



YMCA Awards

Level 3 Business acumen for
personal trainers

2018

Level 3 Business acumen for personal trainers

**Communicating the benefits of PT
to clients**

Learning outcomes

By the end of this session you will be able to:

- Understand different communication techniques and how to use them, to include verbal, non-verbal and written
- Explain the advantages and disadvantages of different promotional activities/ways of communicating, to include use of social media, press release, flyers/poster, digital marketing, competitions, cold-calling, referrals

Learning outcomes

By the end of this session you will be able to:

- Explain how to choose appropriate promotional activities to both attract and retain clients
- Create a brand image in the marketplace that clearly identifies the business

Verbal communication techniques for marketing

- Face-to-face
- Telephone
- Video, e.g. Skype

Including speech communication (para-communication) such as pitch and tone

Marketing methods

- Business cards
- Email marketing
- Flyers/posters
- Marketing platforms
- Media
- Social media
- Trade fair/exhibitions
- Webinars/blogs
- Websites/search engine optimisation
- Word of mouth/referral incentives



Non-verbal communication techniques for marketing

- Touch (haptics)
- Emotions
- Psychological changes e.g. sweating, blinking
- Body language
- Smiling – reassurance, friendly rapport
- Hand gestures – reinforcing message
- Facial expressions – happy, concerned, empathy
- Posture – positive, welcoming, healthy, safe
- Nodding – positive reinforcement, agreement

Written communication techniques for marketing

- Emails
- SMS message
- Social media posts
- Instant messaging
- Posters
- Letters

Promotional activities - Social media

Advantages	Disadvantages
<ul style="list-style-type: none">• Wide reaching communication• Create groups• Market personal training services	<ul style="list-style-type: none">• Privacy and confidentiality of information• No filter for information posted or opinions of others• A poor digital image can affect a PT business, friendships and relationships

Promotional activities - Press release

Advantages	Disadvantages
<ul style="list-style-type: none">• Communicates importance• Communicates through main news channels such as television, radio, newspaper and social media networks at the same time	<ul style="list-style-type: none">• Costly• Communicates to press who choose to attend• Depends on other events taking place at the same time

Promotional activities – Flyers and posters

Advantages	Disadvantages
<ul style="list-style-type: none">• Visual imagery to attract attention• Can be any size• Markets the brand	<ul style="list-style-type: none">• Cost to produce and display• Creative ability of personal trainer

Promotional activities – Digital marketing

Advantages	Disadvantages
<ul style="list-style-type: none">• Instantaneous once published• Numerous digital marketing channels• Can include audio visuals, not just text and images	<ul style="list-style-type: none">• Accessibility to those less technologically savvy such as elderly or those with visual impairments or disabilities• Can be expensive to produce

Promotional activities – Competitions

Advantages	Disadvantages
<ul style="list-style-type: none">• Ignites excitement and belief of winning• Gets potential prospects talking• Provides contact details of potential prospects	<ul style="list-style-type: none">• For every winner there are always losers which may have negative affect• Reaches only those who like entering competitions

Promotional activities – Cold calling

Advantages	Disadvantages
<ul style="list-style-type: none">• Not geographically limited• Volume sales in a short period of time	<ul style="list-style-type: none">• Irritates customers• Causes anxiety for vulnerable groups• Customer may be on the register to prevent cold-calling• Easy to object unsolicited sales attempts• Can be illegal or unethical

Promotional activities – Referrals

Advantages	Disadvantages
<ul style="list-style-type: none">• Saves time• Effort and money• Attracts clients familiar with the service• Reaches more people• Easier to present to and close the sale	<ul style="list-style-type: none">• Awareness of negative points• May require incentives which can be costly• Can become overly competitive amongst personal trainers

Promotional activities for attracting clients

- Introductory offers and discounts
- Free gifts
- Free trials



Promotional activities for retaining clients

- Loyalty rewards
- Complimentary services

- Discounted additional products and/or
 - Sports therapy



Creating a brand definition

- Identifies the business and its values
- Helps customers recognise the business over others
- Reflects customer service standards
- Creates brand loyalty

