



**BUSINESS SKILLS**  
**FOR**  
**FITNESS PROFESSIONALS**

**ADAM KIANI**



# ENHANCED BUSINESS SKILLS

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# ENHANCED BUSINESS SKILLS

## Enhanced Business Management Module Overview

### Product & USP

What are you offering? “What do you wish to be known for?”

You need more than a qualification and job title. You need a menu and a recipe for everything on it! Focus on continued personal development to increase knowledge and ability to deliver quality training sessions.

### Creative Marketing

“How do you become famous for your USP?” Raise awareness of who you are and what you do.

Using popular social media such as Facebook and Instagram. Successful delivery of taster sessions. Passive and reactive marketing.

### Build a Client Database

Build strong trusting relationships to secure future client referrals, repeat business and introductions.

Record and store details of anyone whose goals align with your product. Continually work your database.

### Customer Relations & Retention

Implement a customer retention (loyalty) plan. Retain and generate new business from referrals. Focus on consistent performance to maximise sustainable income. Focus on Brand Integrity, ensuring clients achieve results. Under promise and over deliver.

### Sell and Close

Being a successful personal trainer will involve selling. Learn to do it well and your business will grow. Find clients ‘needs’ and ‘wants’. Match ‘needs’ and ‘wants’ to your solution (product) You must have a closing technique and learn how to overcome objections comfortably and successfully.



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## Unit 1- Product and USP

### You are the product

The first thing that people buy is you. Therefore this is the first thing you must market to your customers. Explain what makes you a great trainer? What sets you apart from the other trainers offering the same product? How do you get results where others fail? Why do your clients stay with you? What background and experience do you have that helps you get the most out of your clients? Qualifications tell the client nothing about YOU, which is why you must start with who you are: Their decision to start personal training may depend on whether or not they like and trust you rather than how good your service is. They may not be able to differentiate one good trainer from another at this point. **So YOU are the Product!**

The sooner you realize with a new potential client:

- What **you** say and do, rather than how **you** train, sells training
- Clients will never purchase personal training if they don't like **you**, regardless of what **you** offer
- It is largely personality driven at the point of sale - they are buying **you** and **your** services
- How **you** react (arrogant, shy, confident, sloppy, friendly, fun, etc ) directly affects your potential to sell personal training

### What is your product?

The personal training product changes as you start to train your client.

Initially, **YOU** were the product when you first met the client - now the product you are selling and providing to your client is:

A personal trainer who says they can train EVERYONE and ANYONE in all areas of exercise and fitness is unlikely to have a tried and tested product. Just as a Sports Coach doesn't coach every sport, similarly a PT can't train clients for every type of result.

Successful PT's will normally have a programme for each product they offer. For each service you provide, you will need to provide a brief explanation of what you offer, the programme and how it works. This gives the client confidence that they have a tried and tested product.



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### Unit 2a - An Introduction to Marketing

#### What is the difference between “Marketing” and “Advertising”?

Advertisements make you aware of a product whereas marketing will have a call to action. For example you may produce a poster that says you have the best Boot camp in town – but if there is no call to action, how will you expect your business to grow?

One of the biggest mistakes Personal Trainers make is to rely heavily on Passive Marketing. They print up professional looking business cards or flyers and proudly display them at their club or at a nearby business. They then wonder why their phone isn't flooded with calls from excited prospects. In clubs where there is not an established PT culture, there may not be enough leads generated from leaflets, flyers, posters and general enquiries to support several full-time PT's.

Using enhanced marketing skills you should be able to get more leads and have a better conversion ratio too. Remember, the aim of sales is not to avoid rejection but to accept it. The more 'No's' you get the more 'Yes' you get. It takes a thick skin to accept rejections, most only need to hear it a few times before they stop directly approaching potential clients and sink back into passive forms of marketing such as referrals, word of mouth and clients approaching them. People asking you for PT are few and far between and it can take months using passive approaches to achieve a full client list. The real reason is that everyone has a fear of rejection. When you offer people your services you will get knock backs, this is unavoidable. A good salesman is not someone who never gets told 'No'. A good sales man is someone who refines his techniques and develops his delivery so he hears less no's. He doesn't see a rejection as a 'No'; he sees it as a required step towards hitting target.

***“95% of your marketing should be face to face.”***

***“Rejection is the key to Success. Massive Rejection is the key to Massive Success.”***

***- Anthony Robbins***



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### Passive and Active Marketing

The first step in selling private training is to raise awareness of your product and create an interest. This is done through effective marketing strategies and good PR (public relations). One marketing strategy used by many trainers is to provide 'Free Sessions' to entice members to book for block sessions of PT.

The number one mistake that professionals make constantly is that they do passive marketing instead of action-oriented marketing, with no clear developed plan for securing clients. Passive marketing is really expecting business to come to you. We do it all the time. We expect our friends, family and colleagues to refer people to us. We put our business cards or flyers everywhere we can think of. And we sit back and expect tons of business to come in and scratch our heads when it doesn't.

