

PERSONAL TRAINING SALES

*The Ultimate System for
Selling Fitness*

by **Pat Rigsby**

With contributions
from the FCG team



fitnessconsulting
G R O U P

Personal Training Sales

The Ultimate System for Selling Fitness

By Pat Rigsby

With Contributions from the FCG Team

Fitness Consulting Group

Elizabethtown, KY

Copyright © 2012 by Pat Rigsby. All Rights Reserved.

No portion of this book may be used, reproduced, or transmitted in any form or by any means, electronic or mechanical, including photocopy, fax, recording, or any information storage and retrieval system by anyone but the purchaser or reviewer for their own personal use. This book may not be reproduced in any form without the express written permission of Pat Rigsby except in the case of a reviewer who wishes to quote brief passages for the sake of a review written for inclusion in a magazine, paper, journal, or website- and these cases require written approval from Pat Rigsby prior to publication.

Disclaimer – The information in this book is for educational purposes only. There is an inherent risk assumed by any participant with any type of business activity. Those wishing or planning to partake in business activities should research their markets and understand the risks before doing so. The author of this book assumes no liability for any adverse outcomes. This is purely an educational book to educate those who are ready to take on such risks.

While the author has made every effort to provide accurate Internet addresses at the time of publication, the author does not assume any responsibility for errors or changes that occur after publication. Furthermore, the author does not have any control over and does not assume any responsibility for third-party websites or their content.

Contents

Foreword.....	4
Introduction.....	5
The Most Valuable FREE Gift... Ever!!!.....	6
Part I: Systems of Successful Selling.....	7
Revolutionize Your Sales Process.....	7
Part II: Fine-Tune for Profits	20
3 Fitness Sales Keys to Remember	20
Becoming the Best	22
The Value Capture Solution.....	24
12 Common Fitness Business Mistakes You Don't Want to Make.....	28
Simple Profit Center: Boost Sales to Current Clients	31
9 Things to Remember About Personal Training Sales	33
How <i>Not</i> to Sell Personal Training	35
Doing What Works.....	38
Closing the Sale.....	41
The 6-Stage Sales Cycle.....	44
Your Secret to Personal Training Profits: Done-for-You	47
Dare to Care: Two Quick Fixes to Bolster Sales and Strengthen Your Business.....	49
8 Tips for More Personal Training Profits	52
Growing the Back End to Increase Sales	54
The Truth About Personal Training Sales.....	57
The Call to Action.....	60
Using Autoship Nutritional Supplements Successfully	62
The Easiest Profit Center to Add On to Any Personal Training Business.....	65
Epilogue	69
What's Next?.....	69
About the Author.....	70

Foreword

Throughout this book, you're going to read about the sizzle and the steak. In the business coaching world, much like the rest of the world, it's not difficult to find the sizzle. Those who prefer the sizzle will happily seek you out so they can do what they do – sizzle – and not a great deal more.

Every once in a while though, you run into someone, and you recognize immediately that there's more to what they have to offer than just the sizzle – they deliver the steak as well. Pat is one of the rare people who happens to have some sizzle but also has a whole lot more of the steak.

The proof of what Pat brings is right there and easy to find. Wherever he's been, he has brought success, and he has brought it pretty quickly. As a college coach, he managed to take a program with the tiniest of budgets from an annual losing record to a national power in only a few years. He was the youngest college coach at any level to ever win 100 games. After coaching, he went into the fitness industry, and in a matter of months his region became a routine top-producer for one of the largest personal training companies in the world. His success as a business owner in both the personal training and health club industries led him to the business coaching world and the birth of Fitness Consulting Group. Since its founding, FCG has exploded into multiple other ventures, including the growing franchises Athletic Revolution and Fitness Revolution, and the end result of all these ventures has been consistently the same: success.

I've been fortunate enough to have known and to have partnered with Pat since he's been in the fitness industry, so I have perspective on what he can accomplish like no one else can possibly have. There is an abundance of success stories and testimonials out there from individuals who can tell you of their results and experiences while working directly with him. However, I've been able to witness his impact over and over – instance after instance – year after year.

That just doesn't happen by accident. Success doesn't repeatedly materialize without the substance and formula behind it. That's the thing about Pat, and that's what you'll find in this book; he knows what is needed to be successful, and he can teach you to blend those ingredients. Whether it's mastering your service, marketing, staffing, etc., he knows how to transform your business into a successful operation. He has proven it time and time again, and I trust that he will continue to do so – to the benefit of thousands and thousands of fitness professionals as well as to our own companies.

-Nick Berry

Introduction

During my time in the fitness industry, I have watched many people aspire to success. I am one of those people, and while I'm certainly a work in progress, my business partner Nick Berry and I have had our fair share of success already and also have helped thousands of fitness pros just like you achieve great successes of their own.

This book is a collection of essays on fitness sales that shares the strategies, tactics, and mindset we've used to revolutionize the businesses of fitness professionals around the globe. I'm completely confident it can help you out, too.

In addition, some chapters were contributed by members of the FCG Team. I'm absolutely thrilled to be including work from our tremendous team, and again, I'm confident you will appreciate their insights.

Here are my suggestions on how to use this book: The first section is a step-by-step guide to revolutionizing your sales process, and the second section includes essays that highlight different aspects of selling, or of boosting your profits. Ultimately, each chapter can stand on its own as a lesson that you can take immediate action on. Don't feel that you have to read the entire book before you can start deriving benefit from it. Read a chapter, and apply what you've learned. Take action.

If you approach the book in this fashion, I can guarantee that you will benefit greatly from this resource. The lessons in *Personal Training Sales: The Ultimate System for Selling Fitness* have helped personal trainers and coaches open their own facilities, grow six- and seven-figure-a-year businesses, gain more freedom, and enjoy the types of careers and lives they've always wanted – and these lessons can do the same for you, too.

Dedicated To Your Success,

Pat Rigsby

Now, a Special Opportunity for Kindle Readers of *Personal Training Sales: The Ultimate System for Selling Fitness...*

The Most Valuable FREE Gift... Ever!!!

\$597.89 Worth of “PURE” Fitness Business Building Information – Yours, Absolutely FREE... just as a thank-you for investing in *Personal Training Sales: The Ultimate System for Selling Fitness!!!*

Access your Collection of Marketing, Sales, and Profit-Producing Information & Resources at:

www.fitbusinessinsider.com/kindle

Part I: Systems of Successful Selling

Revolutionize Your Sales Process

Let's face facts – most fitness professionals don't enjoy sales. If we're being perfectly honest – most of them are very uncomfortable with the thought of asking for a prospect's money.

Our goal with this chapter is to alleviate your fears, anxiety, discomfort – whatever you want to call it – with the sales process. We hope to accomplish this by giving you a tried and true system for selling personal training.

To that end, we're going to provide you with some straightforward sales concepts, scenarios, and even example scripts that have proven their merit in our own businesses. This simple system is not rocket science, but it has allowed us to take fitness professionals that absolutely detested selling while closing fewer than 10% of their sales opportunities and help them progress to closing more than 50% of their sales opportunities while increasing their average package value by over 200%.

You might see some of these concepts expounded on in later chapters of this book. I'm not senile – they're just that important.

Let's get started.

1. Try to Sell to Only Those People Predisposed to Doing Business with You

One of the biggest mistakes we see fitness professionals make is assuming everyone is a prospect. Simply put, you won't want to waste your time pursuing low-quality leads. You can avoid this by doing several things:

- Using Direct Response Marketing – Offer a free report or something similar on your site, in your ads, or even on your business card to get people who are interested to “raise their hands” and let you know they at least have mild interest in what you offer.
- Find A Niche – By doing this you are already targeting a specific market and positioning yourself as the fitness resource for their specific wants and needs.
- Focus on Referrals – Referrals are pre-sold on what you have to offer and usually provide little if any sales resistance.
- Sell More to Your Existing Clients – If someone has already said yes once, they are far more likely to say yes again, provided you haven't given them a reason to do otherwise. You'll read about this much more in the upcoming chapters.
- Become an Expert – I really doubt that Alwyn Cosgrove, Craig Ballantyne, Bill Hartman, or Tom Venuto would get a lot of resistance from a prospect, regardless of their fees. You can

position yourself as an expert by doing more public speaking, writing more articles, releasing a book (even if it's self published), and doing more publicity work.

-Use Testimonials – If you ever had a doubt about the value of testimonials, the success of Nutri-Systems should have eliminated it. Every piece of marketing material should use them. You should have a Wall of Fame at your office or studio. You should have testimonials on your website and you should make before and after pictures a condition of doing business with you. Why beat yourself up trying to convince someone that you can get them where they want to go when you have a ton of clients that can do it for you? It is cliché but it is true: A picture is worth a thousand words.

2. Build Value

What is value? If your goal as a fitness professional is to deliver great value, you must first have an understanding of how value is measured and what constitutes good and poor value in the eyes of the potential client.

How exactly is value perceived and measured? Having researched this question for a while, I think I have a definition: Value, in the eyes of the potential client, is simply the difference between the anticipated price and the actual price.

If the price anticipated in the potential client's mind is higher than the price of the service or product, the customer perceives it to be a good value: "I would have thought it more expensive!" Yet if the asking price is higher than the anticipated price, the potential client perceives the value to be poor: "This is highway robbery!"

The secret, then, is to control the anticipated price.

3. The Complimentary Session

The thought of "giving away" your services will drive many of you crazy. I hear it all the time: "It will devalue our sessions." Well, let's look at this a little closer. If you've embraced the concept of 6- or 12-month programs, you are asking the prospect to commit to you for up to an entire year's worth of training (and payments). To me, that's a significant purchase. If you go to purchase a car, you test drive it, right? If you go to Barnes & Noble, you flip through the book before you buy – and that's \$15-20. I think complimentary trial sessions offer several benefits:

- It kills the risk for the prospect.
- It attracts a larger number of potential clients.
- It gives you more time to build rapport.
- It gives you a greater opportunity to build value.

I can appreciate the people who believe that a complimentary session may devalue your service, but remember, roughly 86% of Americans do not belong to a health club. Of the ones that do belong, only 3% use a fitness professional. Our perception is that it is our job to build value in

what we do. With so few people having experienced the value of our services, we can't assume that everyone knows what we can truly offer. Many fitness professionals counter with a free assessment. I believe that an assessment is part of the complimentary session: Our companies offered 30-minute sessions, but our complimentary session was 1 full hour. I feel that just offering an assessment is telling the client what the problem is, not demonstrating a solution. The alternative, both defining the problem and offering a "taste" of the solution, seems like a far more effective means of closing sales to me.

4. Selling Process

You have the easiest product in the world to sell: a better appearance, improved performance, good health, and a better quality of life!

It is important to understand the concept that a fitness professional doesn't do something TO a person; a fitness professional does something FOR a person. A fitness professional is a friend, a coach, an educator, an actor, and a motivator, as well as someone who can listen well and communicate effectively. This concept is the objective of the personal training profession.

What makes this concept so important is that people will typically buy from someone they like and someone they believe is trying to help them.

You can also compare this concept to the notion of "**Good People Skills.**"

What are good people skills?

- Positive attitude
- Finding a common element/bond
- Good listening
- Eye contact while one is talking
- Asking the right questions
- Empathy

We can sum these skills up with the phrase "**Rapport Building.**"

Attitude

The first thing that you can do to separate yourself from the average fitness professional is to control your attitude. The attitude you project, both verbal and nonverbal, is a direct result of your beliefs and perceptions about your profession. If you think of yourself as a "Fitness Professional" instead of a "personal trainer," this will have a huge impact on the attitude you project.

Another element of attitude is how you perceive your prospective clients. Because you earn your income from the fees a client pays, over time you may stop thinking of prospects as human beings with needs and wants and start seeing them in terms of how many dollars their purchase

will net for you. This is a surefire way to start losing clients. One way to avoid this pitfall is to ask yourself two simple questions before talking to or greeting any new prospective client:

-I wonder what I will like about this person?

-How can I help this person get what he/she wants?

By asking yourself these simple questions, you will put yourself into a frame of mind that will project a positive, sincere attitude. Remember, people are more likely to become clients of someone they like. Having the right attitude and exceeding expectations has to be the way you do business 365 days a year, not just something you do until the sale is made.

Many times, to justify a lost opportunity to gain a client, fitness professionals often put the blame on the prospect: “He wasn’t serious,” “She had an attitude,” “He was looking for reasons not to buy,” or “She was just wasting our time.” However, most people who take the time to come in to an introductory session with you have some interest in buying but leave because they were not motivated correctly. Learning what motivates human behavior provides the foundation for a better understanding of people. This will also allow you to understand a prospect’s needs.

What motivates human behavior? It is actually quite basic: the desire to gain pleasure or avoid pain. As we continue through the sales process, please remember that we are not selling fitness equipment; we are selling a better quality of life, a way to feel better. Seek to understand what changes in the prospect’s life would make them feel good and show them how your offerings can help them accomplish this. Provide solutions.

Greeting the Prospective Client

It is extremely important to make your prospective client feel comfortable when he/she enters the club or studio. Set a warm and friendly tone by greeting him/her with genuine enthusiasm. Use eye contact, a smile and a handshake to reinforce your greeting. The way you greet your prospective client creates the environment that makes him/her feel important, affecting your entire conversation. It often makes the difference between a sale and a “be back” client (a client who tells you they will think about it and come back later). Positive attitude, confidence, and a positive approach are quite important. Remember, the first impression also includes the look of the facility and your personal hygiene. Be prepared to make the right impression.

After the initial greeting, you must now begin to establish rapport with your client. The ability to form a powerful common human bond and a relationship of responsiveness is vital to becoming a friend (remember, a fitness professional is a friend). In order to build rapport, start by politely asking questions about the other person in hopes that you will come across something you have in common (a sport, hobby, or some other mutual interest). In essence, you are trying to find out how this person is like you. If a connection is found, the rapport process begins. Once a common bond is found, the potential client’s attitude towards you changes and the conversation becomes more comfortable. Remember, rapport is nothing but a feeling of commonality, a common bond.

