

The Key Points

For All Positions

The following are the key points presented in the training videos for all health club positions. You should view the first few videos for all staff and those related to each of your positions before attempting to promote the program. Use these key points to assure you can explain each point with confidence.

For All Staff

Video 1 - Welcome

- Before you recommend any weight loss program, you need to know that it will work and is 100% healthy.
 - For any weight loss program to be considered healthy, it must create long-term weight loss because losing weight and gaining it back is more detrimental to your health than remaining overweight.
 - Core 22 achieves long-term weight loss with a four-phase approach;
 - Training –you learn the 22 factors that influence weight so you know what you should do in every situation.
 - Weight loss –you learn to apply what you learn with daily feedback, so you develop the skill of weight control.
 - Stabilization –you learn to keep your weight constant, so it becomes your new standard weight.
 - Maintenance –you learn to maintain your weight no matter how poorly you eat. If you start to gain weight, you just use the principles and skills to drop it right back down.
 - A weight loss program should produce immediate, noticeable results, so the user knows it's working. The typical person using exercise and Core 22 will lose about 20 pounds their first month and 10 - 15 pounds each month after until they reach their goal.
- **Core 22 is Nutrition-Based Weight Loss.**
 - Most people are overweight because they are not getting the right nutrients from their diet. Hunger, cravings, and a slow fat burning metabolism are caused by a deficiency of nutrients. To address this underlying cause, we teach users how to choose the most nutrient-rich food, prepare it, so it tastes great, and to supplement their diet to make up for the deficiencies causing the problem.
 - We only recommend food-based supplements that are made from real food because these are the only kind that can provide the body with the nutrition of 22 servings of organic fruits, vegetables, fiber, omega 3, and vitamin-D. These are the nutrients your cells need to function and burn fat. With them, you can lose weight fast, improving your health, with little to no hunger.

Video 2 - What Makes Core-22 Different?

- There are 5 essential reasons this program succeeds when others usually fail. It is well worth your time to make sure you know these well.
 - **Information** – We teach users the 22 principles of weight loss so users can make informed decisions and always know what they should do regardless of the situation.

- **Daily Feedback** – We send users a daily text message. We ask for their weight and to check the principles they followed the day before. This reminds them of the 22 core principles and how what they did, or didn't do, influenced their outcome for that day.
- **Nutrition-Based** – Hunger, cravings, and overeating are caused by a lack of nutrients. This is our body's way of making us eat. We teach users how to choose and prepare great tasting, nutrient-rich food, and to supplement with the right kind and quantity of food-based supplements to get all the nutrients their body needs. The combination of nutrient-rich food and the right supplements will boost metabolism and reduce hunger. When cells get the nutrition they need, they do more of what they should which burns calories, eliminates fat, and improves health.
- **Social Support** - We ask users to enlist their family and friends to follow their journey. Users are three times more likely to reach their goal if they have supporters. Just knowing that friends and family are checking their progress provides them with motivation to do their best and stick with the program until they reach their goal.
- **Our Four-Phase Approach** – We take users through four stages of weight loss that include training, losing weight, stabilizing, and maintaining their weight. There are different rules to learn and follow in each step. If you don't learn the right rules for each, you may lose weight only to gain it back.

Video 3 - How to Explain Core 22

- When someone wants to lose weight, simply tell them how exercise and Core 22 worked for other members and they will be very interested in learning about the Core 22 program.
- Explain that the program will teach them 22 principles, or critical factors; they need to know to lose weight and keep it off permanently. This is everything they should or should not do to lose weight and keep it off. Tell them there are four stages of weight loss and you will know which principles to apply in each one. That they will become the weight loss expert and develop the new skills to not only lose weight but to keep it off permanently.
- Explain that they will learn how to use food and food-based supplements to reduce hunger, reduce cravings, and boost fat burning metabolism (cell activity that burns calories). This makes it possible to lose weight quickly without hunger.
- Explain that the program provides daily feedback, so you learn to apply the principles, what is working for you, and how your choices influence your progress.
- Explain that the program includes a social support function that allows your friends, family, and one of us here to follow your progress and that this feature will increase their chances of success by 300%.
- Give them your business card and explain how with that URL and your discount code, they can save \$160, and that you will become one of their supporters.

Video 4 - Discount Codes and Sales Commissions

- You have been assigned a unique discount code and sales commission for promoting the program. If you don't already know what they are, use the drop-down navigation from your portal (Sales Commissions -> Your Discount Code) to look up your code and determine what, if any, sales commission you will earn.
- The program is always sold with a 30-day supply of supplements. These can be a one-time order or a monthly subscription. The program is sold with supplements because we want

every user to experience nutrition-based weight loss with the right nutritional support. The four supplements they need are \$175 per month, but if purchased as a subscription, the price is reduced to \$165. They can easily cancel the subscription after the first month so there is no reason not to purchase the program with a subscription.

- Your discount code also takes \$160 of the cost of the program when purchased with a subscription. Without a subscription they only save \$10. It makes perfect sense to encourage everyone to purchase with a subscription, so they save \$10 on the supplements and \$160 on the program. This way, they will pay \$265 for the program and first 30-day supply of supplements. Supplements past the first month will cost them \$165 a month with free shipping and handling.
- When someone uses your discount code to purchase, you automatically become one of his or her supporters. When you log into your accounts page, each account you support will be notified the following day that you checked on their progress. As a supporter, you can also leave messages for individual users, read and download their success stories.
- Your potential sales commissions will be displayed on your Sales Commission page. Commissions totaling more than \$50 will be paid the following month. You will need to provide information for payment within your portal before commissions can be paid.
- At each 10-pound milestone, we will offer your discount code to the supporters of each user that purchased with your accounts. If a supporter makes a purchase, you earn the sales commissions as if you personally gave them your card. Please note, the manager or owner can change, stop, or switch future commissions to another staff member at any time.
- The more you check on your accounts, the better each of them will do. The better the results, the higher the chance that supporters will take note and purchase the program for himself, herself, or someone they know.
- When you are ready to start recommending the program, get your business cards from the person in charge of the program. Write your discount code on your cards, and begin promoting the program.