Action-oriented marketing is goal-based. It's like chipping away a foundation. Taking a lesson from networking marketing, this method is called "repetition." You do this by performing similar tasks daily, weekly and monthly. In the long run, this will bring you clients. Some of these actions can be calling, emailing, writing articles, public speaking, talking to someone that is within three feet of you, and asking for referrals, to name a few.

The next step is to clearly define your goal. Establish a number of contacts that you believe that you can realistically attain, and then go out and make contact. The reason that you need to repeat things over and over and over again is because it takes a number of contacts to get a client interested in you. You have to continue to work your database and never giving up on a prospect until they tell you a 100% definite "NO!" Take a look at these stats:

According to the National Sales Executive Association, the average sale is closed according to the following number of contacts:

2% on 1st contact

3% on 2nd contact

5% on 3rd contact 10% on 4th contact 80% on 5th-12th contact

This means that people have to see, hear or read about you a number of times before they decide to use your services. The contacts can be via phone, email, in person, from reading your profile, seeing you training someone, a referral from somebody, and/or an endorsement. This is why it is important to make sure that your profile and marketing material is displayed and that new members are being directed to it during tours and inductions. The first 2-3 contacts should ideally be before you meet them. This will increase your chances of success in selling PT when you do actually introduce yourself.



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## Marketing

### How to Build Rapport

Your first meeting with a potential client is a make or break encounter. Get it right and you will have created a new lead, get it wrong and you may have lost a potential client. Your goal when first meeting someone is not to sell PT, but rather to develop a relationship. Sow the seeds of trust and make the member feel that you are genuinely interested in their personal development and you are there if they need you. Making a great first impression is a skill and one that can be learned. For a Personal Trainer, it is one that MUST be learned if they are to become successful.

### The 4 Elements of Rapport

#### 1. Commonality

**People like people like themselves** –When you first meet someone, remember the third rule of business: Seek first to understand and then be understood. Use open questions and gather as much information about them as you can. Then focus the conversation only on what you have in common and avoid topics relating to anything you disagree with, because:

#### 2. Positive High Regard (Unconditional Acceptance)

Accept people's differences when you first meet them if you want to build a rapport. Don't argue, challenge, confront, oppose, contradict or laugh at anyone's beliefs or behaviour in the first 2-3 meetings (or until you have trust or credibility). Challenging creates barriers, and we want to remove them not create them.

#### 3. Empathy

The most basic and fundamental human need is to be understood. To understand someone you need to empathise with them. This is where you put yourself in their shoes and see things through their eyes. The process of understanding someone requires you to listen to them. This can take time.

When you better understand someone you are in a better position to help them. For the purpose of PR though, and to create an initial relationship, we want to only focus on the positive aspects of their character. Everyone has their own self-concept, which is how they see themselves. They also have a desired self-concept which is how they would like others to see them. In many cases people will project this image through the clothes they wear, the language they use, the activities they do and how they generally conduct themselves. Very often though this desired self-image is not how people see them.



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### 4. Sincerity / Genuineness

You can't fake rapport. Learn different greetings, smiles, and make sure you personalise everything for the person you're with. The goal is to make everyone feel VALUED and to make clients feel SPECIAL. The key to this is to make them feel like they are your number 1 client. People won't care what you know until they know that you care. Make them feel valued and special and take a genuine interest in them and their goals.

Therefore when you meet someone and they immediately see you in the way you want to be seen and they see the best in you, you immediately create a strong rapport and they become instantly attractive to you.

When you first meet someone and you want to develop an instant rapport and wonder what the first thing you should say to them is, ask yourself the question, "how does this person want to be seen by other people?" This will form the basis of your opening line and is in essence – the perfect chat-up line. This is in essence 'flattering someone's ego'.

#### Essential points:

*When you first meet someone always start with a compliment, discuss what you have in common and your shared interests.*

*When you meet someone for the first time, NEVER tell them what they are doing wrong.*

*A top trainer sees the best in people, sees their potential and inspires them to become this.*



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### Communication Skills

Communication is an essential tool for developing relationships and interacting with clients. The key is to provide the amount of information the receiver can use rather than the amount we would like to give.

Communication is a complex process involving more than just words. Tone of voice and body language are also of great importance.

There has been considerable research on the credibility of the verbal, vocal and visual elements of the message. The verbal element is the message itself – the words that you say. The vocal element is your voice – the intonation, projection and resonance of the voice that carries those words. The visual element is what people see – basically what they see of your face and body. The research found that the degree of inconsistency between these three elements was the factor that determines credibility.

The Elements of Communication (Internal and External)

Verbal 7%  
Vocal 38%  
Visual 55%

### Triggers and How They Work

A trigger word reinforces connection and confidence with your client. They are the special words that encourage your clients to take action after having spoken to them. They increase 'rapport', which is the key to successful communication.

