

Innovation in the Field

OPTAVIA Field Training

April, 2021

OPTAVIA CONFIDENTIAL

© 2021 **OPTA**VIA LLC. All Rights Reserved.



Coach Initiatives

- ATMs (Social media Strategy)
- Power Hours (Trainings)
- Compensation Plan Trainings

 © 2021 OPTAVIA LLC. All Rights Reserved.

Field Strategies for Innovation

- **ATMs**= **A**dd, **T**ag, **M**essage
  - This social media strategy is use widely in the field for awakening Client or Coach Candidates

- **Power Hours** = Trainings on how to effectively use Social Media
  - Fill the gaps of what has not been taught
  - Interactive platform
  - Theory/lecture + Practice + Q&A
  - Usually on zoom



 © 2021 OPTAVIA LLC. All Rights Reserved.

Client and Coach Candidate ATM Trainings

- **Client Candidate ATMs-** Used to introduce Client Candidates to **OPTA**VIA and to train Coaches on how to implement Client Candidate ATMs Facebook groups effectively (duplication)

- **Coach Candidate ATMs-** Private Facebook groups used as discovery pages for Coach Candidates with Field Leaders who train on Coach strategies
  (ex: Identify + Quality = Approach)

 © 2021 **OPTA**VIA LLC. All Rights Reserved.

Power Hours

- Hosted daily at 11:00 pm ET (Sun-Friday);12:00 pm ET every Saturday
- Session is not recorded
- Hosted on zoom and pushed to Coach Support Page on Facbeook via livestream
- Roughly 80 people attend live
- A few hundred people go back and watch the playback as it is available on the Coach Support Page on Facebook
- Review basics of Coaching

 © 2021 OPTAVIA LLC. All Rights Reserved. OPTAVIA CONFIDENTIAL OPTAVIA®

Coach Led Compensation Plan Trainings

- Leaders offer their own Compensation Plan Trainings to their teams
- Can vary in frequency
- Goal is for Coaches to feel empowered to not leave money on the table; strategically plan their business structure
- Hand-outs are sometimes given
- Real life examples; teach by bonuses/commissions, not by rank
- Use their own Connect to calculate their own commissions

 © 2021 OPTAVIA LLC. All Rights Reserved. OPTAVIA CONFIDENTIAL

Coach Name #1









	New Clients / Coach	New Clients / Active Earning Coach	New Coaches / Coach	New Coaches / Active Earning Coach	FQV / Coach	FQV / Active Earning Coach
Jan 2021 v. Jan 2020	↑	↑	↑	↑	↑	↑
Feb 2021 v. Feb 2020	↑	↑	↑	↑	↑	↑
Mar 2021 v. Mar 2020	↑	↑	↑	↑	↑	↑

Names and numbers blacked out for privacy purposes

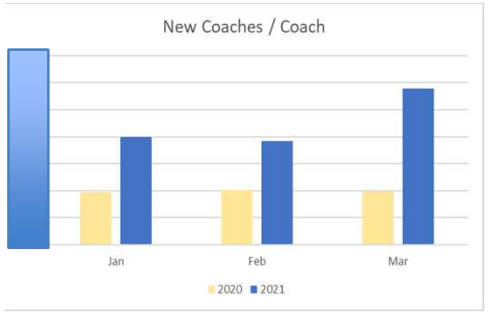
 © 2021 OPTAVIA LLC. All Rights Reserved.

OPTAVIA CONFIDENTIAL

Coach Name #2









	New Clients / Coach	New Clients / Active Earning Coach	New Coaches / Coach	New Coaches / Active Earning Coach	FQV / Coach	FQV / Active Earning Coach
Jan 2021 v. Jan 2020	↑	↑	↑	↑	↑	↑
Feb 2021 v. Feb 2020	↑	↑	↑	↑	↑	↑
Mar 2021 v. Mar 2020	↑	↑	↑	↑	↑	↑

Names and numbers blacked out for privacy purposes

 © 2021 OPTAVIA LLC. All Rights Reserved.

OPTAVIA CONFIDENTIAL

Coach Name #3



	New Clients / Coach	New Clients / Active Earning Coach	New Coaches / Coach	New Coaches / Active Earning Coach	FQV / Coach	FQV / Active Earning Coach
Jan 2021 v. Jan 2020	↑	↑	↑	↑	↑	↑
Feb 2021 v. Feb 2020	↑	↑	↑	↑	↑	↑
Mar 2021 v. Mar 2020	↑	↑	↑	↑	↑	↑

Names and numbers blacked out for privacy purposes

 © 2021 OPTAVIA LLC. All Rights Reserved.

OPTAVIA CONFIDENTIAL

Note

- The Coach Innovations in this presentation are very likely not the only contributing factor to the growth of the listed organizations

- Other factors to consider:
  - Shifting to one revenue stream
  - COVID/Gig economy (non-traditional employment)
  - DASH incentive
  - Essential Start
  - Additional Field Led Incentives
  - Media coverage of **OPTA**VIA



 © 2021 **OPTA**VIA LLC. All Rights Reserved.

 © 2021 OPTAVIA LLC. All Rights Reserved.

OPTAVIA CONFIDENTIAL