



YMCA Awards

Level 3 Business acumen for
personal trainers

2018

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The sales cycle

Prospecting

- New - potential clients who have not previously used your personal training services
- Old - potential clients who are no longer actively engaged with a Personal Trainer
- Existing - promoting additional products and/or services to clients already engaged with a personal trainer

Setting appointments

- Researching prospect organisation and/or individuals
- Initiating contact with key decision-makers
- Date
- Time
- Location

Qualifying

- Identifying products and/or services which suit needs of the prospect
- Confirming that prospect is able and willing to buy

Presenting

- Background including personal training successes
- What you can do
- Evidence of credibility including success stories
- Sell the results rather than the package

Handling objections

- Type of objection – real or stalling tactic
- Reasons for objections – need, urgency, trust, money

Closing

Identifying buying signals

- Questions
- Behaviours
- Body language



Types of close

- Alternative close
- Assumptive close
- Best-time close
- Compliment close
- Conditional close
- Daily cost close
- Emotion close
- Ownership close
- Quality close
- Similarity close
- Valued customer close



Closing

Negotiation strategies

- Problem solving
- Contending
- Yielding
- Compromising
- Inaction



Closing

Negotiation outcomes

- Defeat
- Collaborate
- Accommodate
- Withdraw



Asking for referrals (when appropriate)

- Personal recommendations
- Leaving business information, e.g. business card, flyer, poster

Portraying your beliefs – why you want to be a personal trainer

- Make a positive difference to others
- Face and overcome challenges and diversity
- Love health and fitness
- Build relationships and career
- Accountability

Portraying your beliefs to the client

- Helps identify opportunities
- Helps find solutions to resolve problems
- Prompts actions and persistence
- Makes others more responsive
- Counteracts negativity

Needs and expectations of PT services for different demographics

- Need – A problem a potential client is looking to solve by purchasing personal training services
- Expectation – the perceived value a client seeks from the purchase of personal training services

Needs and expectations of PT services for different demographics

- Age – physical limitations, low-impact activities, concessions
- Religion – female-only sessions/training spaces, specific clothing requirements
- Gender – female-only sessions, gender-appropriate training activities
- Family size – multiple members, family membership, differing client needs (children, adults)
- Income – ability to pay
- Education level – understanding technical language

Understanding different client needs

- Weight loss
- Increase physical activity
- Improve muscle strength



Understanding different client expectations

- Carry out pre-training fitness assessments
- Develop a progressive training plan
- Be motivated to achieve fitness goals



Why identify a client needs and expectations?

- Tailor training services which provide opportunity for clients to achieve health and fitness objectives
- Increased client motivation and retention
- Increased sales as clients feel more comfortable doing business with you
- More referrals from satisfied clients who bring in additional business by word of mouth
- Gain information about service levels are expected to keep clients happy and achieve client satisfaction
- Personal Trainers can focus on fulfilling customers' expectations or provide opportunity to exceed expectations
- Assists with the resolution of complaints providing the ability to quickly fix the problems and retain the business

Questions clients may ask:

- Your qualifications, experience and successes as a PT
- The cost of your personal training services
- Potential results
- Type of programme needed to achieve desired results
- Speed of results
- Frequency of training
- Nutrition

The questions clients ask are important

- Gain full understanding of personal training services purchased
- Accurate match personal training services to needs and expectations of customers
- Peace of mind
- Clarify any uncertainties
- Resolve any objections

Client buying signals

Questions

- Specific details about personal training services
- Availability of appointment dates
- Contracts
- Pricing and payment methods
- Requesting information to be repeated
- Next steps

Client buying signals

Behaviours

- Expressing opinions
- Displaying excitement
- Touching
- Talking faster to get ownership sooner
- Reading information signs and leaflets

Client buying signals

Body language

- Looking around for help
- Smiling
- Nodding
- Leaning forward
- Dilated pupils

Negotiation strategies

- Problem solving – both parties entering into long term agreements
- Contending – persuade others to concede to your outcome
- Yielding – conceding a point that is more important to the other party
- Compromising – outcome is satisfactory for each party
- Inaction – factoring in more time to think about the proposal or gather more information

Planning negotiation

- What you want from the negotiation
- How you will control negotiations
- Any concessions which can be made such as reductions for off-peak use and group discounts
- Pricing
- Issues which may affect contracting e.g. age or existing health issues
- Building relationships

Benefits of negotiation

- Assisting the negotiator reach an understanding
- Resolve points of difference
- Gain advantage or craft outcomes that satisfy interests of Personal Trainer and/or fitness organisation

Recognising when a prospective client is ready to close a sale

Verbal signs

- Questions
- Expressions of interest
- Commitment to buy

Non-verbal signs

- Body language
- Behaviours

Agreeing terms and conditions

Methods of agreeing terms

- Face to face – verbal terms
- Written – contract of services
- Digital (distance selling)

Agreeing terms and conditions

- Parties of the contract (seller and buyer)
- Contract date and duration
- Definitions and key terms used in the contract
- Services being provided including training objectives
- Payment amount, payment date and payment method
- Lateness policy
- Cancellation policy including notice periods and conditions of cancellation
- Health, safety and security arrangements
- Level of commitment required

Documents that need to be completed

- Leads
- Enquiries
- Consultation and screening
- Informed consent declaration
- Client contract
- Fitness record
- Referrals

Importance of relevant documents

- Tracking clients
- Following up on leads
- Legally protect the interest of personal trainer and client in the event of dispute