Trigger words imply that certain words are more pertinent to us than others, and this may suggest that we almost 'select' what information we choose by unconsciously deciding whether the subject content is relevant to us or not.

You will know what your clients trigger words are as your senses will pick up on their physiology. Look for the following; Focus of eyes, Change in posture, Weight shift, Angle of torso if sitting, The energy and change in their tonality.

When you start to paraphrase the words your client is using to describe their goals, this will be an unconscious and subtle call to action for your clients. The way to finding their trigger words is through the simple art of conversation with your sensory acuity switched into a higher gear and 'your needs for interpretation' switched to a minimum so you can truly pick up on what is important for your client. Observe, listen, make notes and paraphrase.



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## SOFTEN

### The 7 Stage Guide to Effective Communication

1. Say their Name (say it 3-5 times minimum)
2. Use their triggers
3. It's not what you say; it's the way that you say it.
4. Mood Match – voice sample, state of mind
5. Focus on the positive
6. SOFTEN your meeting
7. Focus your attention and ' Watch what they're telling you'

*Watch their face* – If you're discussing a hot topic their face will come alive, if it goes blank then it's your cue to change subject or move on.

*Watch their head position* – do they turn their head away when distractions occur or are they fixed on you?

*Watch their body position* – watch their eyes, head, shoulders, torso and feet and how much they are pointed at you. Also watch distance, leaning and body language.

*Watch their eyes* – are their eyes on you or wandering?

*Watch their hands*

Hand over mouth Palms up Hand or fingers pointed or erect Hands (or feet) tapping Hand propping up chin Hands folded



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### A guide to writing your marketing material

The key to marketing materials is to remember their aim is to raise awareness. They are not designed to get you clients; they serve to introduce you to the customer or brief them of your service before you attempt face to face contact.

### Health club / Gym profile

Most health clubs and gyms will provide you with a profile or marketing board. Your profile needs to be displayed in an area where the most amounts of members will see – usually in reception or the entrance to the gym. This will probably be the member's first contact with you so the information on your profile needs to be concise and to the point. Your profile should include a summary of who you are what kind of trainer you are, what you offer and how to contact you.

### Brochures

Brochures are much more detailed than posters and flyers and provide the member with very specific information on your business and products. You therefore need to take time to write these properly and don't leave any blank or incomplete areas. Brochures are most effective when displayed in a stand next to your profile in prominent areas where members have time to read i.e. reception or on tables in lounge area.

It's ideal reading material for members who are having a coffee. Brochures are also easy to display on the wall next to the profile area, members can take a copy home to read if they are interested in one of your services, but don't have time to read your profile. These are also ideal to have for receptionists to hand to members who enquire at the front desk.

### Flyers / Leaflets

Flyers, because of their size they can be easily distributed. However, leaflets may be less effective than posters (profiles) and brochures. Flyers are very common and many see them as junk mail. To maximise their effectiveness, consider the best place to distribute them. If they are given out with many other forms of marketing they may get lost.

### Business Cards

Business Cards differ from other forms of marketing as they are usually given to a potential client AFTER you have made contact with them or they have expressed an interest. Business cards are professional and personalized. They are extremely useful for writing members next training session on the back, and handing to people you have just signed up or had a free taster with.



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## Website

### **Almost all reputable organisations and professionals have a website**

Some of the goals that can be achieved by launching a website include the following:

#### **Far Cheaper and Much More Flexible Than Print Advertising**

The Internet is extremely different from print advertising in that space is cheap, your advertisement is accessible for a longer period of time, the content can be changed without having to ask someone to do it for you (if you use a content management system) and you can potentially reach a wider audience.

#### **Market Expansion**

The Internet has allowed businesses to break through the geographical barriers and become accessible, virtually, from any country in the world by a potential customer that has Internet access.

#### **Diversify Revenue Streams**

A website is not just a medium for representation of your Personal Training packages, it is a form of media from which everybody can acquire information. You can use this media to sell advertising space to other businesses.

#### **24-7-365**

No more turning customers away when it's time to close shop, putting up a note saying closed for public holiday, or leaving an irritating message on your answering service specifying your trading hours tell them to visit your website for information they are looking for.

#### **E-commerce**

Let clients purchase online. Some customers feel more secure when they are in control of the payment and bookings procedure.

#### **Easy and simple to set up**

You can be online in minutes – literally. In PT Academy's head office, using pre template sites from Godaddy (a hosting company) we set up a fully functioning site in less than 45 minutes

#### **Add reviews and testimonials**

Websites add credibility to your business. A great way of reassuring your potential clients is via reviews and testimonials. In effect, a form of word of mouth referral.



