



LIMITLESS

**SELL TO SURVIVE AND THRIVE**

PRESENTED BY

Presented by Sherri McMillan, M.Sc.

# Sell to Survive & Thrive

*Sherri McMillan, M.Sc. has been inspiring the world to adopt a fitness lifestyle for over 32 years and has received numerous industry awards including 2010 CanFitPro International Fitness Presenter of the Year, 2006 IDEA Fitness Director of the Year, 1998 IDEA Personal Trainer of the Year, & 1998 CanFitPro Fitness Presenter of the Year. She is a fitness trainer, fitness columnist for various magazines and newspapers, author of five books and manuals including "Go For Fit - the Winning Way to Fat Loss", "Fit over Forty" & "The Successful Trainers Guide to Marketing" and featured presenter in various fitness DVDs. She has presented hundreds of workshops to thousands of fitness leaders throughout Canada, Australia, New Zealand, Germany, England, Spain, South America, Asia and the U.S.A. She is the owner of Northwest Personal Training in Vancouver WA that was awarded the BBB Business of the Year, Best in Business and the Chamber of Commerce Community Builder award.*

[www.nwFitnessEducation.com](http://www.nwFitnessEducation.com)  
[www.nwPersonalTraining.com](http://www.nwPersonalTraining.com)


It's critical to understand the mind-set  
of a Personal Trainer



You **CANNOT** manage trainers  
based on sales quotas



Trainers aren't trainers because they love selling but because they love helping people. Yet trainers need to sell to get people to experience their services!





Selling is not a bad thing!  
Trainers must believe in  
themselves and their services.  
They can make a huge  
difference in somebody's life!

A trainer's knowledge in physiology is wasted unless they can immediately connect and develop trust with a potential client and influence them to invest in their services.

The background is a solid teal color. A faint, semi-transparent graphic of two hands shaking is visible, centered horizontally and extending across the middle of the frame. The text is overlaid on this background.

How much sales training have  
trainers had?



**WHAT IS CLOSING  
THE SALE ALL  
ABOUT?**



**Closing the Sale is not  
about Closing the Sale!!**



It's about opening or  
developing a  
relationship!!

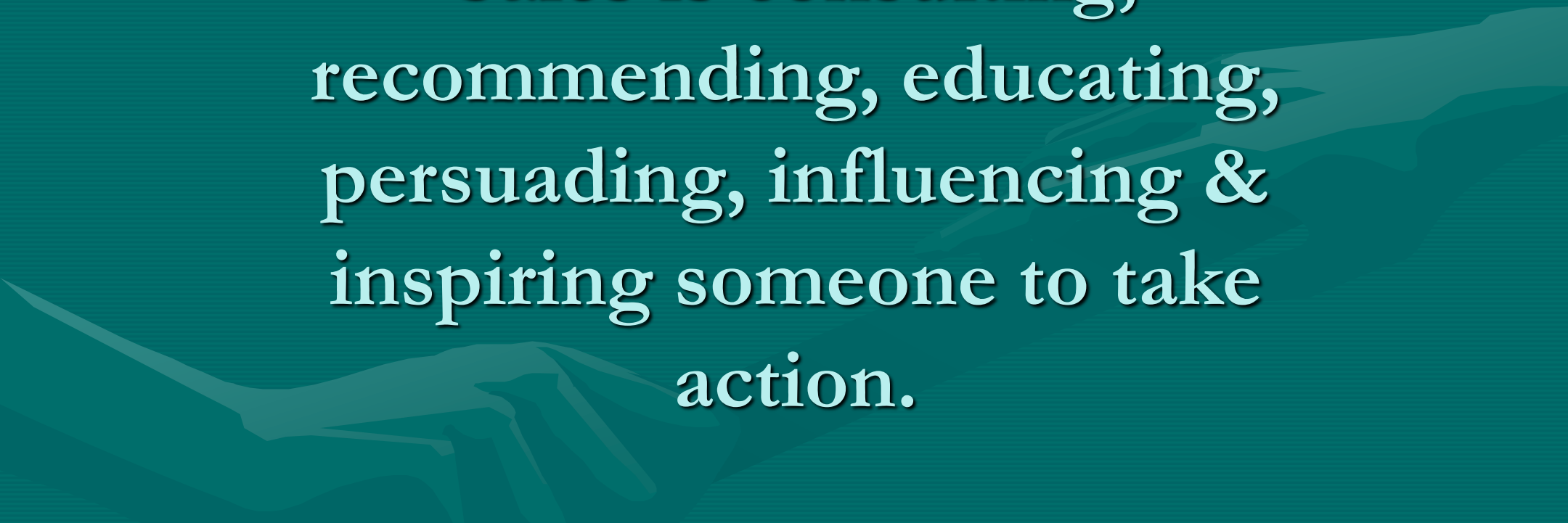


It's about transferring beliefs, passion, and energy for health and fitness to a potential client. If the passion is there, you don't have to make anything up, you don't have to pretend to be anything, you don't have to exaggerate.