The greeting is also the point where you “take control.” Almost all prospects are in a foreign environment and will be more comfortable if they feel as though you are going to lead them through the process.

After you have greeted your prospect, ask them for their permission to fill out a PAR-Q. This is the ideal time to begin to build rapport.

Example: “Do you mind if we go through a few questions, which will help me find exactly how I can best help you?”

Remember, the purpose of the greeting is:

Take control; create a warm, friendly environment; and make a good first impression.

Qualifying the Prospect – PAR-Q

As we outlined, your goal is to build a quality relationship with your prospective client, one where they not only like you, but also trust you to open up. The PAR-Q is perhaps the most important tool to continue building such a relationship. The time spent going through a PAR-Q with your prospect allows you to find out about them, what they have done in the past in terms of exercise, and what they want now – not only with regards to exercise, but what makes them tick. It is here that you must use quality questions to probe for their emotional wants and needs.

Remember, the prospective client is driven to purchase by the emotions that your service is going to give them, not just by the service itself.

Before you can help a prospective client with their wants and needs, you must keep in mind what motivates people to buy. People do things for a reason. As we have outlined earlier, behavior can be broken down into two groups: The desire to gain pleasure and the need to avoid pain.

For example: Some people diet to stay slim and look better, a form of pleasure they want to gain. Some people don’t diet for pleasure; they diet so they will not get fat, feel ashamed or embarrassed, or be ridiculed – all forms of pain they wish to avoid. Many times, behavior is the result of a combination of one wanting to gain pleasure and avoid pain. Human beings will do much more to avoid pain than they will ever do to gain pleasure. Once you understand your prospective client’s behavior, you need to take the next step – getting them to buy.

To do this, you have to get them to a place of dissatisfaction: a feeling that they are not complete because they are not reaping the benefits of what your training program has to offer.

Getting someone to a “place” where they feel an inner pressure to buy is true motivation. When a prospective client has “inner pressure,” they feel compelled to buy because it is what they want to do, not because you have locked them up in a room and used one hundred and one closes until they finally gave-in and bought. Inner pressure is the most powerful tool for creating a shift in behavior and must be done to bring a prospective client from a prospect to a client.

The prospective client’s best interests must be kept in mind at all times. In other words, you must make the prospective client feel as if they are making the decision to buy. Remember, people buy

wants, and wants are emotional, not logical or rational. Emotional wants (inner pressure) happen at the unconscious level. Potential clients do not walk into the facility and say, “I really want to feel more self confident, and I think I can accomplish that by getting into shape.” Instead, they come in focused on the features and will tell you, “I want a diet and the right machine to...” In order to make your service appeal to a potential client at a deeper level – to get them motivated to buy – you will have to uncover what their emotional wants are.

Therefore, when they tell you they “want a diet and the right machine to ...”, you need to find out what that means to them.

Now it is time to explore the emotional wants and needs of the prospective client.

The PAR-Q will serve as the key resource to provoke a dialogue between you and the prospective client regarding their fitness goals and how you can best help them. You will start with background questions to fully qualify the prospective client and to gain an understanding of their ability to make a decision.

During this process, you will need to listen as well as ask the right questions.

By asking the right questions, you will uncover a prospective client’s real wants. Then, by carefully listening to what they say, you will obtain valuable information, which can be used throughout your introductory session.

FYI – Failure to qualify a prospect is one of the main reasons for unsuccessful sales efforts. Failure to qualify the prospect wastes your time by building a sale for non-existent needs or for a prospect who has no real intention of buying.

PAR-Q Tip 1: Listen

A fitness professional that is also a successful salesperson talks half as much as he/she listens. This is because if you say it, they can doubt it; if they say it, it is true. An effective salesperson doesn’t tell people things – they ask questions. You need to develop a comfortable questioning style that allows you to maintain CONTROL while the prospective client makes the decision. Also, remember that it is not what you say; it is how you say it. You may think you are saying it one way but the important thing is: How is the prospect interpreting what you are saying?

Aids to Listening:

- LOOK at the speaker
- Take brief notes
- Picture the prospect’s situation
- Be patient – don’t interrupt
- Question to clarify
- Watch your nonverbal signals (body language)

PAR-Q Tip 2: Question

-Open Ended Questions: Used when a prospective client is talkative and to start needs analysis. Try to use as many open-ended questions as possible. These questions allow you to listen while the prospect does all the talking.

Example: “Ms. Jones, tell me how weighing 30 lbs. more than you want to is affecting you?”

-Close Ended Questions: Use when a prospective client is unresponsive, when you wish to direct the conversation to a specific topic, when you need a specific answer, or when you are looking for confirmation.

Example: “So Ms. Jones, how much weight do you want to lose?”

In the selling of training services, one of the most gratifying parts of the sale is having the PAR-Q section go smoothly. Ironically, when that happens, and the level of rapport is high, you will be tempted to make one of the biggest mistakes; trying to sell a program before the actual workout. Think of yourself like a Fitness Doctor: Don’t diagnose your patient or try and discuss a “treatment” until you have asked all the necessary questions.

5. Overview of Introductory Session

The best way to stay in rapport, continue to be in control, and move into the introductory workout is to give your prospective client a brief overview of what his/her session will consist of.

Example: “John, before we get started today, I just want to let you know exactly what we will be doing. First, I will be taking you through a brief assessment to identify any areas or limitations that we should address in your program as well as provide us with a starting point to allow us to more effectively measure your progress. Then we will move into an abbreviated workout so you can see what types of things you should be doing to achieve your desired result. Afterwards, I will review the session with you and address any questions that you may have before we go over the different types of training programs that we offer to see what will be the best fit for you. How does that sound?”

As simple as this sounds, it can be very comforting for your prospective client. Many people become nervous and uncomfortable when they do not know what is expected of them. Again, they will feel as though you are in control, helping them through the process.

Introductory Session Protocol

Now that you clearly understand what your prospective client is looking for in a fitness program (future fitness goals and motivation), you can meet his/her needs by offering a customized workout. This can be done by taking the prospect’s information from the PAR-Q and the assessment, matching it with the features of your training services, and then tying those features to the benefits that are most important to your prospect.

Too often we forget that this may be a potential client’s first workout, at least in some time. Although we are accustomed to the environment, there is a lot going on simultaneously. This can

cause sensory overload for many prospects. Therefore, it is important that you take your prospect through a workout at his/her own pace.

You must first demonstrate each exercise, explaining proper form and movement. Then lead your prospect through each exercise. This is the time to relate each exercise they're performing to their desired results.

Remember, your prospective client is not buying the features of your services; he/she is buying the emotional benefits of those features. Because the prospective client already has so much information to take in and process, you cannot assume that he/she will make the connection between features and benefits on his/her own. Therefore, you must verbally tie the features directly to the benefits that they want.

Example:

“Mr. Jones, you get all of your workouts personally designed for you, even the ones you perform on your own. What that means to you is that you will get in the shape you want without wasting any time. In your opinion, does the ability to have no guesswork when it comes to your workout appeal to you?”

When taking a prospect through an introductory workout, the first place you should bring them to is the place that is of most interest. Avoid using the same introductory workout; vary it to meet each individual's wants and needs. If you get to the point where you can present workouts without even having to think, you are most likely to disassociate yourself from the verbal and nonverbal interactions that are taking place between you and your prospective client, which means no rapport building, no tying emotional needs to your service, and hence a lost sale.

Throughout the introductory workout, it is your job to get your prospect as involved in the interaction as you can. One way to do this is to put him/her on the spot. Ask for a recap of some of the techniques that you already went over. Do this especially if they have never been with a fitness professional before. The thought of someone watching their every move intimidates some people who have never been with a fitness professional before, so if you are constantly interacting, they will see how easy it is to use a fitness professional and feel the benefits. Another way is to make the prospect feel as though he/she is already a client. You can do this casually.

Example:

“John, as you may have noticed, many clients carry around their journal. As one of our clients, every time you come in for a workout, you'll be tracking each session to ensure that you get the results you're looking for in the shortest possible amount of time.”

Typically, during the workout, the prospect will ask you about the price of your programs. We strongly recommend not addressing price at this time. Keep in mind that the prospect will make a buying decision based on whether he thinks the product is worth the price. Because of this, you are better off waiting until your prospect has seen the entire service before discussing price.

If, during the workout, the prospect asks about price, you should casually say, “Allow us to finish working out, and then we’ll go over our programs and prices to see what is the best fit for you.”

After the workout, ask your prospective client if he/she has any questions, and answer any concerns. An excellent closing question is, “Now, what do you feel is the most beneficial part of using a fitness professional?” Once they have answered this question, then you can proceed confidently to the lounge or office area for the price presentation.

By taking the prospect through an example workout based around them and addressing their emotional wants and needs, the chance of them deciding to invest in a training program has greatly increased.

6. Takeaway Selling

The underlying principle behind the concept of takeaway selling is the law of supply and demand. Simply put, the less accessible someone is, the more value is placed on them. This is a hard concept for some fitness professionals to accept, but it is crucial in becoming the “expert” in your area.

If you can grasp this way of thinking and put it into practice, you will be amazed at your results. You will see that the busier you are the more people will want your services. The less accessible you are the more appreciated you are. If you put this into practice, you will see that a scarce supply of you creates great demand and the virtual absence of resistance.

How do you do it in practice? Next time you are trying to sell a program, say that your services are not for everyone and you’re only willing to accept clients that are truly committed to achieving their goals. Then go a step further and tell the prospect that you require clients to be “walking billboards” for you.

This is the exact opposite of most sales tactics you see fitness pros use.

The feeling of urgency has proven to get people to take action. By using the techniques in this book you will find that more prospects are eager to make the buying decision, and train with you!

7. Example Closes

Use the one which you are most comfortable with or is appropriate for the situation.

Basic Close

Step One – Obtain a Positive Confirmation: “Mrs. Jones, clearly you see the benefits of fitness, and of working with a fitness professional, right?” (Wait for the prospect to affirm your statement with a “yes”)

Step Two – Present Your Programs: “Then let me show you the fitness programs that I have available for you. The first program I have is our 1-session per week program, which is only an investment of \$150 per month. The second program I have for you is the twice a week program, which is only an investment of \$300 per month, and finally we have our three times per week program which is only an investment of \$450 per month.”

Step Three & Four – The Assistant Buyer Offers Options: “Based on your goals and experience level, I suggest we start with either the two times per week program or the three time per week program.”

Step Five - Call to Action: “Which one of these programs can we get you started on today?”

Step Six – Shut Up: Don’t say a word after your call to action. Wait for the prospect to give their response. It’s a proven fact that nine out of ten times if you speak after you have given the call to action, you will lose the sale. Even if the prospect does not speak for several minutes, don’t say a word. Simply sit there with a comforting smile on your face.

By getting the positive confirmation or commitment, you have mentally prepared the prospect for the purchase. By offering options, you have eliminated the choice between a “yes” or “no” and are, asking them to choose between three different programs instead. Any program that they choose is a sale. By directly asking them to select a program and take action today, you have effectively reduced the odds of being faced with an objection and have increased your odds of making the sale.

Takeaway Close

Step One – Present Takeaway Statement: “Mrs. Jones, before I show you the programs that we have available, I need to tell you that working with one of our fitness professionals isn’t for everyone. I know that you mentioned that you were committed to losing that weight and keeping it off this time, but since we are 100% committed to our clients’ success, we require the same commitment from our clients. Unless you’re truly dedicated to achieving your goals and unless you’re ready to be a “walking billboard” for me, then this may not be for you. So are you committed Mrs. Jones?” (Upon positive confirmation show programs)

Step Two – Present Your Programs: “Then let me show you the fitness programs that I have available for you. The first program I have is our 1-session per week program, which is only an investment of \$150 per month. The second program I have for you is the twice a week program, which is only an investment of \$300 per month, and finally we have our three times per week program which is only an investment of \$450 per month.”

Step Three & Four – The Assistant Buyer Offers Options: “Mrs. Jones, I have two openings for clients in our schedule, and I’d be willing to work with you if you’re this serious about achieving success. Based on your goals and experience level, I suggest we start with either the two times per week program or the three times per week program.”

Step Five - Call to Action: “Which one of these programs can we get you started on today?”

Step Six – Shut Up: Don't say a word after your call to action. Wait for the prospect to give their response. It's a proven fact that nine out of ten times if you speak after you have given the call to action you will lose the sale.

8. Objections

Step six is where you may hear the first objection. As an experienced salesperson, you will expect to hear objections. An objection is a natural impulse for the prospect, but it does not mean that he/she dislikes the service or you.

Once a prospect has given you an objection, the first thing to do is relax. Too often, the fitness pro that has memorized "closes" or answers will immediately respond to the prospect's objection before the prospect has even finished what he/she is saying. You want to take your time and find out what the prospect's real concerns are.

Objections are really nothing more than a prospect's request for additional information. They are a perceived barrier between the prospect and the solution. Lack of understanding, disbelief, lack of value, and hidden reasons cause a prospect to state an objection.

The lack of value (the price you have quoted is not worth the benefits they perceive) is the number one reason for an objection.

When handling prospect objections:

- Don't argue
- Get a specific objection – narrow it down to one
- Keep it interactive
- Focus on the benefits
- Keep it a win-win situation
- Listen-Listen-Listen

9. Gaining Commitment – “Closing the Sale”

Once the new client selects a program, show excitement and be complimentary of their choice to make a commitment to reach their health and fitness goals.

At this point, ask the new client to retrieve financial information for payment while you retrieve the appropriate paperwork.

Every business will have different ways to process a new membership. Use the below information as guidelines and tailor them to fit your own business practice. The bottom line is to make your custom procedure into a system that is followed each time.

Recommended Payment Options/Agreement Completion

Once the new client decides on a package and they have filled out the top portion of the agreement, it is now time to take care of the payment.

Clients have two options for paying their membership dues. They can pay for all of their membership today, referred to as paid-in-full (PIF), or they can agree to make a down payment with an EFT payment drafted out of their account on a monthly basis for the length of their chosen program.