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## Unit 2b - Creative Marketing

### Facebook / Instagram

With a vast growth of progress in advertisement, more and more companies advertise on social media platforms. It is estimated that the total reach across the combined platforms amounts to 1.3 billion active users. These active users, who log onto the network every day and update their status, interact with their friends, click ads, and play online games. Just a portion of these users is enough to aim your target. Once a number of Facebook / Instagram users hear about your brand and like it, a simple click on the “like” button, their friends—hundreds of them (each Facebook / Instagram user has at least 178 contacts)—are sure to know about your brand.

Not like usual advertising in which you get your brand in front of the crowd, many of whom you’re not sure are even interested in your brand, some social medial platforms allow you to reach only those people interested in your brand. Some will reach allot more without you having to do anything.

With Facebook and Instagram for example, when people like or share a post their friends may get notifications prompting them to look at what’s been liked or shared. You thus get be close and personal with the people who like your brand. These are people who already know you—and they’re telling their friends, too.

### Using Facebook / Instagram to grow your business

Facebook / Instagram is a marketer’s dream. Its vast reach and high levels of user engagement make it a hugely important marketing channel for businesses of every size, in virtually every sector.

But Facebook / Instagram can also be a confusing tool. Many businesses struggle with their Facebook Instagram presence, setting up a page or profile and then abandoning it soon after. So how can you build a great Facebook / Instagram presence that meets your needs, and encourages interaction?

### Register your Page

The first step is to register your business on Facebook and claim your Page. Facebook offers dedicated business accounts for those who just wish to use Facebook to administer a Page. Your Instagram profile can be linked to this very easily. Many people choose to register a separate business account in order to keep this separate from their personal Facebook / Instagram account.



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### Provide your info

Having registered your page, you need to populate it with the relevant information. The information you include will depend on the aim of your Facebook / Instagram Page and your anticipated audience. For example, are you expecting that most of your visitors will already know what your company does? Do you want to directly drive sales through your page, or do you want to generate traffic to your site? All of these considerations will have an impact on what you choose to include. You should make sure, at least, that your Facebook page or Instagram profile provides an idea of what your business does, along with contact information and a link to your website.

### Content is KING!

Especially on Instagram. Make sure your content is fresh and that you are posting regularly. Your content needs to be a reflection of what you do and not what you would like to do. Use your profiles to show what you do and make sure you feature your clients too. Your clients interacting, commenting and liking is fantastic for marketing.

### Customise with FBML

Facebook provides a pretty strict format to which users have to stick. Unlike social networks of old (hello Myspace), there appears on first inspection to be relatively little scope for customisation.

This is where applications come in. The Static FBML app allows you to incorporate custom text and media into your Facebook / Instagram Page, by adding a separate tab. You can then tell Facebook / Instagram to launch that tab by default when a user arrives on your Page – thereby creating a custom landing page.

### Use a great call to action

Chances are, you will want your visitors to interact with your Page once they have arrived there. The nature of this interaction will depend on your business, but it could be as simple as encouraging the user to 'like' your page. Alternatively, you might want a visitor to watch a video, click on a link, or leave you a wall post. A strong call to action (CTA) will encourage visitors to interact with your Page – and this is crucial if you are to build a lasting relationship.

**Think about incentives** Many businesses use Facebook / Instagram to incentivise certain behaviours amongst their customers and fans. For example, you might choose to offer a discount to Facebook / Instagram fans, or organise off-line meet ups of these individuals.



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Incentives can be a great way of encouraging further interaction with your company, and driving repeat sales.

### **Integrate with your website**

Finally, you need to think about how you will promote your Facebook and Instagram pages. Perhaps the simplest way of doing this is to incorporate the Page into your existing website. Facebook and Instagram offers a range of widgets to you can use, in virtually unlimited permutations of size, shape and colour.

### **Facebook / Instagram Ads**

#### **Reach Your Target Customers**

- Connect with more than 800 million potential customers
- Choose your audience by location, age and interests
- Test simple image and text-based ads and use what works

#### **Deepen Your Relationships**

- Promote your Facebook / Instagram Page or website
- Use the "Like" button to increase your ad's influence
- Build a community around your business

#### **Control Your Budget**

- Set the daily budget you are comfortable with
- Adjust your daily budget at anytime
- Choose to pay only when people click (CPC) or see your ad (CPM)



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## Twitter

Twitter is an information network. Millions of people, organizations, and businesses use it to discover and share new information.



On Twitter, anyone can read, write and share messages of up to 140 characters. These messages, or Tweets, are public and available to anyone interested in them. Twitter users subscribe to your messages by following your account. Followers receive every one of your messages in their timeline, a feed of all the accounts they have subscribed to.

When you combine messages that are quick to write, easy to read, public, opt-in, and accessible anywhere, you have a powerful, real-time way of communicating.

### What does Twitter do for businesses?

As a business, you can use Twitter to quickly share information, gather market intelligence and insights, and build relationships with people who care about your company. Often, there is already a conversation about your business happening on Twitter.

Twitter is a "micro-blogging" site that allows you to post short "tweets" or posts about your daily activities. Or your thoughts. Or your products. Or anything.