**You just have to tell the truth!**

Remember that if a person calls or comes into your place of business and inquires about personal training, they are interested in PT services! We just need to convince them that we can help them!

Sales is consulting,  
recommending, educating,  
persuading, influencing &  
inspiring someone to take  
action.





A good salesperson doesn't sell a person, they service a person

A good salesperson is a consultant.

Find out what they need?

What's their history?

What are their concerns?

Focus first on developing a relationship and connection!

A first encounter that does not  
intimidate or make a person  
feel pressured to buy is critical.

Our role is to welcome them  
and make them feel  
comfortable and safe.

# TEACH YOUR TRAINERS

## PHONE POWER SKILLS

- **Move the phone** - physically put it in a place where it is the center of attention
- Pay attention to **non-verbal postures** on the phone – Use a cordless headset or speaker phone - Remember your body language can be heard
- Make important calls when you're feeling most upbeat and energetic. Get yourself psyched up.

# 1ST PHONE CALL SCRIPT

- Practice Phone Power Skills
- Be sure you have a script close by to refer to, paper to make notes and your Personal Training promotional package and price list
- Spend time on the 1st phone call developing a relationship and a connection. This will decrease the chances of them wanting to go through the entire process with someone else and increase the chances of starting with you immediately

# 1ST PHONE CALL OR CONSULTATION SCRIPT

## General Protocol

- Introduction
- History (Cocktail chit chat - Paraphrase)
- Goals (Paraphrase)
- Action Plan: Focus on benefits vs listing the features of your program
- Tie up loose ends
- Thank you!
- **Listen to what they are telling you. They are providing you with key information to help you close the sale!**

# 1ST PHONE CALL SCRIPT

- Worst mistake sales people make: Talking about **themselves!**
- Listen to the client and paraphrase. Ask guided questions but let them do the talking. Goal: **60%** listening to client, **25%** giving them info, **15%** getting their commitment



# Avoiding Telephone Tag Nightmares

- Leave a Message - tell them you'd like to talk about their goals, get them excited, leave your cell number and specific time you can be reached
- Leave a specific call back time and then call them back
- Ask a now question (cell phone, another #). Connect voice to voice
- Leave a professional and inspirational message on your voice mail
- When do you stop calling?

Personal Training is a Face-to-Face Industry and therefore, Face-to-Face interactions are the BEST way to market your services and solidify someone's commitment.