Save yourself a great deal of time and headache by refusing to accept monthly payments by cash or check. PIF and EFT are the most hassle-free, convenient, and secure ways to collect payment.

If client chooses EFT, you need to outline the options for paying monthly. Here are three options:

- Automatic payment monthly through the customer's credit card
- Automatic payment monthly through the customer's checking account
- Automatic payment monthly through the customer's savings account

Example:

“OK, the program that you've chosen is \$200 down and a monthly investment of only of \$200, which will be drafted out of your account. Now would we rather use your checking account or credit card?”

Once you obtain the EFT information, make sure you have the EFT authorization section signed and all of the bank information filled out completely. That means filling in the bank name, routing number, and account number. If the account number and signature are missing, it cannot be processed. That means you cannot receive EFT commission rates. You must also attach a voided deposit slip, check, or copy of credit/debit card to each agreement.

Finally, before you ask the new client to sign the agreement, make sure everything is filled out completely and correctly. Once the agreement has been signed, give the new client his or her copy of the documents.

10. Post Sale

After you have closed the sale, compliment the new client once again. Make them feel good about their purchase, and let them know that they are now on their way to a healthier, happier life.

Before the new client leaves, make sure he/she understands your policies, your practices, and what is expected of them. For instance, if you require training logs, make sure they know how to use them and when to fill them out. In addition, go over all relevant policies so they understand how to comport themselves in your business. Finally, you'll want to get them scheduled and/or remind them when their first training appointment will be, as well as how to dress, what to bring, and what to expect at the first appointment.

It may sound ridiculous, but a few of the clients that enroll will never schedule again because they are unsure how it all works. Thoroughly explain how a client utilizes your company's services and what they should do first.

This is a process of assimilation – getting the new client to feel comfortable and a part of your company's family. You may even want to quickly walk through the facility again and introduce him/her to the other fitness professionals.

Conclusion

This first section of *Personal Training Sales* is designed to set your sales system on the right track. If you follow the steps indicated and make the system second nature, you can refine the various parts to perfect your technique. Once you understand it fully, it will become much easier to train employees on the system to ensure your business converts the highest percentage of prospective clients possible and continues to grow.

The next section will delve into specific facets of sales philosophy, sales techniques, or revenue streams, all designed to improve your selling, revolutionize your business, and skyrocket your personal training profits. Let's continue.

Don't Miss Out on Your Special Opportunity for Kindle Readers of *Personal Training Sales: The Ultimate System for Selling Fitness...*

The Most Valuable FREE Gift... Ever!!!

\$597.89 Worth of "PURE" Fitness Business Building Information – Yours, Absolutely FREE... just as a thank-you for investing in *Personal Training Sales: The Ultimate System for Selling Fitness!!!*

Access your Collection of Marketing, Sales, and Profit-Producing Information & Resources at:

www.fitbusinessinsider.com/kindle

Part II: Fine-Tune for Profits

3 Fitness Sales Keys to Remember

Selling personal training, bootcamps, youth fitness programs, or even health club memberships: that is the foundation of your business. No sale means no client, camper, or member. And no clients, campers, or members means no business or income for you. I don't know about you, but I don't know many people that like the thought of being without an income.

In spite of these facts, most fitness pros I know hate selling. The way I see it, that's only because they're not comfortable with it yet. Here are three tips to change that and make closing sales much, much easier.

Fitness Sales Key #1 – Everything Leads to a Sale

Sometimes I have to remind the trainers we work with that while sending press releases, getting on TV, making blog posts, writing articles, and creating products are great, they're all just a means to lead to you selling something.

See, sometimes we have to keep our eyes on the prize. Let's say you don't have enough clients or campers. What are you going to do? Are you the type of person that will simply wait around for something to happen, or are you the person that will you go out and make it happen?

When Holly and I were living in a basement while we were getting our training business and health club ramped up, I was laser focused on selling training. I didn't leave the gym without getting two new clients. It meant some late nights, but like they say, when there's a will, there's a way.

Even before that, when I was first running a training department in a local gym, the company had a bonus of \$250 if you sold 12 deals in a pay period. My goal every pay period was 36 deals, and I considered that \$750 part of my regular income. I knew I needed 3 deals a day to make it happen and was relentless on getting those three. So, you can keep doing all those other things – blogging, sending press releases, writing articles, etc. But don't lose sight of the fact that selling is what pays the bills.

Fitness Sales Key #2 – Proper Framing Leads to Bigger Sales

Want an easy way to sell bigger deals? It's two simple steps, but I'm not sure you'll believe me if I tell you.

Step 1: Offer no more than 3 potential options to a prospect, something like:

-1 Session/week

-2 Sessions/week

-3 Sessions/week

It could be 2, 3, and 4; or it could be 3, 4, and 5. It makes no difference really. You know what you're currently selling. Just reduce it to 3 options.

Step 2: If your most popular program is 2 sessions per week but you want to sell more 3 session per week packages, add a package bigger than that to your price sheet.

If you already have:

-1 Session/week

-2 Sessions/week

-3 Sessions/week

Then switch to offering:

-2 Sessions/week

-3 Sessions/week

-4 Sessions/week

You'll immediately sell more 3 sessions per week programs. It's all simple psychology. Too many choices have been proven to cause indecision, and high priced offerings make offerings priced lower seem more reasonable. There you have it, two easy steps to more sales, bigger packages, and more programs sold.

Fitness Sales Key #3 – Sell Something

Get small commitments first. There was a time in my personal training career that I'd average three closed sales a day. Unfortunately, many trainers don't do 3 a month. The trick was to close the ones that weren't ready to commit to bigger programs on something smaller.

If I was doing a speaking engagement, I'd close the attendees on something small. Get a yes first. Once someone has invested a little with you, it's much, much easier to get them to invest more, but only if you deliver great service during that initial purchase.

So if you're having trouble getting people to enroll in "big ticket" programs, get them to at least invest in something small first.

Then after you've built a little more rapport and have delivered great service and value, present your bigger offerings. You'll be pleasantly surprised at how little resistance you get then.

Becoming the Best

Everyone wants to know how to become the best at what they do. That relentless pursuit of excellence is something I look for in those I work with, and it's one of the defining traits of the culture of our business, Fitness Consulting Group.

While most fitness professionals are motivated to become the best personal trainer or coach that they can be, not many take seriously the notion of becoming the best fitness salesperson that they can be. However, for the most part, you can't have clients if you never sell a program!

Though it might seem counterintuitive that being the best at sales will lead to being a great personal trainer, it's true. In fact, some of the principles that lead to success in sales undoubtedly carry over into the realm of training and coaching.

What I've learned during my time in personal training is that those that can invest themselves in the sale also invest themselves in the client and have the most success changing lives.

Here are 3 techniques to help you develop your selling into the best it can be.

Evaluate Your Sales System – The first and most important realization is that you need a sales *system*, not a “wing it” attitude. Without an explicit process that you follow every time, you will have no way to gauge what works well and what doesn't work at all.

You need to have a systematic approach for presenting your offerings to your prospects that will give you the highest possible outcome when it comes to generating clients and increasing revenue. Here are some tips:

1. Use a script. Every presentation should be the same. Develop your best approach and use it every time.
2. Use an alternate choice close. Present 2-3 options and ask the prospect which one they want to get started with.
3. If your ideal offering is a 3 session per week bootcamp, make sure there is a 4 or 5 session per week option. This will make the 3 session per week bootcamp look less expensive by comparison.

Bottom line: Bad sales system = Bad income.

By the way, in case you were wondering, systems are some of the most important factors in building a successful, lasting business. Do you want to spend the rest of your working days writing new programs? Or would you rather develop a programming and training system that allows you to spend more time coaching (or with your family)? Systems are absolutely essential to long-term business success.

Be Able to Define What Makes You Different – The next key to long-term sales success has to do with one of the basics of sales: Building value.

You have to let prospects know EXACTLY why they should do business with you instead of signing up with the trainer at 24 Hour Fitness, joining Curves, enrolling in Weight Watchers or buying the Ab Lounger. Saying you get results isn't enough. Do you think your competitors say they don't?

Further, you have to make your services relevant. It does no good to be talking about the muscle-building potential of your 6 Olympic squat racks when you're talking with a mom that just wants to lose her baby belly. While there's no doubt that those squat racks are valuable in many situations, you are still under the obligation of making it relevant and relatable to your prospects.

In many ways, what makes you different is all the little things that you do that 24 Hour Fitness, Curves, Weight Watchers, or an infomercial product would never, ever do. Supportive emails and texts, phone calls to check in, the "complete fitness solution," your expertise, your other clients, the culture of your business, and yes the results, too! The more ways you can separate yourself from the competition and build value in your services, the better your sales system will be in the long run.

Have Social Proof – This last one is an absolute must. People thrive on social support. We're always looking to our peers for comparison. "What have others done here?" is a question that's on the minds of many of your prospects. Don't just answer them – impress them.

If you have a studio, put up a Wall of Fame. If you run a bootcamp or work in a club or in homes, put testimonials on your website. Use testimonials in your marketing so prospects are pre-sold. Help people feel confident that you are the solution to their problem(s) by showing them you were already the solution for others that might have had similar problems.

Two aspects of testimonials make them extremely valuable for your business. First, if you are doing a good job as a coach and trainer, your clients should be enthusiastic about providing testimonials. All you have to do is ask. Make it your goal to ask for one new testimonial each week, then put that publicity to use in your marketing materials and sales process.

Second, testimonials can and should come in many forms. Written quotes are the standard, but video is often more potent because prospects can see and hear your clients speaking for themselves. Plus, if you catch the clients after accomplishing a tough workout, their faces alone could say it all.

These 3 techniques can quickly transform your attempts to sell into a system that sells itself. Once you've systematized your sales process, your conversion rates and income will skyrocket and you'll no longer feel uncomfortable about selling.

The Value Capture Solution

For the typical entrepreneurial personal trainer, sales is a hot topic.

They want to know how to sell more and how to close more deals.

But in my mind, this view is a small part of a much bigger picture:

The Client Value Capture picture.

So I wanted to explain my take on Client Value Capture and how it can explode your personal training sales.

Client Value Capture – Level One

At Level One, we're simply talking about maximizing the value of the standard personal training client program.

We can do this by:

1. Raising Rates – Raising rates is something that most personal trainers are afraid to do, but it's one of the best ways available to maximize personal training sales.

My suggestion is that you should raise rates each year, typically by an amount that will not cause you or the client much stress. You could easily raise rates \$1-2 dollars per group training session or \$3-5 per semi-private or private training session with little, if any, backlash.

Let's look at the simple math: If you raise group training sessions by just \$1 per session and you have 100 clients that train 3 days per week (12 sessions per month), you've made an additional \$1200 per month. \$14,400 per year.

Did you ever consider pricing your programs with a .99 at the end?

Going from \$179 to \$179.99 per month for 100 clients will add almost \$1200 to your yearly bottom line. That might pay for your client management system by itself.

2. Better Retention – Getting people to stick around longer is essential for the long-term health of your business. If your typical client stays for 6 months, but through improved retention you can get them to stay for 9 months, you've increased the client value capture by 50%.

You can do this by:

-Enrolling clients in longer programs from day one. Getting them to sign up for 6 months or 12 instead of 3 months or on month-to-month agreements.

-Upgrading clients as early as possible. Magazines don't wait until the end of a subscription to renew someone, and neither should you. Start asking for an upgrade after the client has been in the program for a few weeks and has started to recognize the full benefits of your service.

-Provide a great experience. If your clients are delighted (not just satisfied) with what you offer, they'll stay longer.

3. Reactivation – If someone leaves you, you should have the mindset that they're going on vacation – not breaking up with you. So with this mindset you:

-Make sure they leave happy. Give them a gift (sounds crazy, right?) when they say they're leaving. Why? Because you want their most recent memory of you to be positive, and because no one else would ever do it.

-Stay in contact. Keep them on your newsletter list and follow up with them periodically to make sure they know you care about their success.

-Win them back. Make really strong offers at least a couple times per year that will win them back. They may have left for reasons beyond your control, such as finances, schedule, or the like. If that's the case, reactivation offers will often get them back in the door.

Client Value Capture – Level Two

At Level Two, you want to capture a bigger share of your clients' investment in improving their health and fitness.

Level Two is an area that most fitness pros miss, which really puts a glass ceiling on their personal training sales.

Here are some ideas for capturing more of your clients' investment in their health and fitness.

1. Offer a Done-for-You Nutrition Solution – Your clients are eating, at least I'm pretty sure they are. So offer them something like Personal Trainer Foods where you can capture some of the investment they're making in supportive nutrition. (You'll also be helping them to achieve their goals much more quickly and effectively.)

2. Offer Nutrition Education – Clients know (at least most of them) that exercise alone won't get them to their goals. They're likely buying diet books and trying to figure things out on their own. They may even join something like Weight Watchers. Offer a Nutrition Coaching or Weight Management program that educates them on supportive nutrition rather than letting them try to sift through the overwhelming amount of information out there.

3. Sell Supplements – They're buying supplements whether they've told you or not. So choose some that you believe in (we recommend Prograde), capture some of the investment they're making, and save them from buying things based on hype and sizzle.

4. Sell Equipment – If you talk about the importance of foam rolling, they'll buy one. It's better they buy it from you than from a local sporting goods store. If they get the kettlebell bug or fall in love with bands, they're going to buy some for home. Let them buy through you. Plus, you can offer workshops to help them derive more value from these tools, another great way to capture value.

5. Serve Their Family – If they have a child that is enrolled in a youth fitness or sports performance program, is it with you? They already know you, like you, and see you as an expert. Why shouldn't their kids train with you? Why shouldn't their husband? This all goes back to the importance of referrals, but it also involves providing new services to solve all the fitness problems of your clients.

Client Value Capture – Level Three

Now the goal becomes to capture more of the market. This means capturing more leads, having more front-end offers, and providing a broader array of programs.

Here are some examples:

1. Getting More Leads – If you do private or semi-private training as your primary offering, you need to be getting a minimum of 20 leads per month. If you do more bootcamp / group training, you need to be getting a minimum of 30 leads per month. If you're not hitting this number, you've already made it tough to reach your personal training sales goals.