How to respond to the most common objections to Core 22

- If someone has considerations about buying or taking supplements, they may say “I don’t need supplements? I already take supplements, I don’t believe in supplements” or something like that...
 - Explain that these supplements were chosen because they make up for the nutrients you are not getting in your diet, and the lack of nutrients is the underlying cause of hunger, cravings, and metabolism so slow that you don’t burn the calories you could.
 - Explain that the program is only sold with supplements because we want you to see what it’s like to lose weight with less hunger and metabolism at full capacity. If you buy the program with a supplement subscription, you will save \$10 a month on the supplements and \$160 on the program, which is essentially the cost of the supplements. They should know that they can cancel or delay future supplement shipments at any time.

More on Objections (taken from membership sales videos)

- The three most common obstacles to starting anything new are money, time, and fear.
- **Money** - The cost of the program, especially after a discount, is usually not an issue. Some will object to the supplements saying, "I can't afford the supplements". They really mean they don't see the value in paying \$165 a month for them."
 - Your response to any comment about cost must reveal the value based on their goals. They need to see how the supplements are vital to reducing hunger and boosting fat burning of trillions of cells that make up the body.
 - They need to understand that the discount on the program is \$160, enough to cover 99% of the cost of their first order.
 - They should understand that the training they get with the program will explain how a lack of nutrients is one of the major causes of hunger and overeating and that supplements and the right food will prevent hunger, stop cravings, and restore fat burning metabolism.
 - They should know that the program is sold with supplements so they can experience rapid weight loss without the hunger.
 - They need to know the subscription can be canceled if they don't want to continue with them after the first month.
 - You can also discuss the fact that they eat food for the nutrients. These supplements supply the nutrients of 20 servings of fruits and vegetables giving them the nutrition their cells need at a fraction of what it would cost if they increased their food intake. And because they will be eating less, they will be spending less on food.
- **Fear** - They may fear they will not use the program because they tried things in the past and not followed through. "Every program I try doesn't work for me" or "I don't want to commit to something if I'm not sure it will work."
 - When you can present a program with 100% of what they will need to reach their goal, and you have a track record you can speak about, you have a much better chance of reducing any fear of failure.
 - Speak to the fact that they likely gave up on past attempts because they didn't see immediate and ongoing results. They should know they would start losing weight within the first week and that before the end of a month they will be 15 to 20 pounds lighter. With those results, they are much less likely to give up, stop using the club, or following the program.
 - You can remind them of the daily feedback and social support functions. They are important because they address the likelihood of not sticking to the program. With these features, they will achieve results and continue longer than past attempts.
- **Time** – "I don't have time," "I travel all the time," or "I can't take the time to learn all the principles."
 - This may be an issue but remember, they came in looking for a solution. They already understand that exercise is factor. When you show them Core 22, and they realize that their efforts will have a much greater impact if they have the program, they are much more likely to consider their time will be well spent. Show them other success stories. Try to recall those who had the same consideration about time.
 - They should understand that they can access the videos on their phone and can take as long as they want to view them. The videos reveal the truth about why we are

overweight and why until now it has been so difficult to lose and keep it off. If they really want to lose weight, they will want to watch them right away.

Personal Trainers / Personal Training Directors

Video 1 – Why I Recommend Core 22

- The right nutritional program combined with the right exercise program will deliver for most, weight loss results that are far superior to what they can achieve with exercise alone.
- If you have clients combining Core 22 and your training, their results will be the best in the club. Face to face support combined with the supporter functions of Core will provide the best results anyone can get. You can use that to promote the club and your training services.
- When you know that a client will achieve results better than they could have hoped for with your help, your self-confidence and ability to attract new clients and keep them longer will grow.
- Members are great when you are with them, but often mess up when they are on their own. The less often you interact with them, the more often they will mess up and slow any gains they make. If they are using Core 22, they will know that you and their other supporters are checking their progress and will see the effects of messing up. They understand that what they do, or don't do, each day will be reflected in their weight and noticed by you and their other supporters. This will motivate them to do better each day.

Video 2 - Attract More Clients and Keep Them Longer

- When clients achieve results that are quick, noticeable, and permanent, they become walking billboards for your services. When other members see the results of your clients, they will want the same results for themselves or someone they know.
- People give up if they don't see their efforts producing noticeable results. Clients that see constant progress will stay personal training clients and members of the club longer than if they don't see results.
- Members using Core 22 refer more often because their friends, co-workers, and family notice the weight coming off so quickly; the subject comes up more often. Because clients are happy about their progress, they tell everyone and are happy to refer others for the same services.

Video 3 - Exercise Smarter, Not Harder

- Exercise improves vitality, your physique, and stamina. Along with losing weight, exercise is one of the best things anyone can do for their health.
- Members know that exercise burns calories and that will reduce fat, however they don't know that intense exercise is only helpful to a point. There is an intensity that when past, will cause low blood sugar and that can increased hunger, making weight loss more difficult for a day or two.
- The Fat Burning Zone is a range of exercise that lies between 60% and 70% intensity for most members. In this zone, you can exercise as much as you want without causing a drop in blood sugar because fat rather than sugar is used for energy. If a user goes above that

top of the zone, they will experience more hunger as a result. They can exceed this intensity if they merely eat fruit before and or after they exercise to prevent the blood sugar from dropping. The use of additional fruit servings to exercise in the higher intensity ranges is taught to each user and printed on their personal food plans.

- Exercise Compensation is what happens when someone exercises and gets the false impression that they can now eat as much or whatever they want as a reward for all the calories they burned with exercise. They risk not losing weight because they overestimate the calories burned and underestimate the calories consumed. This risk is even higher if they also exercised above the fat burning zone and didn't eat enough fruit to prevent low blood sugar.