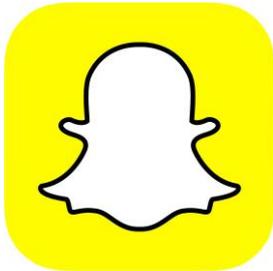
You can advertise on twitter by having followers, the more followers you have the more people you can reach by advertising, you can advertise dates or session slots just by tweeting to your follows, your followers can then re-tweet your tweet very easily by a click of a button this then means that the tweet is now reaching not just your followers but the re-tweeters follows as well.



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### SNAPCHAT

#### A different kind of social media platform



Snap chat is an app that can be extremely fun to use. If used properly it can be massively productive for your business (and I'm not talking about the doggy filters)

Brands and content creators are using Snapchat to produce daily stories that engage and excite audiences. Snapchat stories, which last only 24 hours, are a string of snaps used to create a video narrative. There are over 1 billion views of Snapchat stories each day.

You can have a lot of fun with the platform's native tools and features by adding filters, geofilters, text, emojis, music and more, all from within the platform.

Snapchat is perfect for real-time social media marketing because it can give the audience direct access to any live events you attend, such as fitness expos. Snapchat gets your audience excited because you're providing a different, more authentic view of what's going on at the event. You can also use Snapchat to provide special content to your audience that they might not receive on other digital platforms. Think of something unique to surprise your community of followers. E.g fashion brands like Michael Kors have used Snapchat to debut their collections to followers before they hit the runway.

With Snapchat, you can provide behind-the-scenes content to your followers, which helps create and engage a strong following. Show off your client's sessions and make sure to have fun with it. Everyone loves social media giveaways and promotions, so think of ways you can keep your followers coming back for more.



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### LINKEDIN

A professional social media platform



“With over 300 million members and a new one signing up every two seconds there is no doubt that LinkedIn is the world’s number one online business networking platform”

The Guardian

Some features of LinkedIn that make it an exceptional business tool, and getting your head around these basics will make a huge difference to your results.

The key principle to a successful profile is getting in the mind of the people you want to be discovered by. Think about the keywords they might use and include them in your profile summary, making sure that you put the most important ones in your professional headline.

When people scan their search results the two things that they always see are your profile picture and professional headline, which brings us on to the next point. Your profile photo should be smart, friendly and professional, and not include things such as bars or beach shorts. Above all make sure that you have one; no one does business with a blue silhouette.

Structure your summary into sections such as who you are, what you do and what your future goals are. Make sure that you list any skills and specialities that you have. Remember, when someone searches using keywords your profile will appear somewhere in those results if you have them written anywhere on your page.

Again, content is king, highlight your strengths and make sure your updates are professional. Remember LinkedIn is the closest thing to an online CV you can get hold of.



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### Unit 3 - Build a Database

Trainers who keep a database are approximately 15-20% more effective in sales than those who don't.

The database should be a list of all contacts and leads you have generated through active and passive marketing methods. These will include:

- Members who are interested in Personal Training
- Members who are interested in your product (even if they have stated they are not interested in Personal Training)

When you have a database you will need to regularly update it and continue to work through potential leads. The information you need to record is:

- Name – it is essential that you learn member's names. Writing them down on a database will help.
- Memorable features – so that you know which name belongs to which member, putting memorable features next to the name will help recognition (keep them positive though)
- Personal Information – (e.g. profession). This will help you develop a rapport and relationship by showing you care about them.
- Goals – Know what they are training to achieve and what their goals are. Show that you support them in this.
- Time and day they train – you will need to know when you can next find them in the club and make contact.



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### Unit 4 - Client Relations and Retention

#### What is the Product?

*You are*

- Image - 'Image is everything', 'clothes maketh the man' 'perception is nine tenth of reality' – how many quotes can you think of that state the importance of the way you look. How you look determines how members perceive you and whether they will give you a chance to get to know them. You need to look like your product!! Ensure you read the Code of Conduct on personal presentation.
- Inspire – Members want to be inspired by someone who they would like to emulate. Therefore, from the second you set foot in the gym, your behaviour, training methods, and eating habits and conduct needs to inspire others to follow.
- Positive Attitude – PT's need to have professional, positive attitude. The customer is the purpose of our work, not an interruption of it. There are NO stupid questions!! It is NEVER a bad/inconvenient time. You should never respond to a member's enquiry by saying "that's not my job", if they come to you they see you as a resource so act like one. Don't have an ego about what is beneath you. Remember the higher your ego the lower your income. The number of people you help is directly proportional to your income.
- Ambassador and Leader – A PT needs to be an ambassador of good health and show others how to behave. They have to show others it CAN be done and practice what they preach.
- Integrity – honest, organised, reliable, confidential
- Personality – There are a number of personality traits essential to be a PT. They need to be approachable – this is not something you are it is something you do. Approach people first, make yourself available to them and they will approach you. A PT must be Friendly and enjoy talking to people, Open to ideas and not set in their ways. They must have an Outgoing personality, and very importantly be a Good Communicator.
- Passion for Exercise – A PT must have a passion for exercise and a thirst for knowledge and want to share this with others.