If you aren't hitting those numbers consider:

- Stepping up your referral systems
- Contacting your network more regularly and working to grow it
- Employing more external lead generation strategies like public speaking or direct mail

2. Expanding Your Offerings – If you only offer bootcamps, considering adding semi-private. If you don't offer weight management, tap into the Weight Watchers market and offer a Fat Loss Accountability Group (FLAG) program. Look into Corporate Programming or Youth Programming. Offer some niche programs for moms or some other group. Create special programs for people trying to derive a specific benefit.

We have a number of franchisees in Fitness Revolution who offer kickboxing classes, kettlebell classes, running programs, Tough Mudder training groups, and Mom's Only sessions. Be creative, and find out what your clients want.

I can guarantee there are people in your area who are currently:

- Using P90X
- Going to a big box health club
- Using a different trainer
- Participating in a corporate-driven program
- Working out at home on their own
- Dieting
- Thinking about getting started

How can you win some of them?

And to make sure I'm not confusing you, this doesn't mean that you should do all of these things; just pick one or two crowds to go after.

So there's a different way to look at improving personal training sales, a way of thinking about things that I'm guessing is a little different from what you're used to. Start looking at ways that you can increase your Client Value Capture, and watch your personal training sales go through the roof.

Don't Miss Out on Your Special Opportunity for Kindle Readers of *Personal Training Sales: The Ultimate System for Selling Fitness...*

The Most Valuable FREE Gift... Ever!!!

\$597.89 Worth of "PURE" Fitness Business Building Information – Yours, Absolutely FREE... just as a thank-you for investing in *Personal Training Sales: The Ultimate System for Selling Fitness!!!*

Access your Collection of Marketing, Sales, and Profit-Producing Information & Resources at:

www.fitbusinessinsider.com/kindle

12 Common Fitness Business Mistakes You Don't Want to Make

There are many mistakes personal trainers and coaches make that hold them back from reaching their business goals. While not all of them are explicitly about sales or a sales system, most can be applied to boost your numbers and improve your sales. Here are 12 of the most common mistakes:

Mistake #1 – Thinking that aggressive marketing will make up for a mediocre service.

The bottom line is this: you can generate a lot of leads with a strong marketing push, but you won't keep those clients if you're all sizzle and no steak. You have to deliver great results, and you have to create an environment that your clients love being in.

I don't know of any great personal training businesses that don't get a lot of their clients from referrals. Obviously, you can't generate referrals with a run of the mill service.

Mistake #2 – Thinking that blogging, YouTube videos, and article writing are the best way to grow an offline business.

A little while back on Personal Trainer U. a member posted complaining that he didn't have any clients. The economy was bad, the people in his town didn't have any money, and this was a bad time to be a trainer. I asked what he was doing to grow his business. He said he was submitting articles and press releases online, he was blogging 2-3 times per week, and he was really putting himself out there.

I kindly reminded him that there were probably no prospects hanging out in his home office, and he needed to get out and actually meet people in the flesh. He didn't like that answer – but most people who are unwilling to do the work don't appreciate the truth.

Look, I'm all for blogging, SEO, and You Tube – but to this day I've never seen a personal training business exclusively built from this stuff. The people who do it right blend this with high return stuff like public speaking, networking, and even direct mail – they don't think they'll just start writing a few posts and get rich.

Mistake #3 – Being a bill collector.

Why did you become a trainer or a coach? To chase people around month after month reminding them to bring their check next session? Didn't think so. Do yourself a favor: set all your clients up on EFT billing, and eliminate your role as a collection agent.

Mistake #4 – Ignoring atmosphere.

Atmosphere is a big part of any business's success. People want an experience. When it comes to fitness, they want energy. They want motivation. Should I also mention that a great atmosphere will generate better results? If you want people to rave about your business – to spread the word to everyone they know – atmosphere will be a key to making that happen. So when you're developing a facility, creating a camp, or planning your sessions – be sure to factor in atmosphere.

Mistake #5 – Focusing on Craigslist advertising. I like Craigslist. You know why? Because you can find stuff there – for cheap. Isn't that the main reason people use Craigslist?

Besides, if something is easy to do and is free it will almost always get watered down in a hurry. That's why public speaking will always work. Sure – it's free to do but most people are scared to death of speaking in front of groups and too lazy to get speaking engagements.

So – just like some of the other stuff online I talked about in Mistake #2, I'm not saying Craigslist ads are worthless. If you're in a market that isn't already saturated – they certainly have some value – but they aren't the magic bullet for adding a bunch more clients.

Mistake #6 – Trying a dozen things to get clients and doing them all “half-assed.” The most successful students we have typically use 2-3 core lead generation strategies and work them month after month. Sure, they test other strategies to see if any others really take off – but they have their bread and butter ways to get clients, and they work them. They don't just try something once and discard it. Neither should you.

Mistake #7 – Having only one revenue stream. Having only one revenue stream is a disaster waiting to happen. If all you have is bootcamps and someone comes in and undercuts you on price and steals half of your clients, or maybe summer comes and a bunch of your clients go on vacation – you're in trouble. You need to diversify. Have several income streams such as corporate camps or youth programs such as Athletic Revolution. Sell supplements. Offer camps, semi-private training, and even infoproducts.

Just don't be stuck with a single means of generating revenue.

Mistake #8 – Not knowing who you are and who you serve. Some people are better suited to run semi-private or small group programs and should pass on running bootcamps. Others aren't cut out to run kids programs.

You need to figure out what's right for you.

Decide who you love working with – those clients whose sessions you can't wait to start – 99% of the time, that's who you're meant to serve. Focus your business there.

Mistake #9 – Missing on the easiest lead source. Every time I meet with a group of trainers I ask where their new clients come from and the answers vary person to person a great deal – more than you'd expect. But the thing that surprises the most is how few trainers actually generate as many clients as they should from a structured referral process.

They may get some clients from word of mouth. They may get a few from occasional referral promotions. But instead of making new business from referrals a weekly occurrence – too many trainers settle for a fraction of that.

Mistake #10 – Missing the easy 2. Bootcamps have become much more common over the past couple of years. Health club chains like Anytime Fitness are growing like crazy. Competing for general fitness clients is probably tougher now than ever before.

If you want to go into far less competitive markets – youth fitness/athletic development and corporate fitness are ripe for the taking.

Don't think this means that you can't kill it training fat loss clients or choosing busy moms or another more common market to target – you absolutely can.

But if you want what I call “the low hanging fruit” – youth fitness/athletic development and corporate fitness are where you need to be.

Mistake #11 – Not moving to a space of your own when you can. If I've seen it once, I've seen it two dozen times. A trainer builds up a great business using someone else's space and out of nowhere the rug gets pulled out from under him/her.

Either the business they're renting space from gets greedy and wants more rent, or if it's a fitness facility, the owners decide to try to run a similar program thinking they'll make more money.

If the trainer is at a park, a competitor moves in and starts using the same location, and in doing so creates an uncomfortable environment.

So use someone else's space to build up your business – but for security, control of your own situation, and the ability to add multiple streams of income, move to your own low overhead space when you can.

Mistake #12 – Letting everyone catch up. If you're the best at something in your market – do everything you can to hold that position. It's a lot like getting a lead in sports – you want to keep your foot on the opponent's neck and lock up the victory.

But what usually happens is that the person with the initial foothold as the market leader gets lazy, loses focus, or tries too hard to expand into unrelated areas, soon losing the lead when the competitors step up their games.

Simple Profit Center: Boost Sales to Current Clients

Fitness Consulting Group Vice President of Marketing Analytics Matt Sizemore discusses the intimate connection between catering to your current clients and growing your bottom line.

Undoubtedly, one of the most important keys to having a successful fitness business is to increase your sales. For many fitness professionals, this causes concern because they think they need to become a “used car salesman” in order to sell to more customers. The very thought of having to sustain their business through constant and relentless sales techniques leaves an unpleasant taste in their mouth.

However, you can and should focus first on maximizing the value of your current clients over gaining new clients. Why focus on clients you already have? Simply put, it is far cheaper to retain customers than it is to obtain a new customer (think of the marketing, advertising, referrals, and time needed to obtain a new customer). Therefore, you should focus on maximizing your opportunities for sales with existing clients not only to increase sales, but also to increase your lifetime value of each customer.

Core Offerings and Timeframes

The first thing is to look at your offerings. Do you offer private, semi-private, or bootcamps to customers on just a month-to-month basis? Or maybe in just 3-month intervals? If so, you can easily create price points for larger interval timeframes such as 6-month or 12-month intervals.

You should offer a price break for clients if they sign a longer-term agreement to entice the client towards the longer-term commitment. For example, when you are discussing your different programs and offerings to clients and potential clients, you should agree on a timeframe that is realistic for the client to reach their goals or make significant progress towards them. If that timeframe is 6 months, then you can offer them the 6-month agreement for training and explain how signing for that amount of time both allows you to help them obtain those goals and gives them the price break that you have factored into your 6-month commitment.

Upsells and Downsells

Another way to increase sales with your clients is to have upsells and downsells prepared so that you can offer them at the point of sale. In the earlier example, you offer a client a 6-month commitment because you know that is an appropriate amount of time for you to help the client reach their goals. So if the client says they are willing to make a 6-month commitment, then you can offer an ‘upsell’ to them immediately to increase the transaction.

For this example, you may want to offer a bigger discount if they commit to 12 months instead of 6 months, or offer them access to a membership site where you give them access to workouts they can perform while between days they train with you. Think of the upsell offer to someone at a fast-food restaurant asking if you would like fries with your order.

If the client to whom you offered a 6-month commitment declines the offer, then you should have a downsell offer prepared for them. In this case, you could offer a 3-month commitment. If this offer is turned-down, then you can have another downsell prepared – for example, a single month commitment or access to membership site for workouts they can do at home.

Become the Complete Fitness Solution

A third great way to increase sales to your current clients is to “fill the gaps” with solutions to all of their needs. When someone pays you money for you to be their trainer and coach, they are putting their trust in you with most, if not all, things fitness related. And you should not take that lightly!

You need to have in place solutions to their problems – whether it is supplements, equipment for them to work out at home with, additional training time, or educational sessions (i.e. a healthy cooking class to demonstrate supportive nutrition, a kettlebell workshop to teach more in-depth kettlebell techniques and exercises, etc.). Once you have these solutions prepared, you can create strategies to inform and sell these to current clients.

For example, if you are going to have a kettlebell technique workshop on the first Saturday of each month, you have a number of options for its promotion. In addition, the promotions can be run concurrently or separately, and they can be made for any of your “Complete Fitness Solutions.” The more ways you promote your products, workshops, or supplements, the greater your back-end revenue will be and the more your clients will accept you as their Complete Fitness Solution.

First, you can offer this as an upsell or downsell at the time of commitment to a training program. The highly motivated clients would love to add this to their program, and the ones that balk at the price or commitment would enjoy being fit and learning a new skill at a lower cost.

Second, you can mention the workshop both during and after a training session when you are using kettlebell exercises. This works very well if you don’t allow clients to work with kettlebells until they have taken the workshop, as they will see that as something that is missing from their total fitness regimen.

Lastly, you can email your clients a few weeks in advance of the workshop to give them details and benefits of the workshop (i.e. how the workshop will help their results). This option is the least personal but if presented correctly can fill up a workshop in a day.

By offering solutions to so many facets of your clients’ needs, you will not only make it easier for the client to get the results they are seeking, but you will have many more options to increase your sales from your current clients. By utilizing longer timeframes for your core offerings in your sales process, offering upsells (and downsells, when appropriate), and providing a complete fitness solution for your clients, you will maximize your sales and boost your revenue – all without resorting to used car salesman tactics and chasing after new, unqualified prospects.

9 Things to Remember About Personal Training Sales

If there's one thing I used to dread even thinking about "way back when," it was personal training sales.

I used to cringe at the thought of having to become a salesman and devote my life to selling. In particular, I wanted nothing to do with selling training.

These days, it's a much different story. I have a completely different outlook on sales because I understand something now that I could not grasp when I was younger:

Sales is nothing more than the exchange of value.

We work hard in our businesses to provide a service, product, or idea to our clients, and they pay us in return. In most cases, it's a fair exchange: their money for your expertise, knowledge, equipment, programming, support, and time.

We're not out to be swindlers or hucksters, stealing money from people. On the contrary, I always promote the 10x Factor: Deliver 10x the value of what you charge for your services.

You see, that's what people – never mind trainers – don't get. Personal training sales is nothing more than value being traded. It's a mutually beneficial transaction, where money is traded in exchange for shedding fat, slimming waistlines, and improving energy and vitality.

In short, you're being paid to change someone's life.

Doesn't sound like a bad trade to me.

Sales in other realms of life and in other businesses are very similar. Sure, you'll have the occasional con artist out there trying to scheme his way to riches, but in the end, 99% of what you own had to be sold at some point.

And that's why I have zero cares in the world when it comes to sales these days. In part, sales is now what drives me. I'm always looking for ways for our business, FCG, to be of greater value to the FCG Family. And if those we work with can get more value out of our relationship, then I'll let them know.

Will I sell you worthless or damaging advice? No. Will I sell "Ninja secrets?" Not a chance.

But if you want to exchange your money for something I know is going to help you, well, I'm more than happy to get the deal done right away.

Look, you might not be there right now, but you cannot last as a fitness entrepreneur if you cannot sell. If you dread the thought of asking someone for money, you're in a lot of trouble.

The "trick," if you can call it that, is to look at sales in a different way. Instead of thinking of that used car salesman, fast-talking his way into your pocket and delivering what is sure to be a lemon, see yourself for who you are: an honest, hard-working entrepreneur helping people to

change their lives. Your time – and, like I said earlier, your expertise, your knowledge, your equipment, your programming, and your support and encouragement – has a price.

You likely invested thousands of actual dollars into your education and preparation to be a personal trainer, and that's not counting what you could have earned entering the workforce earlier instead of educating yourself for so long.

