Aaron:

All right, Fit Body Boot Camp, this is the third sales script for you. Hopefully everything went well in the first two, but if you happened not to close Mrs. Jones on the first call or the second call, that mid-challenge check in, here is your last call for the check in for the final part of the week. Recommend doing this the last few days, so you can check in with her, see how all the challenge has gone for her, as well as dial in the next step for her fitness and her fat loss goals. Let's rock and roll, we're going to go off script now. Ring, ring.

Mrs. Jones:

Hello.

Aaron:

Hi, Mrs. Jones, this is Coach Aaron here at Fit Body Boot Camp, Chino Hills. It's the last week of your introductory at-home fitness challenge. I'm so excited for you to continue with your fitness goals. Do you have two minutes to go over your next steps?

Mrs. Jones:

I do, but if we can keep this short, that would be awesome.

Aaron:

Absolutely, Mrs. Jones. I know you're super busy. The 28 day challenge has come to an end, but I want to keep the momentum going, because it looks like we're almost [inaudible 00:00:54], but we're not quite there yet. To continue the online coaching, as I mentioned before, we're going to continue the motivation, the community, the accountability. Everything we've been providing the last four weeks, for just $97 a month. Are you ready to take the next step on that?

Mrs. Jones:

I am, but I'm also hesitant, you know? I mentioned in the last call that $97 is a lot more money than $28, and to be honest, I don't know if it's stress of just inconsistency, but it's been a little up and down for me. I'm just trying to really see the value in paying that $97. As much as I've really it, I just don't know if financially we're there.

Aaron:

I totally hear what you're saying, Mrs. Jones. That $97 might seem like a ton of money right now. We are in unprecedented times. But I've got to ask you, how do you feel after you finish those workouts?

Mrs. Jones:

I feel awesome. I feel great. There's no mistruth behind that. It's just, when I look at $28 versus $97, it's a big jump.

Aaron:

I totally understand. The great thing about the $97, it does break into just $21 per week, which is about $3 per day. Think of all the money you're saving from not going to Starbucks, getting your nails or your hair done, or spending money eating out. Now you have that $21 per week to invest in yourself. Don't you think that's a good investment, Mrs. Jones?

Mrs. Jones:

It does sound reasonable to me. I guess one of the biggest things that I'm considering is there's so many other companies out there that are doing the same thing, where they're shifting, they're going online. Why wouldn't I take advantage of one of those different deals or Groupons, as opposed to sticking with this program? Do you have any thoughts on that?

Aaron:

That's a great question. And like anything else, consistency is one of the best friends you can make, in fitness or any type of healthy habit. Mrs. Jones, if you jump ship now, think of all the friends you've already made in the last four weeks. Think of the fitness goals you've made, the coach that you've gotten to get to know, and of course Fit Body Boot Camp as an overall brand here to support you. We're not a fly-by-night fitness program. In fact, Fit Body Boot Camp has been built during hard times like this. We want to support you in all of your fitness and fat loss goals. I don't know about the other companies, but I don't know if they can support you nearly as much as we do.

Mrs. Jones:

Totally, that makes sense. And I know you say that if I don't like it, I can get my money back or get a refund. Is there actually truth behind that? Because a lot of times, people say it, and it's like, "Well, the first $97, we can't refund you that, but we'll stop from here forward." Do you know if the refund policy is actually truly what you say it is, and I'll get my money back?

Aaron:

Mrs. Jones, that's a great question in regards to the guarantee and the refund policy. Listen, I understand where you're coming from. These are unprecedented times, and I want to give you my full, undivided support. If you're not happy with the product that we deliver, you don't feel the enthusiasm, the motivation coming from my voice right now, then yes, 100% we will refund you money. I want you to be happy, and of course I want you to reach your fitness and your fat loss goals no matter what.

Mrs. Jones:

Okay, well I appreciate that. Thank you.

Aaron:

All right, Mrs. Jones. This sounds great. I'm so excited for you to join us for the continued online coaching. It's going to be just $97 a month. I'm going to go ahead and send you the email for you to electronically sign. Does that sound good?

Mrs. Jones:

Yes, sounds good.

Aaron:

Fantastic. And I can't wait to see you in-building to give you a high five, and maybe even a sweaty hug.

Mrs. Jones:

Awesome, can't wait.

Aaron:

Have a fantastic day, we'll talk soon. Okay, Fit Body family, the great thing about phone sales is that the number one thing you need to focus on is enthusiasm and excitement. They can see when you're smiling, they can hear when you're smiling on the other side of the phone. You have to be able to transfer that excitement, transfer that certainty to them, because they are at home, they are stressed out, and they need you now more so than ever. Be excited, stand up. Put a mirror in front of your phone, so that as you're calling, as you're talking, you can transfer that excitement over to them. It's never going to go as planned, and that is the great thing, because we are fantastic at figuring it out. Just figure it out with a smile on your face. Let's rock and roll, guys. Boom!