# ENHANCED BUSINESS SKILLS

## Getting your client results

### How do you get Results?

- Knowledge
- Skills
- Experience

## Giving your client an excellent service

- **Relationships**– Relationships is the key to a sustainable business. Every business needs a ‘Customer Retention Plan’ otherwise the relationship is likely to fail. Consider what you will give the client as incentives to stay with you every 6-12 weeks. Remember, if you don’t look after your clients somebody else will.
- **Consistency**– more important than quality. Starbucks is the world’s biggest coffee franchise yet many would agree that they don’t make the best coffee. What they do offer though is consistency. If you order a Grande latte with a hazelnut shot it will always taste the same. No matter where in the world you are, what time of day, the skill or knowledge of the person serving you, or even the mood they are in, your coffee will taste exactly the same. This consistency is what customers want – something they like that they can depend on
- **Passion for Helping People**– PT’s must love helping others. We discussed earlier what makes a great Personal Trainer. It’s not their knowledge or qualifications. What makes a great PT is the ability to walk into a gym, engage ALL members in conversation, talk about exercise with passion, help them and inspire them to do more.



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### The 5 E's

- **Energy**– you need to be a source of motivation and energy for the client.
- **Enthusiasm**– be enthusiastic about your client's efforts and participation even when there is a long way to go.
- **Educate** –teach your client 1-2 new things each session. This could be an exercise, a fact or a technique. Keep things interesting and build their knowledge.
- **Empathy**– listen to your clients. Let them share their day, concerns, worries and problems with you and then be:
- **Encouraging**- (positive coaching skills). When giving feedback over 70% will be negative. This is done with good intention as we have identified what the client is doing wrong and we want to fix it. However this will demotivate a client and kill their confidence. Tell them what they are doing right (reinforce) and then tell them how to improve
  - **Positive Focus**–Get clients to set positive goals rather than negative ones. The human brain cannot avoid negatives. If you ask someone not to think of a giraffe, they will think of a giraffe. So if clients goals are “don't eat fast food” they are less likely to succeed because you have got them thinking about fast food. Set positive goals such as “eat lots of fruit”. Remember – “what you focus on is what you get.”
  - **Confidence Builder**– “Whatever you say you can or cannot do, you're absolutely right”. Confidence is a BELIEF and a BELIEF is a feeling of certainty about something. Get your clients believing they CAN do things. This is done by starting them on simple skills and tasks and building. Throwing them in at the deep end only works in 'sink or swim' situations, i.e. if they don't do it they'll die. Exercise doesn't fit into this category so the most likely outcome is they'll quit!
  - **Motivator**– Motivation is about value and we already know how to raise the value of something – by using pleasure and pain AKA the carrot and stick.



# ENHANCED BUSINESS SKILLS

## Unit 5 – Selling and Closing

**Selling Definition:** Selling is getting the potential client excited and interested in your programme so that they want to follow it. To do this you must talk with passion, confidence and belief about your programme.

**Closing Definitions:** Closing is getting the client to commit their time and money to you and the programme.

### What are you Selling?

#### You are selling **YOU**

- Your education and experience
- Your total commitment and dedication to their results and wellbeing

#### You are selling **RESULTS**

- You are selling a tried and tested programme which WILL deliver the results they want.

#### You are selling **SERVICE.**

- You will make their workouts fun and enjoyable
- You will make their workouts motivating and
- You will work them to levels which they could not achieve by training alone – on average a PT session is 40-60% more effective than by training alone.



# ENHANCED BUSINESS SKILLS

## Selling your Product

### Introduction

You only attempt to close when you have followed the following steps correctly. If you attempt to close without the correct steps then the client is unlikely to commit. A potential client will only buy from you if all of the following occur:

- If you have explained the product properly.
- If you have gained rapport with them.
- If you have discussed their goals in detail.
- If you have displayed credibility or confidence
- If they like you.
- If you have confidence in them, and you can actually deliver the product for them.

Closing is like asking someone out on a date. When you ask someone out you can usually guess the response, i.e. you know if they will say yes or no before you ask. Most people are not surprised by the response.

If you are talking to a lead and they are looking at you blankly, avoiding eye contact, backing off, looking for excuses to leave or looking to the other side of the room then you know what they're going to say when you try to close. NO.

If you persist then they may agree to an appointment (under pressure) but will almost certainly stand you up.

If you follow steps 1 to 6 then you can move to a close with ease. It is at this point that you can ask them closing questions.



## ENHANCED BUSINESS SKILLS

### Closing Questions

The classic technique is to put your lead in the picture by asking them questions that get them thinking about using your product.