Video 4 – Exercise Intensity and the Fat Burning Zone

- The fat burning zone is the range of exercise intensity that converts fat to energy without causing a drop in blood sugar. This is the zone where your muscles will get energy from the breakdown of fat without breaking down the sugar stored in your muscles. For most people, above a 70% intensity will cause a drop in blood sugar and the sugar stored in muscle tissue. This will cause an increase in hunger and cravings.
- Intense exercise also makes the insulin circulating throughout the body more sensitive, and this can lower blood sugar for hours or days. Low blood sugar causes an increase in hunger and a craving for sweets or food that easily converts to sugar. Both are bad for weight loss.
- If weight loss is the primary goal, keep exercise intensity below 70% for most clients unless they are in such great shape, that they can go above that without causing the signs of low blood sugar or an increase in hunger. If you don't get the intensity right, it will be much more difficult, and at times impossible for them to lose weight.
- Focus your attention at keeping your clients intensity within their fat burning zone based on their fitness level. Focus on muscle tone, strength, form, balance, and function as opposed to how many calories they burn. They will get better results if they don't exceed the limit of the zone.

Video 5 - Low Blood Sugar Dos and Don'ts

- When a member exerts himself or herself beyond the fat burning zone, they no longer break down fat fast enough to power their muscles. This will lower their blood sugar.
- Signs of low blood sugar include dizziness, fatigue, tiredness, anxiousness, headache, trembling, sweating, blurred vision, impaired thinking, even seizures and loss of consciousness. It will also be followed by hours or days of increased hunger.
- If a client exhibits signs of low blood sugar, give them something sweet to eat or drink to provide the sugar they need.
- Depending on the severity, you might discuss taking the rest of the workout off to play it safe and to take it a little easier the next time you meet. If they insist on continuing the workout, caution them to take it slow and stop if they feel faint.
- Members working with someone that understands the importance of keeping exercise below the top of the fat burning zone will get the best results. Help your clients find the right intensity to lose weight at the fastest rate while they also tone and strength their muscles using proper form and technique. The goal is to get them interested in all that exercise can do for them, so they continue long after they reach their weight loss goal.

- We all know individuals who appear to be exceptions to this rule. They are usually very fit or athletic and can exercise at a higher intensity with less difficulty than most. They will still reach a point where their muscles will need more energy than they can get from the breakdown of fat. Now you know what to look for and what to do.

Video 6 - Use Core-22 to Attract Clients and Keep them Longer

Core 22 is one of the fastest ways to grow personal training hours. If you are a personal trainer or training department director, consider the following:

- **Rapid Results Will Generate Referrals** – When someone loses 20 or more pounds in less than a month, members, family, friends, and co-workers will notice. Many of them also want to lose weight and will ask your client what he or she is doing. Your clients will also tell everyone they know because they love the results. If they have your discount code and URL business card, they will have more opportunities to make a referral.
- **Encourage Clients to Have as Many Supporters as Possible** – The more friends and family following the progress of your clients, the more those supporters will see how well the program works and want to learn more. Every time a supporter visit their portal to check on the progress of a client, they see a special offer icon. When they click it, it gives them your organizations URL, your personal discount code, the clubs special offer, and if you have added a Special Offer yourself, they will see that too. We also send supporters of your clients a thank you message at every 10-pound milestone that includes your discount code. If they purchase the program, you make the sales commission.
- **Promote Your Success** – When a client loses weight rapidly, ask him or her to write a success story the next time they log into the core 22 program. The system will ask them for permission to use their story to promote you, the club, or the program to other members. When you are not working with clients, go around the club to introduce yourself to members, ask them if they, or someone they know, are interested in losing weight as you hand them a copy of the success story. Offer them a chance to discuss the program during a free consultation where you will explain what Core 22 and training with you can do. It works!
- **Give Clients Your Business Cards** – Your clients will be blown away with their results. Every time they say they can't believe how well this is working, how impressed they are with their progress, or how great they feel, take out your business card and give them one while asking that they "Please give this to a friend or family member who might want the same for themselves." This is the best way to turn your clients into walking promotions for you, the program, and the club. Tell them that anyone who uses your discount code will automatically have you as their supporter and will be eligible for any of your, or the clubs, special offers. Have them call and ask for you if they would like to come in to meet with you about the club, training with you, or the program.

Group Fitness Instructors and Directors

You can use Core 22 to fill up your classes and generate significant sales commissions. If you are a fitness instructor of any kind or fitness department head, consider using Core 22 to increase member participation.

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- People give up if they don't see their efforts producing noticeable results. Clients that see constant progress will stay in your classes and members of the club longer than if they don't see results.
- Members using Core 22 refer more often because their friends, co-workers, and family notice the weight coming off so quickly; the subject comes up more often. Because clients are happy about their progress, they tell everyone and are happy to refer others for your classes.

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if they merely eat fruit before and or after they exercise to prevent the blood sugar from dropping. The use of additional fruit servings to exercise in the higher intensity ranges is taught to each user and printed on their personal food plans.

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- We all know individuals who appear to be exceptions to this rule. They are usually very fit or athletic and can exercise at a higher intensity with less difficulty than most. They will still reach a point where their muscles will need more energy than they can get from the breakdown of fat. Now you know what to look for and what to do.

Video 6 – Fill Your Fitness Class Schedule

- A percentage of the people attending your classes are looking for a way to lose weight. When someone loses 20 or more pounds in 30 days, family, friends, co-workers, and the other members will notice. 75% of the population is looking for an effective way to lose weight. You are in a great position to start a group of Core 22 users within your class. This will show the rest of your class what can be achieved and will help those on the program stick together and support each other.
- Make the Program Part of Your Class – At the beginning of your class, ask the participants “Who is here with weight loss as a goal?” Ask “Who is using the Core 22 program to lose weight? Tell the Core 22 group to remember to keep their pace within the fat burning zone or to use fruit if you intend to exceed the zone limit. Ask the others to see you after the class to find out about the program and to get your discount code. Let them know if they use your discount code, they will get \$160 off the program, and you automatically become one of their supporters. If you have a success story of one of an attendee of any of your classes, tell their story or introduce them. People in your class are interested in finding a program that will help them achieve their goals. It’s up to you to let them know it exists and that it works.

