Its like a Costco membership - you pay \$16/month and get Shakeology 25% off! Even with this \$16 fee, you save about \$20 every month on Shakeology. Also, with this option you have the chance to get your Shakeology 100% paid for by referring your friends and family to our challenge group!! smile emoticon Referring 3 friends to get started with a program and Shakeology themselves will cover your costs every month. Thats a win-win situation because not only are you able to save money on your superfoods, but you are helping others start their health and fitness journey which is just an amazing feeling! AND one more thing to add on as well - you are never required to get Shakeology each month!! It is totally optional and you can cancel, postpone or change flavors whenever you need to!

So what do you think girl?? Are you willing to at least give it a shot for a month to see how you like it? You never know until you try!

So to wrap up how I handle money objections:

- 1) RELATE back to them - "Totally understand girl. I actually thought the same thing too..."
- 2) SHARE what made you overcome your hesitations - "But after a few weeks and seeing the change it had on me, I was hooked."
- 3) MONEY BACK GUARANTEE!! Use that shit! - "I understand where you are coming from, but remember there is a money back guarantee, so there really is nothing to lose smile emoticon"
- 4) PROVIDE the discount coaching opportunity (I offer this to everyone that gives me a money objection) - "Another thing to think about is signing up to get a discount on your Shakeology!"
- 5) REASSURE them - you are never required to get Shakeology each month!"