For example: “What times suit you best?” “Would you like to start with an assessment?”, “Are you looking forward to getting into great shape?”, “Do you want me to tidy up your current programme or would you like a new one?”, “I suggest you start with a core programme, when does it suit you?” Etc.

We ask closing questions all the time. Think back to the date example. What questions would we ask to assess our chances of success?

I.e. “Did you see that new movie in the cinema yet?” If their response is “Not yet but I would love too” then go ahead and close the deal, what are you waiting for!? Or they might say “No I have not seen it” and then change the subject. You’re going to crash-and-burn here so don’t try and close.

Remember: if you ask a closing question and they back off, it does not mean they don’t want personal training. They may not yet be convinced that it’s for them. If this happens then

immediately ask them another question about them and their goals. Get them thinking about achieving their targets and feeling great etc.

You may then ask another closing question and follow the steps from there.

It’s still important to remember that the steps from 1 to 6 should make the closing process a formality. If you were efficient with these steps then the best closing process should be a simple, direct question. i.e. “When would you like to start?” or “It sounds just right for you, let me get my diary” or “What type of course do you want or would you rather wait till your assessment to decide?” Etc.

So walk with confidence, show credibility, let them do the talking, gain rapport and keep smiling.



## ENHANCED BUSINESS SKILLS

### Closing Skills

In the first instance, you most likely will have done a visual analysis of the client, body type and fitness levels, just by looking quickly at muscle tone, posture and shape. You will have assessed how the client is moving and have asked what their profession is and how busy they are. A good personal trainer will always look for a reason that the client may need my services rather than just wanting them. This way the potential client already understands that the only choice they have to make is WHEN they are going to train with you, rather than IF they will train with you. All personal trainers know that EVERYONE can benefit from training and if you are skilled enough at demonstrating to the client how strong or weak their core function is, how poor their posture is or even how strong they are and how much stronger they could be, then you have created a need for your services.

Different language works with different people and it is important that you use the free PT session to find some common ground with your potential client. Try to quietly determine what type of personality the client is and how many sessions a week you think they will pay for. Always ask lots of questions of the client so that you can determine what motivates them. Is it the pursuit of looking good that they value or is it feeling good that concerns them? It is important that you and the potential client can envisage spending several hours together a week on a regular basis.

If someone has a sharp image and is already semi-fit, it is likely you could entice them to train with you by mentioning that they already LOOK good but they would LOOK AMAZING or FANTASTIC with some training. Always suggest that it won't take long to have them looking their absolute best and give a time frame not longer than 12 weeks. If someone is seemingly unfit, it is likely they will respond to language stating that they will begin to FEEL better with the training which will lead to looking better. Always give the potential client one or two corrective stretches and instruct them to start these on a daily basis.

Here you have set up an ongoing relationship and you have made them responsible to you and you are accountable to them to make sure they do the exercises. Now it is simply a matter of deciding what times are suitable for them to train. This is how you begin to close your sale. Leading questions such as "what hours do you generally work", "are you a morning person or are you better in the evenings?" Have the client visualising when they can be in the gym training with you.

If a potential client deliberates, ask them what their concern is. Keep in mind it is usually a monetary concern. "Is it the money or cost that you are considering?" Always have some available solutions ready to counter with, such as "I may have a training partner for you or why don't we just start with two sessions and a program?"



## ENHANCED BUSINESS SKILLS

Always try to book the client for at least 1 session following the free PT session. They at least owe it to themselves to have a personalised program made for them with the appropriate stretches and exercises to improve their physical condition, whatever it may be. 10 FPT sessions then equals 10 paid sessions!

Never accept NO as being final! Continue to act as their advisor and give them a kick-start program as a complimentary but stipulate "starter" program to get them started.

Tell them they must come back and say Hello next time they are in the gym and always make a point of correcting or helping them when they are training in the gym.

### Blowing the Sale

Poor follow up service is the best way to blow a sale. Most trainers will blow the sale by doing one of the following:

- Not making their confirmation calls
- Not being on time to their free PT session
- Not doing a proper meet and greet.
- Being unprepared for the session.
- Blaming other people when it goes wrong



## ENHANCED BUSINESS SKILLS

### Selling Techniques

Selling without closing is like golfing without putting. Selling is talking with confidence, belief and passion about something and getting another person to want to do it. Closing is getting them to actually commit to it and in this case the commitment is a financial and time commitment. Outcome: is to get the client to want to do your programme.

The following closing technique combines 3 well known and highly effective techniques. If practiced and delivered well you are highly likely to make a sale.

There can be no communication where there isn't agreement.

We cannot progress to a close unless the member is in agreement with us. If there are points of contention or they don't understand, they are unlikely to actively listen to the next 2 steps and will certainly not buy – you will probably hear – *“Can I go away and think about it.”*

Discuss the free PT session you have done and then summarise the training phase you discussed and its importance.

