Coach Aaron:

What's up, Fit Body Boot Camp family? We are going to give you a phone script to practice the 28-day at home challenge script. We're going to go through this script that Bryce and the team shared with you. We're going to go through it once all the way through, directly as read, so you've got an example of how the conversation could go, and then we're going to go off script and give you some rebuttals in real time that you're probably going to run into.

Coach Aaron:

Hello, I'm looking for Janet Jones. Is this her?

Janet Jones:

Yes. Who is calling?

Coach Aaron:

Hi, Mrs. Jones. My name is Coach Aaron. I'm the facility leader here at Fit Body Boot Camp Chino Hills and I wanted to welcome you to the Stronger At Home Challenge, as I saw you just purchased the program. Is that correct?

Janet Jones:

Yes. I just bought it online.

Coach Aaron:

Great. I wanted to welcome you in and provide you a quick overview. Do you have just two minutes?

Janet Jones:

Yes. The sky is falling because of the coronavirus, but I do have a couple minutes.

Coach Aaron:

I know. It is challenging times for sure, but we are in this together. Looking ahead, the good news is that this is going to be an awesome online coaching workout and it's going to be identical to the program as if you're working out here at Fit Body Boot Camp Chino Hills.

Coach Aaron:

Now, as you know, the government will not allow us to open our gym temporarily, but we are bringing the gym to your home in a safe and healthy environment where you can work out, still get fit, boost your immune system, reduce your stress, and feel good about yourself.

Coach Aaron:

Best of all, just like working out at a Fit Body Boot Camp gym, you will also have the accountability, support, motivation, and engagement and interaction with other clients from here in our private Facebook group. Does that all make sense?

Janet Jones:

Yes, it does. The sky's definitely falling, but at least I will be healthy and fit.

Coach Aaron:

Exactly. Now I wanted to let you know after your 28 days are over, we anticipate that the doors will be open, but on the off chance that doors are not open, we are prepared to continue with our online coaching program and keep giving you results to keep your immune system high, to keep stress low, and to make sure that you're engaged and part of a community. So we will continue to coach you along at just $97 per month after your introductory 28-day challenge is over and we get you back into the location.

Coach Aaron:

Now here's the good news. With that $97 a month, you will also get, just like you will with our 28-day program here, nutrition coaching, mindset and motivation coaching, daily follow-along workouts, and, of course, a community to belong to online. Because while we're quarantined does not mean that we shouldn't be belonging to a community where we can get that same interaction from our peers and fellow Fit Body Boot Camp members.

Coach Aaron:

So the good news is you won't be paying your normal $149 per month like you would at my location, you'd pay just 97 per month online. And then once our doors open, you'll be ready to come work out at our Fit Body Boot Camp location here in Chino Hills, at which point you pay exactly what all of our awesome members pay, which is just $33 per week.

Coach Aaron:

We'll continue to give you all the workouts, the motivation, the nutrition, the mindset, and, of course, the accountability every step along the way to help you reach your fitness and fat-loss goals. Best of all, we want to make sure that you get back to your normal lifestyle when this entire coronavirus and quarantine is over with. Fair enough?

Janet Jones:

Yes, that sounds great.

Coach Aaron:

All right then, Mrs. Jones, you have any other questions for me?

Janet Jones:

No, this all seems great.

Coach Aaron:

Fantastic. As a heads-up, I'm going to send you an agreement via email at the end of your 28 days that you just need to click and electronically sign. On that electronic agreement, you will agree to pay just 97 a month for continued online coaching. And know that if at any given time you decide this is not right for you and you want to discontinue, you just let me know and we'll stop your online coaching.

Coach Aaron:

But of course, the best thing you can do right now is continue to stay engaged, get awesome results while you reduce stress and boost your immune system. Fair enough?

Janet Jones:

Yes, that sounds great.

Coach Aaron:

Okay, great. The actual agreement will be sent via email as the 28 days expire, and once you click that on the 29th day, your program will auto renew at just $97 a month. Know that we are excited to be your online coach from here until the doors open and remember that we are here for you and we're stronger together. Thanks, Mrs. Jones.

Janet Jones:

Thank you for changing my life.

Coach Aaron:

All right, guys. As awesome as that would be, the reality is, is not every phone call is going to follow a script, so you have to be prepared for the common rebuttals. Those common rebuttals are going to be, "I don't know you. I just signed up for a 28-day challenge. Why would I want to agree to pay $97?" So you've got to be ready and prepared for those. And so Jesse and I are going to go off script and give you a couple of interactions that you can borrow and make your own. Let's rock and roll.