Membership Sales Staff and Directors

Some, if not the majority, of the people interested in joining a club, have weight loss as a goal. Most of the people you tour know that 70% of weight loss is nutrition and the other 30% is exercise. Most clubs can only offer the exercise portion while you can offer them both. If you take the time to learn how to present both, your closing ratio will climb, you will generate more referrals than ever before, and you will earn additional sales commissions. Our program also solicits success stories you can show to potential members during the closing step of the sales process that will make closing easier and effective than ever before.

We went to great lengths to create the training videos and to list the key points so that you will know exactly how to use the program to close more new members. View the material as many times as necessary, and you won't regret the results.

When you can offer people a solution that blows them away, and it does, you will help more people achieve their goals, improve their health, and love what you do more than ever before.

Introduction

Video 1 - Sell Results, Not Access

- Most sales associates sell memberships based on price, the club's features, and amenities. Their ability to close becomes, in part, a reflection of the potentials members' knowledge of other clubs and how your club compares to them. If, however, you focused your tour on exceptional results, you will close more tours. Most shoppers come in expecting to base their decision on the facility and price until they realize you have something other clubs don't. You can also present a solution that will dramatically increase their chances of reaching their goals. And weight loss is a goal that most people feel they can't achieve.
- **Introduction** - You will stand out from other clubs if you start by addressing a potential member's goals. They have no idea how to get the results they want. If you show them a path to losing all the weight they want with a program that combines nutrition and exercise, they will still consider the price and facility, but they will also take into consideration the likelihood of achieving the results they are looking for. Now they are buying something they think they will actually get, results.

Start by asking about their goals. "If you tell me what you want to accomplish, I can tell you what it will take and what it will cost. What are your top three goals?" If weight loss is important to them, you can show them Core 22, something most other clubs don't have. Your closing rate will climb.

- **Go over the core 22 slides** – Point out that weight loss is 30% exercise and 70% nutrition. They know that, but you need to point it out. Ask them if you can show them the clubs nutritional program and use the slides to do that. If you ask them what they have tried before and what they found to be difficult, you will have a better understanding of what will be important to them. Go over the slides so they know the program is not like anything they have done before and that when combined with exercise, the results are amazing. If you have success stories, you will present during your tour of the program.

- **Mention the program is discounted for new members** – You wet explain the cost with and without your member discount. We have had people sign up their spouse the same day after learning about the program and discount. Tell them the results you have seen yourself or that the average person will lose 20 pounds or so his or her first month and 15 pounds a month until they reach their goal. You should also tell them the cost of the supplements as a subscription and be ready to explain that the discount equals the cost of supplements for the first month and that the supplements are a key factor to reduce hunger and turn up fat burning metabolism. The supplements are \$165 a month, but after the first month, they can be changed to a smaller package. The program works best with the four supplements they will start with. That’s why we don’t sell the program without the supplement package.
- **If You Also Sell Training Packages** - Ask, “If I sold you a membership, would you know what to do to reach your goal”? They won’t know. They may say they will run or stair climb but won’t know if that’s the best way to success. Doesn’t it make sense to build a program to reach your goal? Let them know that you have x number of trainers but x that know how to provide support for the nutritional program. Give them the cost for the trainer in your offer so they can consider adding one. They will be more likely than ever to want a trainer that can assist them while on the program and will be more willing to pay for them if they think they can reach their goal.

The Six-Step Sales Process

If you master this six-step process, you will increase your closing ratio, generate more referrals, and earn additional sales commissions. Once you know the process well, you will be able to move back and forth in the process to smoothly handle any objections that come up during your closing step.

Step 1 - The greeting

Video 1 - The Greeting Sets the Tone

- Most people who enter your club will be nervous because they don’t know what to expect. It is vital that you greet them well and as soon as possible. Even if they the process starts with filling out paperwork before meeting with you, take a moment to let them know you are happy to meet them and look forward to showing them the facility and telling them about its programs.
- Greet them with high energy, confidence, a big smile, and a handshake. If you show them they are in safe, competent hands, your tour will go much smoother. If you leave them waiting, not feeling included, or welcome, your work will be much harder than it needs to be.

Video 2 - Communicate the Right Message

- Be conscious of your appearance and body language. It matters. Your energy level, how you look, and the way you dress will make an impression. You want it to be a good one. If your first impression is excellent, they will be at ease and ready to hear what you have to say. The impact you make will represent everyone in the club.

Video 3 - Get to the Right State of Mind

- Your energy and tone make a difference. We all have a range of emotions at any given time. You can be joyous and excited or uninterested with a why-bother attitude. The higher your emotional state, the better the impression you will make, and the more likely your tours will close well. Be excited to have everything a prospective member could possibly want. Your enthusiasm will make everything you say more interesting and acceptable.

Step 2 - The Discovery Process

- After the greeting, the next step is to discover what your prospect wants to achieve. If they filled out a goals assessment survey when they arrived, ask them about each goal to learn as much as possible. If weight loss is a goal, ask probing questions. What have they done, what did they try before, what worked, and what didn't. What was difficult or disliked about each attempt. You will use this information throughout the sales process so listen carefully.
- The goal is to stand out. To dazzle. Most people entering your club will expect you to have exercise equipment, locker rooms, fitness classes, and trainers. If they want to lose weight, however, you have something to show them that will surprise them and make them want to join. Having a weight loss program that will help them achieve their goals will take their attention off the price because their goals are so much more important. When they see they can achieve their goals, they will consider everything you offer to have higher value. Your club will be perceived as a better value than a club that does not have a program like Core 22.
- When you start the actual tour, make sure everything you say has to do with their goal. Anything else will lose their interest.
- By exploring their goals, you get them to focus on what the future can look like for them. When you ask about past attempts, it brings to their mind that nothing they tried before worked and that they need something different. They have the idea that they will fail again unless you can show them something very different. It sets the stage to tell them how in your club there is a clear path to their success. When you can present a clear way for them to reach their goals, it eliminates the fear that joining will be a waste of their time and money.

