

# The Key Points

## For Reception and Support Staff

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.