

Pricing Options Coach vs Customer

By Nicole L Jones on Saturday, November 24, 2012 at 9:31am

Up until about a year ago, I had ALWAYS ALWAYS ALWAYS HIGHLY suggested EVERYONE sign up as discount coaches. Bob taught Keith that way and Keith taught me, so I taught all of you. I still HIGHLY recommend it (even though BB doesn't lol) with your WARM market! I would want my family/friends to tell me how to get something at a discount (in my opinion)

With my colder market, I feel more comfortable getting them in as customers first so they trust me and it can sound a little confusing explaining the coach discount to someone who is a little skeptical with ordering the products from you to begin with.

O.k. so here is the coach versus customer pricing and why it really is a better deal for people to sign as coaches

CUST: Shakeology is \$129/month

COACH: Shakeology is \$97/month and \$15.95 fee which totals \$113 (even with fee cheaper than \$129) and month 1 does have a \$39 fee instead of \$15.95, but with shipping if they try ONE TIME, they pay \$140 for month 1 as customer, so again \$138 for month 1 still cheaper as coach

Now for Challenge packs, the \$39 first month coach fee is WAIVED, so they pay either the \$140, \$160, \$180, \$205 for challenge pack whether they order as coach or customer, but then in month 2 they see the savings of signing as coach because of cheaper price in Shakeology

With coach/customer HD, they can always cancel or put on hold

3 reasons, they want to sign up as coach

1. Cheaper in months 2 and beyond for Shakeology
2. \$40 fee waived in first month when buy challenge pack **If a customer signs up with challenge pack and then switches to coach, they will get \$40 refunded if converted to coach within 30 days**
3. If/when they decide to put shakes on hold, we as coaches has special customer service number called coach relations (which they don't try to upsell anything on AND they can just fill out a form to switch shakeo as coach)

with challenge packs, customers or coaches will also be charged at day 30 \$40/club fee which is just per QUARTER and gives them the meal planner which is GREAT, many in my challenge groups use it and love it

**another side note, I have had a few people INSIST on just "trying" it for 30 days but I still recommend they sign up as coach bcuz Month 1 as one time is \$140, and month 1 as coach is \$138, THEN here is the change, if they decide they LOVE IT and want to continue, they will just pay the \$113 in month 2, but if they did one time, they pay the \$140 again to sign up as coach now in

month 2 (hope that makes sense?) I always say "YOU WILL PAY MORE and TRUST ME YOU will love it and want to drink for longer and if you don't, I will send you text/email/facebook at day 25 reminding you to cancel your shakes so you don't get charged month 2"

I give them my personal guarantee that if they just sign up on HD or coach, I will remind them to cancel, so in 2 1/2 yrs, I have only had 2 people do the one time and one cancelled and the 2nd one, was like "you were right, I should've listened, I love this stuff LOL"

****these are my opinions and how I choose to run things, but you do whatever you think feels right****