Step 3 – Tour / Showcase Core 22

Video 1 - Start with what they think is important

- Now that you know their goals and why they failed to reach them in the past, you can move to the next step and show them how with the right exercise program and Core 22 the reasons for failure are addressed, and they will have a much better chance of success. The more you know about the program and what each slide is used to explain, the easier it will be to point out the features that address their concerns. If they gained the weight back in the past, spend time on how unlikely that will be because we have a stabilization and maintenance phase. If they said they had trouble knowing what to do, focus on the training videos and how with daily feedback, they will know everything they need to know. You can use the daily feedback slide to explain how we give them the list of principles to review each day, so they always know what they are doing right or wrong. You get the idea.
- **Show them You Understand** – Before you show them Core 22, tell them what you learned from your questions. Repeat back their goals, past attempts, their difficulties, and why they were not satisfied. You want them to know that you know their exact situation. If they look

like there is more, ask more questions until you understand completely and they know you do.

- **Focus on their goals, nothing more** – People only have so much time and attention. If you spend time on anything but what matters to them, they will lose interest. Their mind will drift from what you are saying to something else. If you stay on point and address their goals, they will remain focused on everything you have to say. For someone with a weight loss goal, the tour should be about Core 22, the equipment, classes and trainers they can use to reduce hunger, burn more calories and get their weight under their complete control.
- **Ask if they have ever heard of the 70/30 Rule.** Be ready to explain that losing weight is 70% is nutrition and 30% exercise. They will nod in agreement. Mentioning it now sets the stage for talking about your nutritional program. “We are one of a handful of clubs that have both. We have an amazing nutritional program that works perfectly with exercise to give you fast, permanent results they will amaze you and everyone that you know.” Print success stories of other members so you can show them what others have been able to do. This is evidence that your program works. If Core 22 is new to the club, you can tell them you know that the average person will lose 20 or so pounds in 30 days and then 15 pounds a month until they reach their goal.

Video 2 - Nutrition-Based Weight Loss

- People gain weight because hunger and cravings drive them to eat more than they should. Hunger and cravings are caused by a lack of nutrients. This is our body’s way of making us eat in an attempt to correct the deficiency. A lack of nutrients is also the cause of slow metabolism. Without the right nutrients, chemical reactions in our cells will not take place, so our cells burn fewer calories. When you chronically burn fewer calories, it’s easy to gain weight and harder to lose it.
- Most weight loss programs ask you to fight your natural urges to eat while you reduce your food intake. With that approach, you consume fewer nutrients, which makes everything worse. The hunger becomes unbearable, and weight loss slows down. That’s why it’s so hard to stick to most weight loss programs.

We teach users to choose food with the highest nutritional content and to supplement their diet with the right kind and combination of nutrients to reduce hunger and turn up calorie-burning metabolism.

Video 3 – Three-Phase Approach

- Traditional weight loss programs offer a way to lose weight, but they fail to provide a way to keep it off. People become frustrated because any weight they lose is gained back within a year, many weighing more than when they started.

Core 22 includes a stabilization phase where you will learn to keep your new weight constant for 30 days. This stabilizes your weight and makes it easier to maintain. We follow that with a maintenance phase where you will learn to keep your weight within 5 pounds of your target while eating whatever you want.

Video 4 - Education/Training

- You will learn the 22 principles that influence and control your weight. You will become a weight loss expert and will know what to do, and why, in any situation. There are 22 videos that average about 20 minutes each. You can take your time to view them because it will take time for your supplements to arrive.

Video 5 - Timely Feedback

- The program provides you with daily feedback to help you remember the principles, to know which principles you applied, and understand how what you did, or didn't do, influenced your weight. Every morning you will click a link to enter your weight and check off the principles you applied. Within a few weeks, you will be able to predict your exact weight based on the principles you applied. When you know what to do or not do and the effect it will have on your weight, you will have the ability to control your weight.

Video 6 - Preparation

- This step is used to customize the program for you. You will answer questions about your health, activity level, gender, height, weight, and past attempts to lose weight.

Note: This might be a good time to point out the step-by-step arrows at the top of the page to eliminate any fear they will not know what to do. "These arrows are the step by step process you will take learn what you need to know to lose, stabilize and maintain your weight.

Video 7 - What will they eat?

- This is the food you can eat during weight loss and stabilization. They have the highest nutritional content and the fewest calories.
- Showing someone the food plan eliminates the fear they will not like what they will be asked to eat while on the program. This is especially true if they tried programs that required they eat packaged food or from a limited list of food choices. The food plan eliminates food with little to no nutritional value and those that have too many calories for the number of nutrients they provide.

Video 8 - Cooking Channel

- Users who don't know how to cook can view cooking videos that show easy ways to make the food on our program taste so good; they will look forward to it meal after meal.

Video 9 – Supplements

- Supplements are the bulk of the cost of the program. It's important why they are vital and worth the price.
- The food we eat has fewer nutrients than ever before. A nutrient deficiency is the underlying cause of hunger and cravings. It's also the reason for slow cell activity, so trillions of cells are not burning the calories they should. To stop hunger and cravings and restore full cell activity we must supplement our diet.
- There are two types of supplements.

- Synthetic supplements are inexpensive because they are not grown or made from food. They are manufactured. Synthetic supplements contain high doses of nutrients, but they don't provide the thousands of combinations of vitamins and minerals found in real food.
- Food-based supplements are concentrations of real food. They are much more expensive than synthetic supplements because they are made from organic fruits and vegetables. The four supplements sold with the program supply the body with the nutrition found in 20 servings of fruits and vegetables, fiber, and more than enough omega 3 and vitamin D to boost metabolism and give cells the nutrients they need. This combination of supplements works better at reducing hunger and cravings and boosting metabolism than any other combination we tried. Different supplement combinations were not as effective.
- You can always cut back on the supplements but when you see how much easier it is to lose weight with them and how full of energy and good you feel with them, you will want to continue taking them. Once you reach maintenance, you can cut back on fiber and if necessary the shake, but you will want to take at least two to prevent hunger and cravings and a slow metabolism from causing you to eat more than you need to.

