



YMCA Awards

Level 3 Business acumen for
personal trainers

2018

Level 3 Business acumen for personal trainers

Developing your marketing plan - recap

Marketing mix

- Product
- Place
- Price
- Promotion



SMART model

Clarify aims and objectives

- Specific
- Measurable
- Achievable
- Realistic
- Time-bound



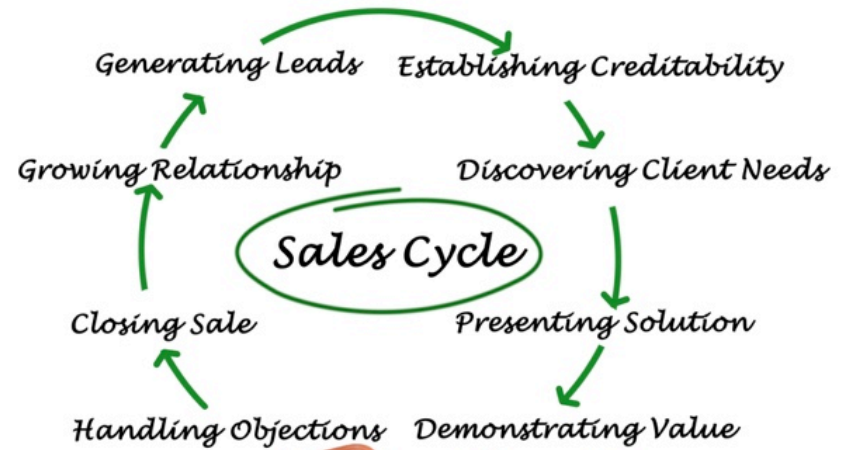
Creating a marketing campaign

- Identify target audience
- Communication channels e.g. digital, radio, newspaper
- Maintain brand image
- Give clear and consistent content and messages
- Monitor and track campaign successes

Selling services to clients

Sales cycle

- Prospecting
- Initiate contact
- Identify needs
- Present offer
- Manage objections
- Close the sale
- Referrals



Selling services to clients

Pitching to clients

- Introductions
 - Self
 - Business
 - Product/service



Selling services to clients

Pitching to clients

- Ability to solve client problems
- How product/service will solve problems
- How product/service will add value

Selling services to clients

- Make promises
 - Under promise
 - Over deliver
- Offer evidence
 - Examples
 - Successes