The bottom line is that you are worth a LOT of money. Sure, maybe there are experts out there that know more than you, but you're among the best. The price of your services should reflect that reality.

Once you begin to think in this manner – that your time and services are valuable – selling becomes easier.

So here are some things to constantly remind yourself about personal training sales, money, and your value. Burn them into your brain. And put them into practice in your business and life.

1. If you don't sell people on fitness/your company, who will?
2. Sales is nothing more than a value-for-value exchange.
3. Nothing happens until something gets sold, and it's NEVER a sale until the money is in your hand.
4. You're worth more than you think. Honestly evaluate the benefits you can offer a client, and make them known and relevant to the prospect.
5. People can spend their money on anything. When they are ready and wanting to give their money to you, ACT right away before they change their minds.
6. The people who associate the word "sales" with used car salesmen are almost always broke themselves. Break the association and overcome it to deliver more and get more.
7. Confront your discomfort with selling and overcome it with PRACTICE.
8. Have confidence. Don't count yourself, your services, or your business short.
9. Bottom line: Successful entrepreneurs that CANNOT sell DO NOT exist.

I'd suggest re-reading #9 if you want consistent personal training sales – and do it often.

How *Not* to Sell Personal Training

Fitness Consulting Group Vice President of Operations Tim Ward highlights three essential tips that you'll want to avoid when it comes to selling training.

I was always a good personal trainer—dedicated and passionate. Yet when I first got started in business, I was equivalently bad at selling personal training services. Reflecting on those experiences now, I can tell you the three biggest problems I had. I hope this will demonstrate to you what not to do when trying to sell fitness.

Problem #1- I talked too much

I knew a lot—exercise physiology, anatomy, kinesiology, etc. I knew how to write programs for post-rehab, hypertrophy, fat loss, strength, power, and sports performance. I lived and breathed fitness, and I was addicted to learning everything I could.

Not knowing anything about sales at the time, I thought I could simply impress people with how much I knew. When people would ask me questions, I would give them some long, scientific explanation of the answer. Furthermore, and this is the **ABSOLUTE WORST** thing you can do, I used to correct people when they were wrong. For example, if a woman would say, “My sister’s friend’s cousin lost 30 pounds doing [insert fad diet or exercise program]...” I would respond with a detailed description of why that doesn’t work – Sales Suicide. I should have responded, “I love hearing other people’s success stories. That’s great for her! I don’t know much about [name of diet or exercise program], but I know that many of our members have similar experiences with our program. What type of success story would you like to be able to tell?” That would have been much better.

Looking back, my reasoning for talking so much was misguided. I figured that the more I talked about all the ways I could help them and the more I told them about all the things they were doing incorrectly, the more likely they would think, “Wow, this guy really knows his stuff. I want to work with him!”

Uh... yeah... that never happens.

Instead of impressing them, I’m 100% sure that I confused them, talked way over their heads, and made them feel like there were 1 million things wrong with them. I also realize now that I likely came across as an arrogant know-it-all. Not only that, but they weren’t coming to me for all my knowledge. They were coming to me because they wanted to make a change in their own lives.

Of course, I never knew that because...

Problem#2- I didn’t ask the right questions

I used to get caught up so much in the “technical” side of doing one-on-one assessments that I forgot about building rapport with prospective clients. Now don’t get me wrong: There is plenty

of room in the consultation process for determining the physical needs of each individual. However, very few people sign up for training programs because they want to improve their glute function. (I, of course, was oblivious to that fact, since all I care about personally is my glute function!)

What I failed to realize was that the consultation is not about me. The consultation is about the client! Duh, right?

People don't go to personal trainers so they can learn about how great personal trainers are. They go to personal trainers for themselves. I should have spent less time doing my own thing and more time finding each person's "why?"

"Why are you here?"

"Why would losing 20 pounds make you happy?"

"Why is it important for you to fit into that dress?"

It sounds so simple, doesn't it? If you simply ask the right questions, you will often find the *emotional* reason why someone wants to work with you, and that is what's truly important to the prospective client. How is achieving success with you going to make them *feel*?

If you can get to that point, you are almost guaranteed to make the sale. Unless of course you did what I did...

Problem#3- I didn't address their needs

"Mary, I'm glad you came in to see me today. Based on your assessment, I definitely think we'll be a great fit for you. I think we can improve your strength and mobility, correct your posture, and improve your squat pattern. Before I go any further, do you have any questions for me?"

"Yes, will I fit into my wedding dress next month?"

Never lose sight of what the client wants! At the end of an assessment when I was getting ready to close a sale, I would often impose my own values and beliefs as to what was important to address.

Big mistake.

And it is obvious why.

There you have it, the three biggest problems I had with sales. If you could avoid these three personal training sales mistakes, I think you'll be well on your way to making your next sale.

Don't Miss Out on Your Special Opportunity for Kindle Readers of *Personal Training Sales: The Ultimate System for Selling Fitness...*

The Most Valuable FREE Gift... Ever!!!

\$597.89 Worth of “PURE” Fitness Business Building Information – Yours, Absolutely FREE...
just as a thank-you for investing in *Personal Training Sales: The Ultimate System for Selling
Fitness!!!*

Access your Collection of Marketing, Sales, and Profit-Producing Information & Resources at:

www.fitbusinessinsider.com/kindle

Doing What Works

A few years ago, I traveled to Cincinnati to visit one of the best trainers in the business, Brian Calkins. If you're not familiar with Brian from Fitness Riches or his Ad Words program with Eric Ruth, you need to get familiar with him.

Along with my business partner Nick Berry, the three of us bounced ideas off one another and brainstormed strategies to grow our businesses. I feel like everybody needs to do that from time to time just so they get an objective perspective. I know I took a lot away from the meeting.

The story is relevant to fitness sales because of the nature of our businesses at the time. See, Nick and I are co-owners of several businesses. When we met with Brian Calkins, we owned a health club and a personal training company with two locations. Today, our list includes the fastest growing personal training franchise and the fastest growing youth training franchise in the nation.

At the time, all of our PT sales were in a club setting. All of Brian's PT sales were in a private studio setting, and he even previously trained out of his home – both very different from providing services in a club setting. How could our brainstorming session have been mutually beneficial to our two distinctly different business models?

The point I'm trying to illustrate is that there are a number of different approaches to selling personal training and related services. Some out there will tell you to NEVER offer any of your services for free. Others suggest that you give away a session or two keeping in mind the lifetime value of the client. My take is that they're both right. Do whatever works for you in your business.

Brian closed over 75% of the people who went through his sales process. At one point in our health club, we closed over 75% of new club members who've gone through their introductory sessions. Both closing rates were pretty good (for comparison, the average health club converts 2-3% of their members into PT clients, which is decidedly not good).

So let's look for what is similar between what Brian was doing and what we were doing rather than think of how they differed. My advice to you is to take these points and apply what works to your own business.

1. Both models capture leads' contact information to keep marketing to them if they choose not to buy now. That's a must, as it helps build your marketing list and can lead to conversions later on.

2. Both build value in their in their services. My definition of value is this: the difference between perceived price and actual price. Most every prospect perceives there to be some value in your services; otherwise, they wouldn't raise their hand as a prospect.

What's a personal training session worth to them? A dollar? Fifteen? Thirty? Your job is to make your prospect's perceived value of your services exceed the actual price. Brian has done that with positioning, "putting up the velvet rope," outstanding sales copy and great sales skills. Our staff would do that with questioning, "finding pain," assessments, trial personal training sessions, and "takeaway selling." (See the next chapter for explanations on these techniques).

It depends on your positioning, your sales skills, and your market when deciding how to approach what direction to go. In Elizabethtown, KY, (a rural community of 23,000) most people had never belonged to a health club, let alone used a trainer. Their friends hadn't used a trainer, and a surprising number don't even have any idea what a trainer does. By offering a "try before you buy" model, we built a ton of value.

Not to go off on a tangent, but the theory that a free session devalues what you do is worthless. Test-driving a car doesn't cut the value in half. Touring a house doesn't make it cheaper.

We would offer a free 14-day trial membership in our club, too. It could be argued that a free trial session, membership or anything else simply displays confidence in what you offer, and an unwillingness to provide that displays the lack thereof. Honestly, I don't believe that, but you can argue that position as much as the alternative.

Still, the fact remains that people will want to know what they will be paying for, and we want to lower the barrier of entry as much as possible.

Today, we call these "Front End Offers," and their goal is simply to get more people to experience what you do and to win them over with a short-term discount. Psychology holds that people value the immediate future much more than the long-term. If you keep a client for 2+ years, how big of a percentage of their overall value was that 2-week trial?

And trials don't have to be free! Ryan Ketchum, arguably the best in the industry when it comes to systems and operations, uses a 30-day for \$30 trial and other low-cost offers like challenges or contests. As long as it is inexpensive and gets the prospect to try out your business, it's OK in my book.

3. Both models utilize a call to action. You have to be willing to tell the prospect what to do next. Brian would send the prospect payment options after telling them how to get involved with his services. My staff had a presentation, offering program options and asking the prospect to choose the right one for them.

Too often trainers are good at giving solid workouts and bad at asking for money. This is all too common among young trainers. Asking a prospect for more than the value of their clunker in the parking lot can be a bit overwhelming.

I would start with a "canned" sales presentation and go from there. To think a young trainer or someone not proficient in fitness sales can wing it is naive. Especially if you have a staff of trainers, you must develop a sales system for them to follow to be effective.

Remember: even the best actors study their scripts. Create a presentation and study it. You can improvise after you get good. Really good.

Closing the Sale

Fitness sales are about clinching the deal.

So what is the difference between the “sales process” and the “closing process?”

Ideally – nothing. Ideally, there should be a seamless progression in which you create an offer, build value, invoke emotion, and position yourself as the “assistant buyer.” Really, the only reason that I separate the two is that, all too often, fitness professionals get “weak in the knees” when it comes time to ask for the sale, so I feel as if it must be addressed separately.

This chapter will cover what it takes to close a sale – or, to look at it differently, what it takes to successfully sell.

Build Value

You must understand the concept of building value. To me, “Value” is the difference between anticipated price and actual price. So if your prospective client believes that your services are worth \$20 per session and you charge \$75, you won’t be getting that prospect to become a client.

And, no, that doesn’t mean lower your price – it means build more value.

Why do you think great sales letters are so long, have tons of bullet points (or some other ways of extolling benefits), and showcase loads of testimonials? It’s all to build value. Otherwise, there would just be a picture of what’s being sold and a price. Consider your sales process the equivalent of a great sales letter.

Find Their Pain

You must utilize “emotional logic.” People buy for emotional reasons and then justify them with logic. You have to learn to uncover the emotional reason someone has raised their hand as a prospective client and illustrate that you can provide them a solution.

In other words, you have to find their pain. Until you find what makes them tick, you’ll be much less effective in building value and, ultimately, a less effective salesperson.

Objections

Handling objections is not the answer to becoming a better salesperson. If you’re having to address a bunch of objections when you ask for the sale, you didn’t build enough value beforehand.

Revisit your sales process and see where you can build more value. Also, don’t be afraid to ask trial close questions during the sales process to move closer to the actual close and uncover concerns you may not have already addressed.

The A-B Close

Don't give the client the chance to say "No" or to back out. Instead, give them two choices: "Ms. Jones, would you like to do A or B?"

Never ask, "Would you like to become a client?" Rather, ask, "Would you prefer to meet with me two times a week or three?" Simply offer yes-yes options, and you'll see yourself closing more prospects very quickly.

Takeaway Selling

This has also been called "putting up the velvet rope." Basically, all you do is position yourself in a fashion that makes the prospect feel fortunate if you'll take them on as a client instead of the other way around. I'll give you an example from my own experience.

One of our best trainers seemed like the perfect employee on paper: He had tons of credentials and a resume of experience that would stand up next to most any trainer, and he'd even owned his own rehab facility. However, when we hired him, he just could never get comfortable selling. He always felt like he was at the mercy of the prospect and hoped they would become a client.

Not until I trained him in the art of takeaway selling did he get comfortable selling. His new approach was simply to tell prospects that his schedule was essentially full but that he might be able to fit them in if they were serious and willing to be a model client.

I want to put this in concrete numbers for you to really understand the difference this makes: In the trainer's first 3 months with us, he closed 27% of the prospects he sat down with. Over the 3 months following training, he closed 78%.

Tracking

That's a great segue to telling you to track your closing percentage. You should track everything you can. After all, it's really the only way you're going to be able to make tangible improvements.

At the very least, I would track my percentage of scheduled sales appointments that actually show, the percentage of those that you close, and the average value of each of those sales. Also, it's extremely telling to track the Lifetime Client Value of each of the clients you acquire. And the best part about tracking? You can test different approaches in each area to generate improvements.

Assistant Buyer, Not Salesperson

In the sales process, it is extremely useful to position yourself as an "assistant buyer" rather than a salesperson. Align yourself as a partner in finding the solution to your prospect's pain or problem. After you've acquired the knowledge you need, help the prospect choose the appropriate program or package for them.

Care

Have some genuine concern for the prospect. Sell them what is best for them – not what's best for you. If they need 2 sessions per week, don't sell them 4. You'll be taking the first step to

avoiding buyer's remorse, and you'll most likely be laying the groundwork for a relationship that produces a greater Lifetime Client Value as they will now trust you.

You'll probably notice how all these steps are really intertwined. I just like to separate them when I'm evaluating businesses and seeking areas to improve.

In reality, the sales process is just that – a process. Some parts will be more relevant for some prospects than for others. Once you develop each of these tools and add them to your sales toolbox, you'll be able to sell to nearly any type of prospect at any time. It just takes practice and guidance.

The 6-Stage Sales Cycle

Selling well goes beyond merely what you say and do with the prospect in front of you. It extends back to how you get clients and who you get.

Marketing and sales are intimately connected, and it would be foolish to dismiss one when you try to improve the other.

I've identified a 6-Stage Sales Cycle to help bolster not only your sales but also your marketing effectiveness and retention rates. Sometimes, a "big picture" view is helpful for fixing the little things.