Video 10 - Support Matters

- You will be asked to send a text or email to your friends and family asking them to follow your progress. The system will send them text messages that include a link to a page that allows them to see your progress graph without showing them your actual weight. Every time they check to see how you are doing, you are notified.
- When you have a handful of supporters following your progress, you are three times more likely to achieve your ideal weight. Without them, you are much more likely to cheat or stop before reaching your target. Having the people you know following your progress is a powerful motivator. Without them, your motivation decreases the closer you get to your goal. Let's say you are half way to your target. For many, this is better than they dreamed possible. You will be happy, but the motivation to do more is not as strong. Just knowing you have loved ones following your progress will motivate you to do your very best and to complete the program.

Video 11 - The Weight Loss Phase

- This slide is an example of what you will see each day during the weight loss phase of the program. It represents your progress and a clear path to their goal. We even calculate the number of days it will take to reach their goal.

We also display your statement of why you want to lose weight to remind and keep you motivated.

Video 12 - Stabilization Phase

- Most people try three to four weight loss programs each year only to wind up weighing more a year later. This slide is used to show the program has a process to stabilize your weight to prevent that from happening. The chart shows the daily weight of someone learning to keep their weight constant, within two pounds for thirty days. Once you can do that, you will move to maintenance.

For those who want to know more, You will learn how a portion of your brain is designed to keep their weight constant. If you gain or lose weight, it makes you eat in a way to bring your weight back to what it was. In our stabilization phase, you learn to keep your weight constant for thirty days. This allows your brain to set this new weight as the normal weight and then it will work with you, as opposed to against you, to keep your new weight permanent.

Video 13 - The Maintenance Phase

- We show this slide to explain that after stabilization, you will learn how to introduce food in a way that will alert you to any unhealthy food allergies. In maintenance, you will also learn how to eat as much of anything you want and if your weight goes up, how to apply the principles automatically enough to bring it right back down.

Video 14 - Live Example

- Watch this video as often as you need to get the flow of the sales process.

Step 4 - The Presentation (Give them an offer that results in a contract)

Video 1 - Present the Path

- You greeted the prospect, discovered their goals, and gave them a tour that revealed a path for them to reach their goals. During that time, they should have decided, “I want this.” During the presentation-step, start by reviewing their goals, how your club, its staff, and programs will help them achieve their goals, and what it will cost.
- Cost – be sure to have what you are offering written out, so they know what each component will cost them.
- Discounts – If there are discounts, show each one, so they know what they are saving.
- Core 22 – Be sure to explain that the nutritional program and one month supply of supplements is \$425, but as a member, they get \$160 off. Their payment of \$265 gets them started and covers the first month where the average person will lose 20 pounds or more depending on how much they have to lose. Tell them if you or someone else in the club will be the staff person supporting them during the program. There is value in saying I or someone else will automatically become one of your supporters.
- Final Cost – Show their costs after discounts. Make sure you know your numbers and have the ability to present them clearly, so they understand the numbers correctly. You don’t want them to have any confusion about the numbers or what they get when they agree. Confusion will cause doubt and fear that will interfere with their decision to move ahead.
- Are you excited or afraid to make your presentation? – If you know you covered all the previous steps correctly, you should be confident to present your options. If not, you may have missed something. Are you sure they gave you their goals? Do they understand how everything you showed them is everything they need and how well it has worked for others with the same goals? Use the presentation to go over their goals and review key points of your tour. Look for something they don’t understand or missed before and explain it again. When that is done, presenting your offer is the next natural step.
- Practice your presentation and all the steps with other staff or friends rather than actual prospects. You need to know the flow of the steps and how to tour and present so well that

you can do it with excitement. You want the prospect to see you are confident and excited to make your offer. If you are new to the program and have not witnessed how well the program works, ask others who have more experience or view the testimonials videos. Make sure you get enough practice that you are not learning on an actual prospect.

Video 2 - The Live Example

- This video should be viewed to follow the flow of the presentation. Once you get the idea and know the material well enough, you will make it your own.
- If you want to increase your closing ration, you need to take more time with a prospect than you are accustomed. If it takes more time but you increase your closing ratio by 30%, that's 30% more new members and higher sales commissions for you. When you get the process down, you will be more efficient with your time but until then, take whatever time it requires moving through all the steps of the sales process.

Step 5 – The Close

Video 1 - The Close

- The close is the step where you ask for payment. You just presented your offer and, it's time for them to make a decision. There should be nothing more that needs to be said so it's expected that you should ask how they would like to handle payment. Ask your question under the assumption that they have already decided to move ahead. They will either pull out a credit card or give you an objection or excuse you will need to address. If you don't ask for payment, you will stall the process. To move ahead, you must ask, 'How would you like to take care of this today?' Assume they are waiting for you to ask that question and do it with confidence that they are ready to purchase.

Video 2 - Closing is a skill

- It takes just a few seconds to close a prospect if they are ready, but you can't know for sure until you ask. Confidence comes in knowing everything was done correctly and you are ready to address any objections that come up. Your ability will develop the more you use the sales process, and know enough about your club, the weight loss program, and the success of others with the same goals.

Video 3 - Don't give up on them

- The sales cycle for so many of the public has been a terrible experience. People are sold things they don't need and that makes them avoid that final step. If you have a product or service you know will help someone achieve everything they want, take as much time as you need to address their concerns. Go back in the steps to assure you both know that what you are offering is as good for them as you believe. Write down their objections one after the other and address each one. Objections are only obstacles if they are not confronted and resolved. The ability to close is often directly related to your willingness to address each concern no matter how many they have or the number of times they bring them up.

