



YMCA Awards

Level 3 Business acumen for
personal trainers

2018

Level 3 Business acumen for personal trainers

Planning, marketing and selling your PT services

Learning outcomes

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

- Gather, analyse and interpret market research to identify a viable health and fitness product or service using relevant methods, tools and techniques (including PESTLE analysis)
- Identify competitors and analyse their strengths and weaknesses in comparison to own (using SWOT analysis)
- Identify the types of client who might be interested in the services and the benefits promoted

Learning outcomes

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

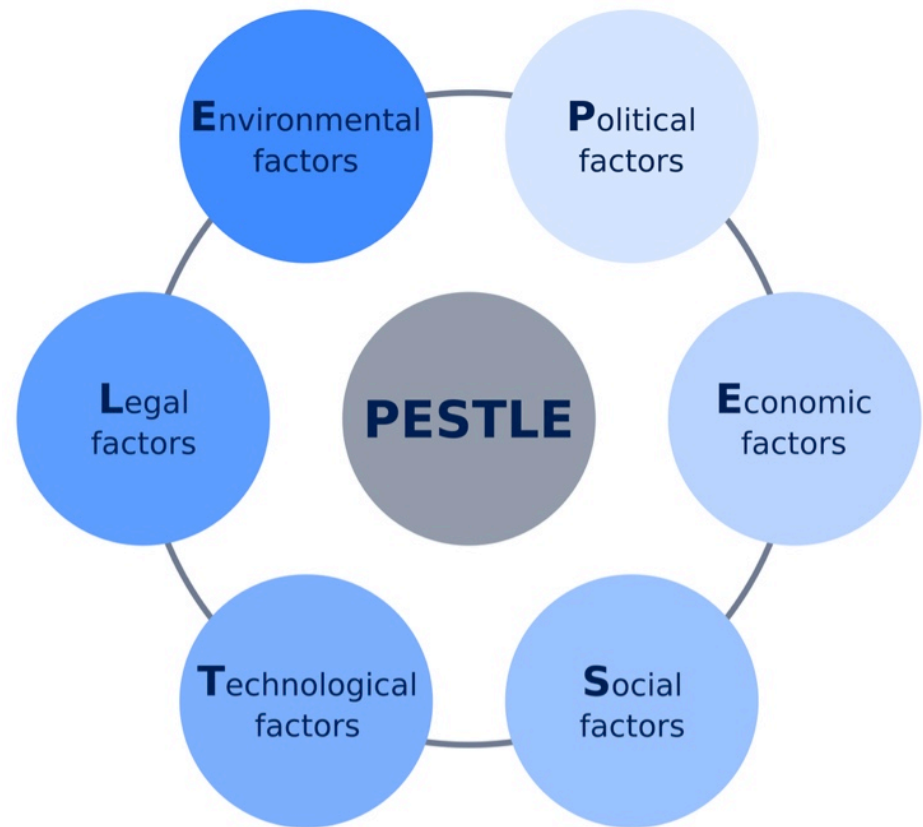
- Develop a marketing plan for the proposed business using the SMART model
- Create an effective marketing campaign to promote the business and its products/services

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**Gather, analyse and interpret your
market research**

PESTLE analysis

- Political
- Economical
- Social
- Technological
- Legal
- Environmental



Market research

- Qualitative
- Quantitative
- Primary
- Secondary
- Biased and unbiased
- Sampling



Market research

Qualitative

- Opinions, feedback and comments
- Subjective and exploratory in nature
- Questions tend to be open
- Encourages broad, discussion-based comments and answers

Market research

Quantitative data

- Measurable, numeric information
- More objective and quantifiable than qualitative
- Methods include questionnaires and surveys

Market research

Methods of collecting data

- Focus groups
- One-to-one interviews
- Observations
- Questionnaires
- Surveys



Analysis techniques

Descriptive statistics

- Mathematical calculations
 - Average
 - Percentage
 - Range



Analysis techniques

Descriptive statistics

- Use of visual elements
 - Charts
 - Graphs
 - Maps

Patterns and trends in feedback



Manual analysis tools

- Entering data into software
- Using software functions to analyse and interpret data
 - Spreadsheets
 - Customer Relationship Management (CRM) systems

Automated analysis tools

- Web-based data analysis tools
 - Reviews
 - Comments
 - Product ratings