Stage 1. Identifying Your Ideal Target Market – Decide exactly who you are trying to reach with your marketing message. Most fitness professionals are too broad when they are trying to identify their market, and in turn, their message is not specific enough to have great impact.

Stage 2. Lead Generation – While any leads are better than none, ideally you want to find prospects in your target market. A few marketing strategies are more specific than others and can lead to more qualified prospects from the same amount of marketing effort (or less). Consider:

- Referrals
- Direct Mailings (to certain neighborhoods, demographics, etc.)
- Public Relations
- PPC Ads
- Joint Ventures

Stage 3. Prospect Qualification – Examine each of the potential prospects and qualify them according to set criteria. This may not be so important if you're willing to devote more time to work "bad" leads, but if you have an influx of leads – for example, from a Deal of the Day site – it becomes essential.

One strategy to qualify leads is to make them fill something out, such as an information request form, an intake form, or a request for a free report.

A plus about qualifying leads is that those that jump a small hurdle to move along in the process are much more willing to jump bigger hurdles later, such as when you ask for the sale.

Stage 4. Individual Consultation or Assessment – The consultation or assessment comes about once they have proven at some level they are a qualified prospect. Sometimes, this will function as a soft sales presentation to determine if they are a good fit. However, you can also use it as a full-blown sales pitch.

To be successful in your sales pitch, follow these principles. First, find the prospect's pain through questioning. This includes their goals, desires, and the reason for them taking action.

Next, identify their needs through an assessment. This step is very important to continue building value in fixing their problems in a way that resonates with their goals. It also establishes you as an expert.

Continue building value through a trial session and providing credibility with marketing materials like articles about you in the press or testimonials. These credentials can develop value in your services and increase the level of confidence your prospect has in doing business with you.

The trial session is a chance to try out what they will be buying and is a chance for you to relate everything you do back to their goals. Even longer trials (such as 2-weeks free or a month at a low cost) do wonders to improve the value of your services and give you much more time to win them over.

Stage 5. Sales Close – Eventually, you must ask for the sale. Offer your services to the client and ask them to take action. Steering clients to one or two options, assuming the sale, and employing a “takeaway approach” (telling the prospect that your service is not for everyone and might not be right for them unless they are genuinely serious) are all effective ways to close more prospective clients.

Stage 6. Providing the service – Stage 5 ends the sales process, but it begins a much longer one: nurturing and developing the relationship with the client to make it last. Once you land a client, that’s just the beginning of the relationship, not the end. You always want to have an upsell and a next step.

Use your ongoing marketing efforts to tell them about how you have helped other clients with different kinds of offerings. Keep them informed about your successes and media attention. Ask them for referrals on a regular basis. Don’t ever stop marketing to them, and position yourself as their one-stop fitness solution.

An important aspect you must consider with all fitness professional sales is this: The most expensive client you can have is a short-term client because, in general, it costs 6 times as much to find a new client than to service an existing one.

Don’t Miss Out on Your Special Opportunity for Kindle Readers of *Personal Training Sales: The Ultimate System for Selling Fitness...*

The Most Valuable FREE Gift... Ever!!!

\$597.89 Worth of “PURE” Fitness Business Building Information – Yours, Absolutely FREE... just as a thank-you for investing in *Personal Training Sales: The Ultimate System for Selling Fitness!!!*

Access your Collection of Marketing, Sales, and Profit-Producing Information & Resources at:

www.fitbusinessinsider.com/kindle

Your Secret to Personal Training Profits: Done-for-You

In general, people are willing to pay more for anything just to give in to a desire for convenience.

The old Chinese proverb goes like this:

Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime.

But most people don't want to learn to fish.

They want you to catch the fish, clean it, cook it and serve it to them.

The more you do for them – the happier they are.

They don't want to make decisions. They are busy. They're bombarded with information and choices, so the simpler you make it and the more you do for them, the better your business will be.

Done-for-you can be as small as Lunchables at the grocery store or as big as a franchise like Athletic Revolution.

But the one thing in common is that it's designed to make things easier for the customer or client.

So how can you integrate done-for-you into your personal training business for more profits?

Here are a few ideas:

Offer More Training Programs— My friend and mentorship client offers a running club that his bootcampers can join (for a fee) on their non-camp days. You could offer something like this or a different type of class that compliments your main program. Another friend and coaching client, Bob McEnaney, is an avid cyclist and has created a group cycling program. Group interval training is an easy option you could add. Just pick something that your clients would be interested in and that compliments what they are already doing.

Offer a Kitchen Makeover— Instead of just educating clients on proper nutrition, charge a fee to go to a client's home, clean out the kitchen, and restock it with supportive food and supplements. You're eliminating all the guesswork for them and increasing the likelihood for their success.

Offer Meal Plans— This is the easiest of the bunch and can provide substantial back end profits. You can sell or give (if you want to build it into your program to add value) clients something as simple as a 7-14 day cleanse-type program to get clients off on the right foot or something as elaborate as a complete meal plan collection for each month.

Imagine how much easier you will be making your clients' lives if you provide meal plans, recipes, shopping lists, and your recommended supplement program. In fact, that's an easy way

to make offering meal plans much more lucrative for you: build recommended supplementation into the meal plans. If you ever saw the recommended meal plans in the bestseller *Body for Life*, they integrated meal replacement shakes and various other supplements – not coincidentally all from the EAS product line.

Think it sold some product for them?

If you sell any supplements, this is a no brainer.

Offer Information Products– Holly has her new Fit Yummy Mummy Transformation Kit, which is a follow-along collection of DVDs and other done-for-you components designed to make following her Fit Yummy Mummy program as easy as possible.

Think about why the P90X program is so popular. It isn't because the training program is spectacular or revolutionary. It is because all you have to do if you buy it is follow along. Most people don't want to learn about the “whys” – they just want to be told what to do.

You could offer something to your current clients or campers that compliments what they do with you. You could also do what bootcamp guru BJ Gaddour has done and develop a “Bootcamp to Go” for the people that want to work with you but may not be able to afford the in-person offerings or might live too far away to participate. Basically, there are a lot of different ingredients that go into your clients' (and potential clients') fitness regimens. The more of them that you can address with a done-for-you solution, the happier your clients will be – and the more they'll be willing to pay.

Dare to Care: Two Quick Fixes to Bolster Sales and Strengthen Your Business

Fitness Consulting Group Success Team Leader Jarrod Butler shares the secrets to selling with sincerity, gleaned from years spent selling fitness successfully

Every salesperson I know is always looking for a newer and better strategy to “sell” someone, which is ultimately a shortsighted approach to sales. They go about their day smoothing people over, getting a quick sale, and promptly forgetting about the customer. Proper human dignity and decency aside, they simply never deliver the essential ingredients necessary to develop long-term customers.

This chapter will share what it takes to show people you truly care about their results, about their future, and, ultimately, about them as another human being. It will also help you go the extra mile to keep clients satisfied with the value of your services and invested in your business. These two simple principles will go far beyond merely boosting your fitness sales; they will lead to happier and better clients and a business that lasts.

Sincerity

When it comes to others, sincerity is the number one sentiment you can display, especially in this fast-paced modern world. We constantly use virtual communication; we’re always in a hurry to get where we’re going; and we all have such busy lives that it is very difficult to care about ourselves, much less another person.

But there is hope: You.

Your business is your chance to change the ugly reality of modern life. When you view sales this way, as your opportunity to give something to a client that is otherwise missing from their lives, I guarantee you will begin to feel less tension when it comes time to sell.

So now you understand the importance of being earnest. The next step is learning to convey that sincerity.

Without a doubt, the number one ingredient for you to improve your business is using eye contact. Eye contact is the most powerful method in reassuring someone that you are paying attention to them. Just by locking eyes, you show them they are the only person you care about at that moment.

All too often, when in a conversation with someone, they will turn to their phone to answer a text, or begin reading the paper that’s in front of them. Though they’re right next to you, mentally they are a million miles away. We pretend to accept it – and in fact it has become commonplace in some interactions – but the reality is that it hurts.

Don’t EVER do this when you’re with a prospect or a client. I’m fond of the saying, “Just act like you are the only two on Earth.”

The second point to being sincere is to do just that: Be yourself. Drop all pretenses and relax. After all, the definition of sincerity is, “The quality or condition of being sincere; genuineness, honesty, and freedom from duplicity.”

When we try to become salespeople, we come across as fake. This outcome only serves to make the prospect – and ourselves – uncomfortable. On the other hand, if you show each person the genuine you, not only will you be more comfortable, but also the client will notice your sincerity and relax.

Instead of going on the sales warpath, reveal your own personality. Show honesty, be sincere, and exude the intangibles and listening qualities that people notice unconsciously. These subtle cues will get them on your side without them even noticing.

Don't try to sell. Instead, try to solve a problem

The third ingredient to being sincere is always to talk less than your prospect. As a general guideline, they should talk 2/3, and you, 1/3.

The best way to approach this point is to ask open-ended questions. These questions lead to people opening up rather than just saying “Yes,” or “No.” I would routinely have prospects launching into a 10-minute discussion about their personal lives or their children. Whatever they say and wherever the conversation goes, the fact that they want to talk about it means that it's on their mind, so you should LISTEN!

The less you talk about fitness, the more you are getting to know the real person sitting in front of you. When you truly know that person, it is easy to sincerely cater to them! In addition, the more they talk, and the more you can converse without the overt pretense of selling hanging over you like a thunderhead, the more relaxed the prospect will be and the more value you are building in the program. Indeed, they won't just be getting a personal trainer; they will be getting a relationship.

Over Deliver

Sincerely building value is going to get the client, but consistently delivering that value is going to keep the client. Every day, fitness entrepreneurs are looking for ways to grow their business. Typically, they look towards external growth. While understandable, this behavior is misguided and potentially damaging to the business.

Instead, the easiest and often most effective way to grow your business is to look internally and maximize the value of each client. After all, they're the ones already paying for your service; don't they deserve more than the newbie?

How often does your client receive an encouraging, thankful, or congratulatory email from you? Knowing your clients, how many need a reminder that they are doing well? Can you guess how many clients are on the verge of quitting because you just train them?

While you may not know the answer, I would look at this issue first, especially if your retention is low. If you could save 5 members a month from quitting, that is essentially equal to having 5 new members a month.

A simple fix to not delivering enough value would be to send out a personal email every month to each client, thanking them for their patronage and asking for referrals. Another idea is to hold client appreciation barbecues every 1-3 months. Don't underestimate the power of a kind word or an email of praise to your clients, considering they are the ones feeding your family.

Though you might have a great idea on how to show clients you care, the best solution is one that can become an easy-to-execute system. If it becomes too much of a burden on your end, you might resent client appreciation techniques. Also, if you implemented a system like birthday gifts for clients and one client did not get a gift, you might be doing more harm than good. First create a simple and relatively reliable system, and then improve the system over time.

We all want our businesses to grow. The simplest way to do that is to improve your sales system and deliver more value to clients. Instead looking externally for new clients, first ensure that each current member is getting the best service they've ever received and is getting more value than they are paying for.

If you deliver the sincerity that the modern lifestyle lacks, your clients will be the ones bringing new prospects to your business. They will be the ones sharing their results with co-workers, family members, and anyone else that will listen to them. If you do it right, they essentially become human billboards. To me, this is the best type of advertising.

And guess what? It's free.

Grow from within, and watch your business explode!

8 Tips for More Personal Training Profits

In 2011, Holly, Alex, and I were invited to Key West with the Prograde team for a short vacation. Prograde took some of their top affiliates, including Holly, as a reward for helping to grow the business over 200% in 2010.

It was a great trip with many successful entrepreneurs, and I was exposed to a wealth of information that by themselves can bolster your personal training profits.

So this chapter is a little different. Instead of highlighting an important aspect of selling or presenting a new way to think about sales, I want to share some ways to maximize your business and your profits, which these successful entrepreneurs clearly had in common.

Even if you don't see the relevance to sales, is it a bad thing to increase the value of your time?

I didn't think so.

So here are a few things that I took away from that trip that will certainly help you grow your personal training business.

Tip #1 – Recognition and rewards are great motivators. I'm sure that the successes each entrepreneur on that trip had would have allowed each of them to foot the bill themselves. Nevertheless, they all were there because they liked being rewarded for the effort they put in to promote Prograde. Sure, they also liked the reward because it was truly a great trip and the opportunity to hang out with other successful people is too good to pass up, but rewards themselves are powerful motivators. It doesn't have to be as enticing as this, but it should be desirable.

Tip #2 – Successful people are always growing. Thinking back to the trip, every attendee that I visited with was working on new projects or strategies to build their businesses. New products. New marketing strategies. New businesses all together. Success is never stagnant. This is one of the things I love about Prograde, and it's a principle we at FCG try to embody very much.

Tip #3 – They're always improving what they already do. The top achievers are never satisfied. They are tracking what they do and testing ways to make it better. It was really enlightening to hear some of the things guys that already make 7 figures or more do to improve things like email click-through rates. They definitely sweat the details, and so should you.

Tip #4 – Business should be fun. I can remember an email thread between Nick Berry and I where he asked if there was anything that I didn't enjoy about what I do for our businesses. My answer? Nothing. We've worked diligently to build our roles around our strengths and passions and found other people to complement those. I saw much of the same in Key West. These guys are competitive with themselves – and probably a little with each other. They enjoy the heck out of what they do even though they work hard. Harder than you'd probably think. But if you enjoy it, it doesn't seem much like work – at least that's my experience.

Tip #5 – You have to sell people what they want and give them what they need. People are pretty predictable in what they'll buy. Watch infomercials about fitness or fat loss. They want results fast. They buy based on emotion. Testimonials are more powerful than almost anything else you can share. You have to meet people where they are, and once you have them, you can educate them on what they really need.

Tip #6 – You can't be afraid to reinvent yourself. There were a couple people I talked with that have totally transformed their business model to better serve the market, to better position themselves against the competition, or to better apply what they've learned along the way to take advantage of a new or different opportunity. Just think about Domino's Pizza as an example – they've built their entire business on fast, inexpensive pizza until recently. Now they've made a new commitment to delivering a higher quality pizza and have spent a lot of time and money trying to reposition themselves as a higher quality provider. So far, the results have been good with sales up 12% in 2011. By the way, I think there's a pretty good lesson there for personal training businesses and bootcamp owners.