Video 4 - Be Willing to Confront

- To confront is to be comfortable with someone with an opposing view. If you don't have the same ideas about what you have, the value, need, etc., ask what you missed, what don't you understand, or where did I lose you, until you figure out where you don't see eye to eye. Let them talk and listen carefully. They may spot the problem and solve it themselves, or you may need to re-address items a second time. If you have the services they need and communicate with the intent of helping them make the right decision, you will close more prospects.
- **Be willing to cover things more than once** – You said a lot during your tour, but not everything you said was heard or understood by the prospect. Your prospect may have been thinking of something else or zoned out at times. Just because you said something once doesn't mean the prospect heard what you said, would remember it, or be able to consider what you said when making a decision. Watch your prospects closely. Make sure they are following and getting what you are saying. If their eyes are not on you, if their head is not nodding, just tell them again or in another way. Repeat yourself, especially if what you are saying is essential for them to consider or accept. Ask them questions along the way if you are not getting positive feedback. If you ask for payment and they resist, go back to previous steps to make sure you didn't miss a thing. You can always respond to "I'm not sure, or I'm not ready to do that" by saying you are surprised because you thought they would be excited about your presentation. Ask if they mind you asking a few questions as a way to discover where you may not be on the same page. Go back and review their goals, the key points used to show the club and program will give them the best chance of reaching their goals, and as you do, ask if they get what you are saying or see how that will make a difference. Remember the three objections (cost, fear, time) and how to confront them.
- **Emotional States** – People have different thoughts available to them depending on their emotional state. If they are in confusion or fear, the idea of reaching their goals is harder to access than if they are happy and excited. The purpose of your presentation is to get them to think about what it will be like working out in your club, using your programs to achieve their goal, and actually achieving their goals. The more they can visualize themselves getting everything they are there for, the higher their emotional state and likelihood of closing. Be ready to ask questions, and review success stories, and show your excitement until they are excited too.

Video 6 - Value Must Exceed Cost

- Don't attempt to close a prospect until you and your prospect both see the value of what you presented for them to purchase. If they are asking questions about price, discounts, special offers, and availability, they understand the value and need to know the price to make a decision. Complete the tour so they have all the information needed to compare price to value. If you don't cover all the important points, you may find you have to go back and deal with it as an objection or concern.

Video 7 - The Winner's Mindset

- Winners tend to take responsibility for everything because it puts them into control. If you are not able to close as you think you should, take responsibility. The more you blame someone or something else, the more control you lose. When something is not working for you, rather than blame, find a solution that puts you back into control. Ask for help,

challenge the way things are done, ask questions to find another way to move ahead. To get to the top of the game, take more responsibility to make it go right, and your ability to close will climb.

Video 8 - Why you may be afraid to close

- The most common reason to fear closing comes from knowing you did not get the signs that your prospect was with you on each point you made during the tour and presentation. They were not nodding their head or giving you positive feedback. When you fear the close, spend time on the presentation, making sure you covered all the bases of the greeting, discovery, and tour. Ask more questions to make sure they get what you are offering. You sense that something was not said or understood and that you and your prospect are not in total agreement. If you are in fear of that final step, sit with them a little longer to make sure you are in agreement about their goals and why they are important, their concerns based on past experience, and how what you just offered, or are about to offer, will make their goals achievable. You should see nodding of the head or other indications that it is safe to move to the close.
- **Other reasons to fear closing** – If you can't see yourself paying the price you are about to ask for because you don't see it worth the cost, you will fear going into the close. If you don't see it yourself, ask the prospect more questions about how valuable it will be for them to reach their goals. "What is it like not being able to lose weight or keep it off? How does your current weight affect your life? What would it mean if you could reach your perfect weight in just a few months and never gain it back?" When you realize how important it is to them, you will see the value exceeds the cost and the fear will subside. When you have more experience with this program, you will get feedback from people using the program and will come to know how valuable it is to them.

Video 9 - Be aware of subtle signs

- During your tour, you should be focused on your prospect. You need to listen for clues that they are following your tour and presentation. Are they asking questions, nodding their head, interested in what you are saying or something else? If you don't see these signs, stop and ask if we are on the right track. Let's back up for a second. I'm I correct that your goals are A, B, and C? Do you see how X, Y, and Z will help you reach those goals? Get them to tell you why they are not engaged and clear it up. Only then will you be able to complete the sales process with a purchase.

Video 10 - Mastering the Sales Cycle (Practice)

- Skill comes from experience, but you can also develop a skill with practice. When you are starting, you don't know what you don't know. If you try to sell before you have had time practice with other staff etc., your results will reflect your ability. If you practice, you will be familiar with the process and steps. You will very quickly learn your strengths and weaknesses. With practice, 90% of what you need to do will become automatic. Practice, followed by experience with actual prospects will dramatically improve your results and make a career in sales a happy and rewarding experience.

