

Offer & Pricing

Offer:

- **12 Week OR 90 Day Program**
 - Level 1: Exercise
 - Level 2: Nutrition
 - Level 3: Accountability
- **6 Week OR 42 Day Program**
 - Level 1: Exercise
 - Level 2: Nutrition
 - Level 3: Accountability
- **4 Week OR 30-Day Program**
 - Level 1: Exercise
 - Level 2: Nutrition
 - Level 3: Accountability

Pricing:

- **Tiered Structure**
 - **Platinum:** All 3 Levels with 2 sessions per week of Private Training (\$199/week)
 - **Gold:** All 3 Levels (\$99/week)
 - **Silver:** Level 1 & 2 (\$49/week) **THIS IS USED AS A DROP FOR FINAL CLOSE**
- **Take Payments**
 - Offer PIF as if it's the only option.
 - If price is the **ONLY** objection, payment plans (Take a down payment and pay monthly for balance.
- **Down sell**
 - Always present and try and sell 12-week program. Down sell to the 6 Week Program or 4-week program if you need to.

Key: Cash now gives you immediate cash flow

Up sell or Conversion Process:

1st Offer - At the sale

2nd Offer - 2 - 4 Week Check-In for an irresistible offer/below are some suggestions

- Credit all or half of money paid towards 12-month membership.
- To celebrate you losing 20 lbs., we'll credit \$20 per lb. you lost towards a 12-month commitment.
- To celebrate you making 12 workouts a month, we'll credit \$20 per workout you made towards a 12-month commitment.

*The agreement should roll people right into recurring (unless they request to be cancelled) *.