Tip #7 – There's power in creating a community. One of the things Prograde has done extraordinarily well is building strong relationships with the people that sell their products. I think this is one of their biggest strengths and a key factor in their rapid growth.

Tip #8 – Nothing beats being around a group of like-minded, motivated, fellow entrepreneurs. Motivation from your peers goes a long way to making you get after it. Not only that, but having others like you around to bounce ideas off of is instrumental to growing your business, especially once you've reached the middle stages. That's why our Mastermind groups are so powerful – when you see a new problem, another might see an old solution. Learn from others and feed off their fire, all while adding your own to the mix. This culture and attitude is severely underrated.

Every one of these things is highly applicable to what you do. They're traits or approaches that have helped the folks on the trip achieve a lot of success, and they'll help you, too.

Don't Miss Out on Your Special Opportunity for Kindle Readers of *Personal Training Sales: The Ultimate System for Selling Fitness...*

The Most Valuable FREE Gift... Ever!!!

\$597.89 Worth of "PURE" Fitness Business Building Information – Yours, Absolutely FREE... just as a thank-you for investing in *Personal Training Sales: The Ultimate System for Selling Fitness!!!*

Access your Collection of Marketing, Sales, and Profit-Producing Information & Resources at:

www.fitbusinessinsider.com/kindle

Growing the Back End to Increase Sales

Here's something for you to think about with your personal training sales.

The Front End: the amount of money someone spends with you on their first transaction.

Back End: the amount of money they spend with you over their lifetime as a client.

Which is larger? The back end.

But which does the typical fitness professional focus most of their efforts on? The front end. Big mistake.

If you want to build your business to that \$20,000 or more per month level, there must be a focus on building the back end.

As you know by now from reading this blog, there are only three ways you can possibly grow your business.

1. More Clients – You get more clients.
2. More Often – You get them to see you more frequently or for a longer period of time.
3. More Money – You get them to spend more each month with you.

That's really it.

Now, out of those three, where do you think 90% of fitness pros spend their time?

More clients.

Most fitness pros just touch on #2 a little and almost completely ignore #3 – to their detriment, might I add.

If you're a brand new business, by necessity you need to focus on getting clients. But if you already have an established client base, I encourage you to consider shifting an increasing portion of your time and energy to getting them to come back More Often and spend More Money.

One of the first things you want to look at doing is to take care of the people already on your list. Before you go to find new clients and use personal training sales techniques, let's think about how you can start generating more from your own list.

Here are some ideas for getting started.

1. With your current clients, start including an offer in every newsletter you send out: Prograde, Personal Trainer Foods, Nutrition Coaching, upgrades to their own program, etc. If you are sending out newsletters every 2 weeks, that's 26 opportunities to soft sell to your list.
2. Make sure that your clients get special deals. It may be a discount or a special bonus, or it might be that they get first pick on an offer you're about to release to the public. You might

invite them to private “client only events” or to be part of a pilot group for a new program. Make them feel special, and they’ll spend more.

3. Find ways to get more from Deal of the Day leads. We had a really successful fitness pro disappointed that he “only” got 175 buyers on a recent Groupon promo. (I’d have killed for 175 leads in a month at any time – Groupon spoils us.)

Instead of wondering how to get more than 175 leads, maybe the better question is how to get more than the initial \$29 from those trial clients. Maybe he closes 20% and gets 35 new long-term clients. That leaves 140 left to sell to in some way. Is there a \$99 fitness-coaching program that he can sell to half of them? If so, that’s an additional \$7000 and more opportunity to build value in his expertise and make them more offers.

4. If you have a list of your former clients, reactivate them. Run your own in house Groupon-style deal and offer \$29 for a month to all former clients, except you get to keep all the money. If you spend \$100 to send postcards to your former clients, there is zero chance you won’t more than make your investment back.

5. Make point-of sale offers. Offer something like an upgrade, Meal Movement, or Prograde at the point of sale, and you’ll get at least 20% of your new clients to spend more money. Plus, you’ll introduce them to your position as their one-stop fitness solution.

6. Get clients to commit for longer terms. Someone committing to 12 months at \$200 per month is worth a guaranteed \$2400, which is drastically different from someone only on a month-to-month membership at that same \$200. Plus, this will allow you to accomplish some goals you’ve set with your clients.

7. Create workshops that will better educate your clients on things you can’t cover in detail during typical sessions. Or, such as with kettlebells, hold workshops that are prerequisites for using those things during class. A percentage of you clients will always want more and are willing to pay for it.

8. Develop an accountability group, which is basically a Mastermind Group for your top clients. Offer more access to you and some content that is beyond what you typically cover in their training sessions, and you’ll easily fill up a group.

9. Create personal training sales bundles. Bundles your training with stuff like Meal Movement and Prograde, and offer a complete fat loss system.

10. Continually offer things that are complementary to your core programs to your current clients. Anything that will help them reach their goals faster and more easily are great additions that your clients will buy.

11. Communicate outside of sessions frequently. The stronger your relationships are with your clients, the more likely they will be to invest in the new things you offer.

Generating more personal training sales isn't all about getting more leads. Once someone has already become part of your business family, they're predisposed to leaning on you for more of their health and fitness needs. It's just up to you to make the offer.

The Truth About Personal Training Sales

Sometimes becoming better at personal training sales is not about the presentation. Sometimes it's not about the offer. Sometimes it's about you.

When I first left coaching and took over running a personal training department, I didn't instantly start closing deals at a high rate.

Actually, I was pretty pathetic at closing and only generated any sales at all by being willing to get in front of more people than anyone else did.

I remember that during my first pay period, my closing percentage was 12%. Yep, 12%.

And honestly, it was just a mental thing with me, coming from my own personal hang-ups about money. I'd never made more than \$30,000 in a year and the thought of someone investing \$300 or \$400 a month on personal training seemed pretty extreme to me.

I tried to sell in spite of this hang up, but I'm sure that it showed in the way that I presented our programs and in my lack of confidence.

But after reading a couple sales books and going back through *Think and Grow Rich*, it finally hit me: Selling should be easy. **You're just helping people get what they want.** I was getting caught up on dollars, but I'd spent the previous 7 years convincing parents to spend tens of thousands of dollars to come play baseball under my guidance at a school they'd never even heard of before I started recruiting them.

If people really want something, they'll find a way to make it happen.

As soon as I got that through my head, personal training sales became easy. I instantly went from a 12% closer to a 60-70% closer. Once I lost the head trash, I was able to sell to anyone. In fact, though I wouldn't recommend them as your target market, I've sold training to people that were unemployed, cashiers at McDonald's and any number of other people that I'd have never guessed could or would be willing to invest in training.

But if people want something bad enough, they'll often find a way. So don't let your hang ups about money prevent them from getting what they want.

Once you've gotten out of your own way when it comes to personal training sales, here are a few other tips that will help you sell more.

Have the Right Attitude. The first thing that you can do to separate yourself from the average fitness professional is to control your attitude. The attitude you project, both verbal and non-verbal, is a direct result of your beliefs and perceptions about your profession. If you think of yourself as a Fitness Professional instead of just a trainer, this will have a huge impact on the attitude you project.

Another element of attitude is how you perceive your prospective clients. Because you earn your income from the fees a client pays, over time you may stop thinking of prospects as human beings with needs and wants and start seeing them in terms of how many dollars their purchase will net for you.

Care About Your Prospects' Goals. Remember, if someone takes the time to come in to an introductory session or do a trial at your bootcamp, they probably have at least some interest in buying.

Learning about what motivates them – what their goals are – provides the foundation for personal training sales success.

So in general, what motivates human behavior is actually quite basic: the desire to gain pleasure or avoid pain. As you go through the sales process, remember that you are not selling a workout; you are selling a better quality of life, a way to feel better. Seek to understand what changes in the prospect's life would allow them to feel better, and show them how your offerings can help them accomplish this.

In other words, provide solutions.

Listen. If you want to be successful at personal training sales, talk half as much as you listen. This is because if you say it, they can doubt it, but if they say it, it is true. An effective salesperson doesn't tell people things; they ask questions. You need to develop a comfortable questioning style that allows you to maintain control while the prospective client makes the decision.

Use Open-Ended Questions. Open-ended questions get a prospect to open up and share their needs. Stack open-ended questions together to really gain a clear understanding of how you can help someone. Instead of settling for asking someone what their goals are and then how much weight they'd like to lose – go a step further and ask “Ms. Jones, tell me how weighing 30 lbs. more than you want to is affecting you.”

Once you asked the right questions and know the prospect's needs, selling simply becomes matching the right solution you provide to their needs.

Know Your Numbers. One of the biggest mistakes that I see fitness professionals make is paying little, if any, attention to their closing percentage. They work hard on getting their website up and running. They send out postcards and hold seminars, all in the hopes of generating leads. But the real name of the game is turning those leads into high-paying clients.

Do you know what percentage of prospects you convert into clients?

Don't guess.

Do you know the exact number?

If you don't, start tracking that TODAY! Only then can you test other approaches in your quest to close more prospects and know if the changes you made are paying off.

Define Your Uniqueness. Why choose you over the big box gym, P90X, or some (other) infomercial product? What sets you apart? If you think it's results, then judging by the ads I see and hear, you're not unique. What about the results you get? How do you attain the results? Take it one step further, and make sure your prospective clients know and understand it.

Have Social Proof. Consider a "Wall of Fame." Showcase your successful clients, and tell their stories. Use many testimonials in different media (video, pictures, written stories/quotations). People always want to be reassured by their peers that something works. If you can get plenty of people from different demographics, which you can use for different prospects, you will be much better off.

Use a script. Once you find the best way to sell your service, why change it? You don't necessarily have to say the same thing word for word – prospects are all different. But have a scripted format that you follow with a logical sequence of questions that get the prospect talking.

Shut Up. Let the prospect do 75% of the talking. Ask lots of open-ended questions and let the prospect reveal their "pain" to you.

Sell on Value, Not Price. People want a good deal and to be treated fairly, but they don't mind paying for results. If you're the cheapest alternative, raise your prices, or look in the mirror and ask why you aren't worth more. Once you recognize the value you deliver, raise your prices.

Become an Expert. You don't get many objections if you're perceived as the pre-eminent expert in your niche, regardless of your rates. You can position yourself as an expert by doing more public speaking, writing more articles, releasing a book (even if it's self published) or a DVD, and doing more publicity work.

Dominate a Niche. Targeting a specific market pre-sells those people because you're now their specialist and every generalist in your area has to justify how they can serve the prospect as well as you can. Of course, they can't, so you're the obvious choice.

Focus on Referrals. Referrals are pre-sold on what you have to offer and usually provide little, if any, sales resistance.

Sell More to Your Existing Clients. I think these chapters have gone over this plenty already. Still, it's worth reiterating. If someone has already said yes once, they are far more likely to say yes again, provided you haven't given them a reason to do otherwise.

Personal training sales really shouldn't be something you dislike. It should actually be something you enjoy because it allows you to help more people, and it allows you to grow your business. Change your mindset, and your reservations will melt away, allowing you to enjoy more sales and business success than ever.

The Call to Action

Everyone wants the magic bullet, the get-rich-quick solution, the easy path to success. If you know me, then you know that I don't believe in that. Getting to the top takes hard work – and a lot of it.

But working hard doesn't mean that you can't work smart. And working smart often means simply doing what works.

With a personal training business, there are a huge number of ways to get to the top. But we must ask ourselves, "If Path B gets me there faster and easier than Path A, why am I taking Path A?"

Simplicity is overlooked and underrated. Period.

How can we be simple in sales while still being effective? How can we get people to do what we want them to do?

It's easy. But you can't overlook the value of simplicity.

Just tell them what you want them to do. You'll be surprised at how often people will comply without protest.

It boils down to basic human psychology. You're the expert in health and fitness, and your potential client wants to use your expertise to get better in some way.

He or she wants your opinion on what should be done. People that feel they aren't experts want the experts to tell them what to do.

How long of a commitment to make. How many days a week to train to meet their goals. What kind of supplements and nutritional support to buy.

Definitively answer those questions for them, and you'll increase your sales immediately.

Always have a call to action, and always be guiding clients and prospects toward a solution.

Often, it's as simple as making them an offer they can't refuse. Build enough value in a product or service, and it will sell itself.

Free offers are especially powerful. People love the word "free." I know people that will wait in line 2 hours for a free t-shirt.

Give them what they want, and they will give you what you want.

Let's examine the call to action in your personal training business. What you are asking clients or prospects to do? When you are asking them to do it?

In person, you must be the expert. You are the one with the knowledge and experience, and the client or prospect is leaning on you for advice. Tell them what they need to be successful. Relate everything back to their goals, and let them know what *you* recommend to get them there quickest.

As for timing, we can learn something from other businesses out there. Infomercials, in particular, are notorious for their “CALL NOW!!!” mentality.

Will this work for you?

Two keys to selling are creating scarcity and imposing deadlines. A rare item is always more valuable than a common one. At the same time, people feel pressured to act when the clock is ticking.

While this “CALL NOW!!!” mentality works especially well for back-end offers, upsells, and supplements, it also works wonders in selling memberships and generating leads. Here’s a simple way to take advantage of this psychology online:

- 1) Set up a one-page website designed to do nothing more than get people to download a no-cost e-book or special report in exchange for their name and email address.
- 2) Change the call to action on everything from your emails and newsletters to your articles and posts on discussion forums telling prospects to go to the web page RIGHT NOW to download the e-book or report.

Those two steps could generate dozens of leads *consistently*, as long as you keep including a strong and immediate call to action.

The bottom line is that a powerful call to action is worth its weight in gold. Further, it’s valuable in selling anything and everything, from memberships to supplements. And lastly, a direct call to action can improve your marketing tremendously.

Here’s the call to action for this chapter: Include a powerful call to action in your sales and marketing efforts.