Video 11 - Overcome Objections

- Money, time, and fear are the three most common obstacles to joining a club or starting a weight loss program.
- **Money –**
 - The cost of the program, especially after a discount, is typically not an obstacle. You will have some members that don't want to spend their money on supplements. They will say, "I can't afford the supplements" but actually think, "I tried supplements before and they didn't do much. No way am I spending that much on something that did not help in the past". Of course, they will think that. Great! You should have already covered the fact that these are food-based supplements and how getting the right nutrients is key to reducing hunger and turning your body into a calorie-burning machine. They need to understand all the reasons these supplements are different and actually make it possible to achieve their goal.
 - Your response to any comment about cost must reveal the value to them based on their goals. They need to see how valuable to them it would be to be a member of the club, be on the program, taking the Core supplements, working with a trainer. That was the intention of the six-step process.
 - They should know that the program is only sold with supplements because they are a vital part of why it works and we want them to experience rapid weight loss without the hunger right away.
 - They need to understand that the \$160 discount on the program covers 99% of the cost of the first month of supplements, but it's only available when they purchase the program with a subscription. The subscription supplements are also discounted \$10 with free shipping and handling.
 - If they don't like the idea of a subscription, they need to know the subscription can be canceled any time before the next shipment or delayed for up to three months at a time and that this can be done with the click of a button from their portal.
 - You can also discuss the fact that they eat food for the nutrients. These supplements supply fiber, omega 3 and vitamin D and the nutrients of 20 servings of fruits and vegetables and that this is the only way to give their cells the nutrients they need at a fraction of what it would cost if they increased their food intake. And because they will be eating less, they will be spending less on food.
 - If all else fails, they should always remember that the 30-day money back guarantee allows them to return the unopened supplements for a full refund.
- **Fear -**
 - They may fear they will not use the club or program because they tried things in the past and not followed through. "Every program I try doesn't work for me" or "I don't want to commit to something if I'm not sure it will work."
 - When you can present a program with 100% of what they will need to reach their goals, and you have a track record you can speak about from other members just like them, you have a much better chance of reducing that fear. This is one reason your closing ratio has to increase.
 - Speak to the fact that they likely gave up on past attempts because they didn't see immediate and ongoing results. They should know they will start losing weight within the first week and that before the end of a month they will be 15 to 20 pounds lighter.

With those results, they are much less likely to give up, stop using the club, or following the program until the final results are achieved.

- You can remind them of the daily feedback and social support functions. They are important because they are there to keep you engaged and motivated to apply the principles. With these features, they will get results and stick with the program.
- **Time –**
 - “I don’t have time to use the club,” “I travel all the time,” or “I can’t take the time to learn all the principles.”
 - This may be an issue but remember, they came in looking for a solution. They already understand that exercise is important. When you show them how with Core 22 they will achieve dramatic results rather quickly, they are much more likely to consider their time will be well spent. Show them other success stories. Try to recall those who had the same consideration about time and how they did.
 - They should understand that they can access the videos on their phone and can take as long as they want to view them. The videos reveal the truth about why we are overweight and why until now it has been so difficult to lose and keep it off. If they really want to lose weight, they will want to watch them right away.
 - Explain that losing weight is governed by scientific facts and principles. That we didn’t make them up. They are the underlying truths that impact your weight. Gravity is the attraction to the earth and will make an object fall. This is a scientific fact. No matter how we feel about it, if you drop something, it falls. Principles don’t care how you feel or what you think. Knowing them is step one, learning to apply them is step two, and sticking to it until you have a new skill is the final step. Take whatever time it takes, and you will finally have control over your weight.

Video 12 - The Magic Follow Up Question

- You will have prospects that decide not to join your club or to buy the weight loss program. When that happens, there is something you can do to make it easy for them to change their mind at a later date. If you don’t do this, it will be difficult for them to reconsider.
- As soon as you realize they will probably not purchase a membership or Core 22, ask them what they will do to reach their goals. When they tell you, ask how they will monitor their progress. For weight loss, they may say a scale or tape measure. This is essential information you can use at a later date.
- A few weeks later, check in with them. Let them know you were thinking about them because they were going to lose weight with X and wondered how they were doing? You know that they would be seeing 10 pounds of weight loss by now and hoped they were getting that with whatever they were doing. Don’t make them feel like you are saying anything like, “I told you so”. Don’t ask them to reconsider or to come back. Let them know you were thinking about them, wanted to see how they were doing, and just wanted to leave the door open if ever they change their mind. End with, I’m here if you ever what to revisit my recommendations.
- This goes a long way. If they ever want to try again, this will make them want to see you. Otherwise they would want to avoid you at all costs. You might do this whenever your club has a special offer that might make a difference in their decision process.

Video 13 - In Closing

- Practice with staff and friends until you can go through all six steps of the sales process
- Greet prospects to set them at ease and to make the best first impression possible.
- Discover the most important goals of the prospect, what they tried in the past, and what they hope they can do this time. Be interested and get details. Take your time if they are explaining. The more they tell you, the easier it will be to tour and close them.
- Showcase those things in the club and/or Core 22 that they will see can help them achieve their goals while highlighting how each feature can make this time a success.
- Present your recommendations showing them what they get, the cost, discounts, and savings.
- Ask how they would like to make payment while ready to handle objections, excuses or backing up in the process to find out where you don't have the same understanding about what they want and what it will take to get there.
- If they don't make payment, be sure to ask the right questions so you can follow up later to see how they are doing and give them a chance to think highly of you, your club, and to reconsider your recommendations.
- People don't hear or connect with everything you say so be ready to move back in the process to cover key goals, what you think it will take to achieve them, and why. Ask them to tell you where they don't see it as you do. If they came in looking for a solution and you have one, do they see all the key features?
- Take your time focused on their goals and don't give up. Repeat yourself, as often as needed until they understand how amazing your club and programs are and how valuable they can be to them and their goals.

Step 6 – Generate Referrals

Video 1 – Generate Referrals Like Never Before

- People will not refer a friend or family member if they don't think you have anything special. If they are a member and don't achieve the results they came for, they will likely quit and would never refer. If your members achieve their goals, they will be excited, especially if weight loss is one of them. People will see the results, ask about, and comment on them. This increases the opportunities to say, "I did it at X club, and if you're interested, I can send you a special offer to XYZ. Results make the difference, especially if they are amazing, immediate, and long term.
- The longer the time since you last interacted with a new member, the less likely they will think of sending you a referral. If, on the other hand, you maintain a connection after signing them up as a member, they will think of you more often and gladly recommend you when the opportunity presents itself.
- Our program puts you in a position to maintain your connection long enough for those on the Core 22 program to achieve amazing results. No matter how many members you support, you need only log into your accounts page to put your name on their dashboard as someone checking to see how they are doing. If they leave you a success story, you can leave a comment and download the story to use as proof for the next tour.
- The friends, family, and coworkers of members you support will see how well the program works and likely ask the member how they did it. Be sure to mention to your members that if any of their supporters want to come in to learn more or tour the club, to ask for you.