### The Carrot and Stick

What we now need to do is raise the VALUE of your programme and make it a MUST. You need to find your clients' NEEDS and WANTS and attach pleasure to moving toward these by training with you. Then attach pain to maintaining their current behaviour and training alone. This will have created VALUE for your services. Remember if a client says it costs too much then what they are really saying is that they don't understand the VALUE. They don't see how your programme (the solution) will match their NEEDS and will give them what they WANT.

Ultimately, everything we do in our lives is driven by our fundamental need to avoid pain and our desire to gain pleasure; both are biologically driven and constitute a controlling force in our lives.

Most human behaviour and emotional decisions come down to these two major forces. Usually we will do far more to avoid pain than we will to gain pleasure, however it is usually a combination of these forces that determines behaviour; a combination of wanting to gain pleasure and avoid pain.

*“In order to change behaviour and motivate a client to action, you need to focus your attention on the pleasure associated with a certain action and the pain associated with not doing it. How changing it will bring you measurable and immediate pleasure and how not changing your behaviour will be more painful than changing it.” - Anthony Robbins.*



# ENHANCED BUSINESS SKILLS

## How to use these forces

### Pleasure

You need to start by discussing the **benefits** of following your programme. Attach high levels of **pleasure** to the results your programme will provide and dangle the **carrot** in front of them.

“If you make these changes to your training and follow this programme the benefits you will see are.....”

You need to make these sound amazing and relate them to their goals, wants and needs – re-read Naomi’s account on how to do this. Remember to use your sales words and talk in their language (i.e. visual, auditory or kinaesthetic).

### Pain

You then need to use the stick. You need to attach pain to not using your programme and discuss the consequences of sticking with their current training system.

Many PT’s will avoid this but remember; we will do far more to avoid pain than we will to gain pleasure.

“If you don’t make these changes to your training and don’t follow this programme this is what will happen.....”

Discuss how they are unlikely to achieve their goals, the risks of injury, the continued damage to their posture, muscles, joints etc and how parts of their training are limiting their potential development. Remember to be truthful at all times though.

### Yes, Yes, Yes

This is a simple and effective technique that encourages agreement and increases the likelihood of the client saying YES! All you need to do is ask 3 closed questions where the client will be in complete agreement with you and will say ‘Yes’ to. As they answer Yes to each subsequent question they will develop a strong feeling of agreement. Their natural tendency will then be to say Yes to the final question. Below are the recommended 3 questions you should ask:

“So you liked what we did today?”

“And you think it would work for you?”

“And achieving your goals is important to you?”



# ENHANCED BUSINESS SKILLS

## Step 1: Taster Sessions

Perfect Planning Prevents Poor Performance

Deliver dry run taster sessions first and then when you are confident – deliver your sessions. Taster sessions are a great way of getting potential clients to try your product.

## Step 2 - Ask for Money

Simply follow these simple steps when asking for money:

Ask the client what type of results they would like. This is a much better method of asking how much they would like to spend. First find out how many times per week they can train.

Then show them your price and package plan

Do not have them focusing on the price.

Watch the member closely rather than looking at the page. Gauge their reactions and act accordingly

Explain to them that no matter which option they pick they will get the same programme. A 12 week programme, training 3 times per week which is a total of 36 sessions. Tell that they will achieve their goals the difference is the level of goal. Each session done with a PT will be 40-60% more effective than by training alone. Therefore the more sessions with a PT the better the results.

## Handling Objections

The power point you have seen will already have identified methods of handling objections.

You can also:

- **Offer a Money Back Guarantee**

You probably don't need to wait until you hear this before you offer the money back guarantee. When you are watching their reactions you will see how comfortable they are with the price

- **Drop the Level**

Remember, it's a case of WHICH they are going to buy not IF. If they say they can't afford it simply drop down one level of result which will result in a lower overall and daily price.



## ENHANCED BUSINESS SKILLS

- **Change the Package**

This is the number of sessions they commit to. Rather than asking them to commit to 12 -24 sessions over 12 weeks, offer them the first phase only, offer them periodic training or a short course of 4 sessions with the option to change package at a later date. EVERYONE can afford 4 sessions which can afford and the lower commitment level in their minds may make them more comfortable.

### Payment Options

There 3 payment options we offer. They can pay the whole sum up front (most preferred); in monthly instalments or in weekly instalments (least preferred) Paying per session is not recommended.

### If They Say NO

Many Personal Trainers take rejection very personally. If you are going to be successful as a PT then you have to accept that you will hear many more NO's than YES'. This is simply a fact of life. A good PT never hears NO though, they only hear NOT YET. If you manage your client database well and keep in touch with the NOT YET'S giving them tips and advice whenever you see them you will probably convert 30%+ into clients.

Have some pre-written workout sheets (see PT on the Net) which you can give to them. Keep the client in your database and continue to offer them help.



# ENHANCED BUSINESS SKILLS

**WRITTEN BY ADAM KIANI**

***(PT Academy Founder)***

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