Don’t Miss Out on Your Special Opportunity for Kindle Readers of *Personal Training Sales: The Ultimate System for Selling Fitness...*

The Most Valuable FREE Gift... Ever!!!

\$597.89 Worth of “PURE” Fitness Business Building Information – Yours, Absolutely FREE... just as a thank-you for investing in *Personal Training Sales: The Ultimate System for Selling Fitness!!!*

Access your Collection of Marketing, Sales, and Profit-Producing Information & Resources at:

www.fitbusinessinsider.com/kindle

Using Autoship Nutritional Supplements Successfully

Perhaps the easiest add-on that I've come across to increase your personal training profits are the Autoship Nutritional Supplements.

Maybe you can't find the time or space to deliver extra programs or workshops.

Maybe you don't enjoy teaching Weight Management classes and don't want to hire someone else to run the program.

Perhaps you just don't want to run those or other back end programs.

Whatever works for you. It's really no problem. There still is an easy option to add another revenue stream to your business.

Start offering autoship supplements.

This is one of the easiest back end profit centers out there. It doesn't require a significant investment of time or money.

It doesn't require any inventory, though you can keep a few products on hand for sampling or display if you want.

In fact, unless you philosophically have a problem with offering supplements, this is a no-brainer.

Your clients are buying things like meal replacements, multi-vitamins, and fish oil somewhere. Do you want them leaning on you for advice (and spending their money with you), or trusting the 19-year-old guy down at GNC?

Now, I will get something out of the way now before I go any farther: I strongly endorse Prograde Nutrition and their autoship program.

I'm biased since Nick and I have worked with Prograde from their inception and believe in the products and how they treat the trainers that work with them. While I'm sure there are other autoship solutions that you could use, the only one I can vouch for is Prograde.

With that, I will move on and tell you how you can immediately integrate autoship supplements to increase your personal training profits.

Step 1: Decide What You're Going to Offer and Enroll in a Program – First off, you need to determine what you're interested in offering your clients. For us, we initially focused on what we considered the basics:

- Multi-Vitamin
- Meal Replacement
- Fish Oil
- Post-Workout Recovery Drink

While there are obviously any number of other options, we felt that by streamlining things it would be easier to educate not only our clients, but also educate our staff.

Decide what you want to offer, and then enroll in the program so you can start selling products to your clients and receiving a commission for those sales. If you want to enroll in Prograde's autoship program at no charge, you can do that at: www.NutritionMoneyMachine.com

Step 2: Decide How You Will Promote the Products – We set up a few different systems to promote products to our clients. We had structured offers at:

- The Initial Point-of-Sale
- Our Initial Trainer/Client Meeting
- Periodic Assessments
- Special Events

At the point-of-sale, we might offer them a coupon for 15% off their first order.

During our initial Trainer/Client Meeting, we would educate the client on what they might do to accelerate their progress and support what they were doing during their training.

In our periodic assessment we used simple scripts like this:

“Ms. Jones, you seem frustrated with your rate of progress.

We both know that when you're training with me, you're working hard, you're getting stronger, and you're steadily improving.

What that tells me is that it's what you're doing outside the gym/camp that seems to be holding you back. I know that you've told me that you seem to struggle with eating a supportive breakfast, so what I suggest is that you start having a meal replacement shake each morning as your breakfast.

This will ensure that your breakfast isn't sabotaging all your hard work and preventing you from getting the results you want. How's that sound?”

But what if your client is getting great results? No problem...they'll be even more open to your suggestions for continuing or even accelerating their progress.

Step 3: Executing the Plan Every Time – This is the one that most people miss. So many trainers say that they're going to make back end sales to their clients – but most never do.

You have to build these processes into your business. If you can build a warm up into your training sessions, you can build a simple sales script into a meeting or assessment.

Step 4: Making It Part of the Culture – For our Wall of Fame and Testimonial books, we not only posted the successes of the client (Ms. Jones lost 27 lbs and dropped 2 dress sizes), but we also shared how frequently they were meeting with their trainer or what program they were in, and we shared what supplements they were using.

You can make this the expectation in a few ways. First, you can highlight your client or camper of the week/month and have a permanent section where you share their membership program, supplementation, and any “extras” they attend or purchase. Secondly, you can provide weekly/monthly recipes for smoothies using the meal replacement you recommend, either as handouts or in a newsletter. Make sure you have links to your store in every newsletter, on your website, and anywhere else you share online information.

Final Thoughts for Maximizing Personal Training Profits

Here are a couple tips that will help you enjoy success offering autoship supplements:

- Make it easy to buy. Keep your laptop around so you can help the client make their initial order, or, if you can't do that, keep initial order forms handy and process the initial order for your clients.
- Educate your clients. Provide them with articles, offer good content in newsletters, and educate them on the benefits of everything you do or endorse.
- Practice what you preach. It's much easier to endorse something you believe in enough to use yourself.
- Only sell what you really believe in. I'd never tell you to sell something that you're not 100% behind, so do your homework and pick the products you truly believe will help your clients.
- Promote outside your client base. Try to build your network and your newsletter list. Someone who is not a current client could still be a customer for products. Supplements are much less of a financial, time, and sweat investment than training, so they are a great way to get prospects to do some business with you.

So what can you expect from autoship supplement sales? Hard to tell. Prograde offers 30% commission on products sold, so if you sell \$1000 in products, you'll make \$300.

I know guys like Tyler English are already netting over a thousand a month, and that number is steadily climbing. If you've got a decent number of campers or clients, \$500, \$1000, or even \$1500 per month is not unrealistic if you're systematically introducing the nutritional supplements to your clients.

Not bad for a minimal investment of time and money.

Like I mentioned previously, we endorse Prograde's autoship program, so if you want to enroll at no charge, you can do so at: <http://www.NutritionMoneyMachine.com>

The Easiest Profit Center to Add On to Any Personal Training Business

Everyone wants multiple streams of income. The good news is that adding on revenue streams to your business is easier than you think. If you have a handful of clients or a few people in your database, you can add another revenue stream to your business almost right away.

If you've read the previous chapter on Autoship Nutritional Supplements, you've already seen one great profit center that requires almost no initial time or financial investment.

Here's another great one that might work even better for your own business. Instead of just telling you what that additional profit center is, I'm going to show you step-by-step how to implement it in your business.

The Weight Management Program – As a fitness professional, you're well versed in the role nutrition plays in client success, so a weight management program is a natural fit. We began running weight management programs in our own business about 4 months after we opened, not fully knowing what to expect, and the results were incredible. The first month we sold over \$5000 worth of weight management programs, not to mention the additional sales of meal replacement and other supplements that it led to and a bonus of additional training sales.

For us, adding a weight management program easily increased our monthly revenue by 25%, and it can do the same for you. So here is your step-by-step plan:

Step 1: Decide Your Format – We started our program offering 1-on-1 sessions that were 30 minutes long where one of our coaches met with the client once a week for 10 weeks. Over time, we tested 4, 8, 10, 12, and 16 week programs, delivered both 1-on-1 and in groups. We eventually found that for us, 12-week group programs or 4-week 1-on-1 programs were best.

The 12-week group format allowed us to break the program fee up into 3 monthly payments and let us better leverage our best weight management coach (Holly). The 4-week 1-on-1 program was an alternative we could sell at a higher per-session price point to those people who couldn't make our group classes.

Step 2: Figure Out the Logistics – You need to decide where you will deliver the program, what you will include, how much you will charge, and when you will offer it.

If you have your own facility, the "where" is easy. If not, you may have to get creative. In most communities, you can get a small conference room inexpensively at a variety of places. Ask the local library, community center, and members of your personal network first.

The program could also be delivered using a service like Go To Webinar or Instant Teleseminar if you can't find a suitable space or simply choose not to.

As far as pricing, the easiest way to set the price is to match or slightly exceed what you'd charge for the same time commitment for group training or bootcamps (if you are delivering it in a group format). Or you can match your 1-on-1 training rates if you're delivering it individually.

So if you normally would charge someone \$199 for 12 sessions of bootcamp, then at minimum, you should be charging that for your weight management program. However, because it's a onetime program, you can charge more if you like. We typically charged \$297 for our programs, but we occasionally offered them for \$199 as special offers to our clients.

What you will provide is relatively simple. We used a handbook that contained all 12 lessons plus weekly homework, a few one page handouts, and weekly emails to keep the students on track. You can find and download for free the exact resources we used at www.nutritionmoneymachine.com. It really is as easy and free as it sounds.

When you will offer the program depends on a few variables:

1. Where will you be offering the classes?
2. What else are you doing?
3. What time of year is it?

My suggestion is to pick times that fall right after sessions or camps if you can. For us, some of the best time slots were:

- Monday-Thursday at 7 PM
- Any weekday at 10 AM
- Saturday morning at 10 AM

Remember, finding the perfect time isn't as important with this as it is with something like a bootcamp since it's only 1 day/week.

As far as what time of year, the season we found most challenging was the time between Thanksgiving and Christmas. During the summer, there was the occasional vacation, but a personal 15 minute call with the student to cover what they'd miss was more than enough to overcome that.

Step 3: Marketing the Program – The easiest people to market the program to are your current clients. Tell them that you're launching a new program, and you'll be limiting the first class to 12 people. Also tell them that you want to make it available first to your current clients before you open it to the public. Odds are that you'll fill up all 12 slots only presenting it to them.

If you don't fill up the program through personal offers to your current clients or if you choose to go beyond one class to start, individually contact former clients and unconverted leads.

Outside of those groups, you can market this program virtually the same way you'd market your training business. A couple of things to remember:

1. Most/all of your students will be women, so focus your marketing efforts there.

2. This type of program will allow you to reach the Weight Watchers, Jenny Craig, NutriSystems, and Curves audiences that may not necessarily be interested in your training offerings. This means that weight management programs can often be good front-end programs to get people into your training programs.

Step 4: Delivering the Program – I won't spend too much time on this since you can get all the materials and the course outline free from the website I provided you with.

1. Group sessions should last about an hour, while 1-on-1 will be less than 30 minutes.
2. Begin each session with a recap of the previous session, go over the homework from the previous session, and address any questions the students may have over the material previously covered.
3. Next, cover the lesson for the week. Deliver the content and answer questions the students have to provide clarity.
4. Finish with a homework assignment related to the material covered.

Tips for Success – Here are a few tips to make the most of the program:

- Take before and after photos of all participants. This will be your most powerful marketing tool moving forward.
- Take the following measurements every 4 weeks: percent body fat, circumference, and weight. It is important to have accountability.
- Provide at least some sort of general exercise programming for the people who aren't currently training clients, and get them involved in a free trial of what you offer.
- In addition to the lesson-related homework, have your students hold themselves accountable for a couple weekly goals like, "I will take my VGF consistently between now and next class," or, "I will drink 64 ounces of water daily between now and the next class." By saying this publicly in front of the group, they are more likely to follow through.
- Be a problem solver. If a student struggles with eating a supportive breakfast, provide a solution. If they eat out too often, provide a solution. If you give them simple solutions, you'll be amazed at the progress they can make in 12 weeks.

That's it: a simple program that you can use to add 10, 20, or even 30% to your monthly revenue. Plus, if you sell supplements, you'll see your sales go up significantly, as these people will become your best customers. And best of all, you'll find these clients have the highest lifetime value of anyone you work with because they get the best results, learn the most, and are the most connected to you.

Don't Miss Out on Your Special Opportunity for Kindle Readers of *Personal Training Sales: The Ultimate System for Selling Fitness...*

The Most Valuable FREE Gift... Ever!!!

\$597.89 Worth of “PURE” Fitness Business Building Information – Yours, Absolutely FREE...
just as a thank-you for investing in *Personal Training Sales: The Ultimate System for Selling
Fitness!!!*

Access your Collection of Marketing, Sales, and Profit-Producing Information & Resources at:

www.fitbusinessinsider.com/kindle

Epilogue

What's Next?

I've covered a lot of territory in this book, and you probably have a lot of ideas to get started. But you may also have a pretty long list of question marks like, "How do I do that?"

When Nick and I first started out, we asked that same question many times. Over the years, we have built a huge arsenal of tools, resources, experts, and vendors. All of these make it much, much easier to do what you do.

As a reader, you can see all of these at our "hub" site, Fit Business Insider. Just visit:

www.FitBusinessInsider.com

...to find a knowledge base of everything you need to take your business to the next level.

And as a Kindle reader, don't miss our fantastic gift to you: **\$597.89 worth of fitness business-building material, all for FREE**. Just head over to:

www.fitbusinessinsider.com/kindle

About the Author

Pat Rigsby is an author, consultant, and fitness entrepreneur and is the co-owner of over a dozen businesses within the fitness industry. He, along with Nick Berry, has positioned Fitness Consulting Group as the leading business development organization in the fitness industry. FCG provides resources, coaching programs, and consulting to give you everything you need to start or grow your personal training or fitness related business.

In addition to his business coaching and consulting work, Pat is also the co-owner of two of the leading fitness franchises in the world, Athletic Revolution and Fitness Revolution.

Athletic Revolution, the fastest growing youth fitness and sports performance franchise in the world, was founded in order to provide passionate youth fitness professionals with a system for developing a successful business that could provide them with a fulfilling career and a chance to have a profound impact in their communities serving the youth market. You can learn more about the Athletic Revolution opportunity by visiting:

www.MyAthleticRevolution.com

Fitness Revolution, launched in January, 2011, is already the fastest growing personal training franchise in the world. It was developed to allow the fitness industry's best trainers and coaches to have access to the systems, tools, and support necessary to reach their professional potential. You can learn more about the Fitness Revolution opportunity by going to:

www.FitnessRevolutionFranchise.com

Pat also hosts a number of conferences and webinars and writes a blog and newsletter that reach over 65,000 fitness professionals on the topics of fitness business development, fitness marketing, and other business topics. He has been seen on NBC, ABC, CBS, and in industry publications like Personal Fitness Professional, Club Industry and Club Business International. You can learn more about Pat's coaching programs and products or download his collection of free business building gifts by going to:

www.FitBusinessInsider.com