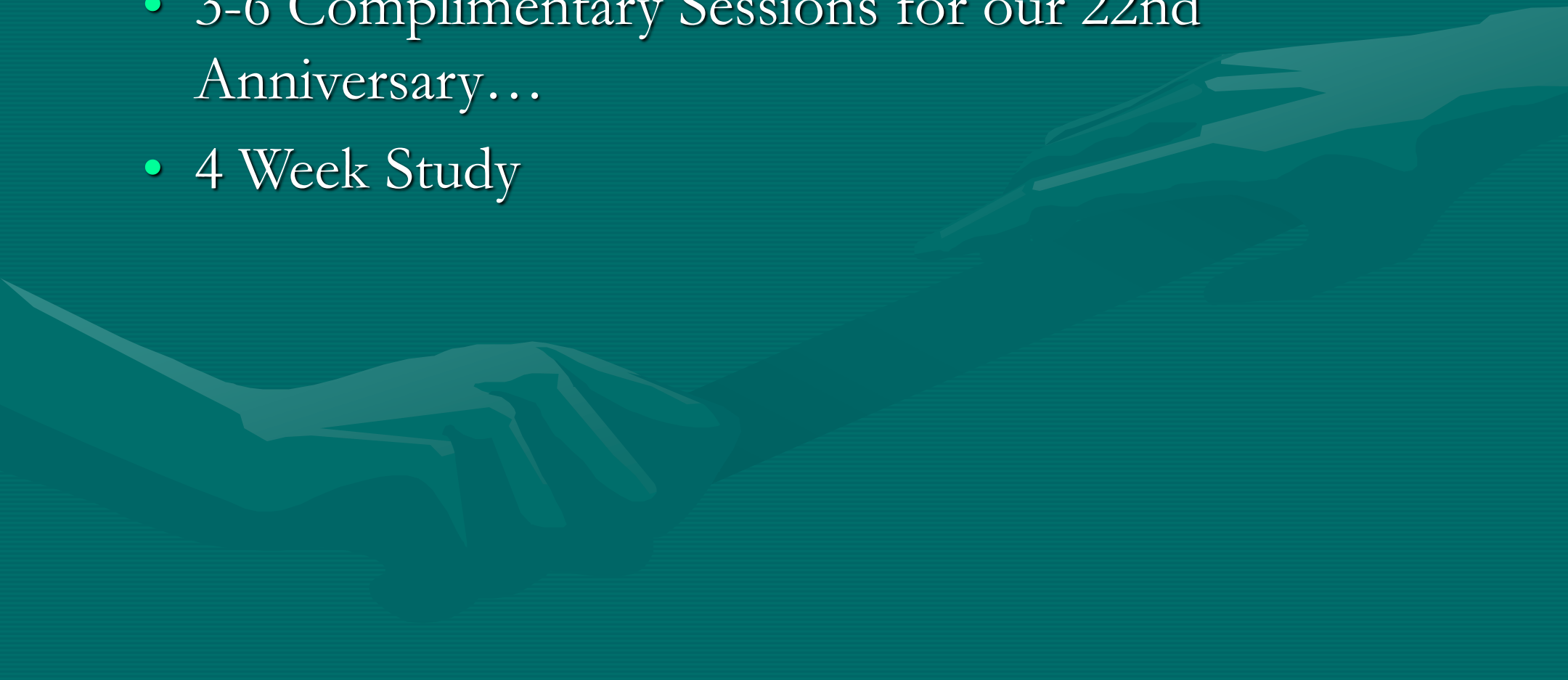
# TEST DRIVING PT SERVICES

To offer or not to offer a complimentary 1st session

- Free 1st session
- Discounted 1st session
- Free 1st Fitness Assessment

# Give them an offer they can't refuse

- 3-6 Complimentary Sessions for our 22nd Anniversary...
- 4 Week Study



# Host a Fitness Study

Vitality - Strength - Commitment - Energy - Determination  
**Looking Good, Feeling Great & Living Life to the Fullest!**

## 4-Week Fitness Study

**We need YOU!**



We are conducting a 4-week Fitness Study to measure the impact of exercise on work-place productivity, energy and various health variables.

We need **50 VOLUNTEERS** who will receive **FREE Personal Training** for 4 Weeks!

**Program Expectations:**

- You are not currently exercising regularly
- You are a business professional
- You will be assigned to either a Group Training or Private Training Group
- You will need to commit to exercising at least 3 days per week for 4 weeks with one of our trainers in a Private or Group setting
- Baseline and post-study measurements and work-place productivity will be measured starting at the end of March.
- Study will run throughout the month of April but dates can be adjusted as needed.
- Results will be used for the analysis of a Workplace Wellness program

If you are interested, please email [info@nwpersonaltraining.com](mailto:info@nwpersonaltraining.com) with your availability as soon as possible.

360.574.7292 (downtown) 360.574.2400 (salmon creek) **Northwest PERSONAL TRAINING**  
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- 31 people completed program
- 15 people continued as clients post-study
- \$7550 initial direct impact
- Cost - \$3720

# INITIAL SESSION GUIDELINES

- Develop relationship on initial phone call and book appointment
- Treat them from the very beginning like they've purchased a large package not like they're just a "comp session"
- Greeting client- Remember the importance of 1st impressions
  - Smile, handshake and look them in the eye
  - Introduce yourself and use their name
  - 100% Focus on Client –"Bubble Theory" "Cocktail Party"



# INITIAL SESSION GUIDELINES

- Introduce potential client to other staff, clients and give them a full tour so they feel comfortable with your organization
- Come to session prepared, having done homework and initial program design
- Use “**Assumptive**” language
- Present them with a client information package

# INITIAL SESSION GUIDELINES

- Spend first 1/2 hour consulting, establishing framework for success and getting client to feel comfortable and developing trust
- Spend last 1/2 hour allowing client to test-drive services - establish parameters very clearly (ie. You can only focus on one small aspect of their program)
- Finish session by reviewing entire program and your action plan for success - suggest a range of packages or options and book them for next appointment

# INITIAL SESSION GUIDELINES

- Even if they don't buy on the spot, treat them like they did and perform all follow-up activities (24 hour phone call, Thank you letter, birthday and holiday card data-base)

# DEALING WITH OBJECTIONS

- **Step 1: Be prepared** – Know what the typical objections are
- **Step 2: Listen** to the entire concern without interrupting
- **Step 3: Paraphrase and repeat the obstacle back to them.** Let their brain hear what they just said. When they hear it coming from your mouth, the brain processes it differently and often, they realize that the obstacle is not valid and they need to stop thinking and take action. Don't forget this important part of handling an objection.
- *“It sounds like you're concerned that you might not be able to stick with this long enough to experience great results.”*
- *“So it sounds like you're not sure if you're ready to make the commitment to your health and fitness.”*
- *“So, you're a bit concerned with how much this is all going to cost.”*
- *“It sounds like you're not sure how you're going to be able to fit exercise into your already busy lifestyle.”*
- *“It sounds like you want to take some more time to figure out if this is really important to you and you're ready to make the commitment to achieving your goals.”*
- *“So you need to talk to your husband to discuss whether he will support you in your efforts to achieve these goals.”*



# DEALING WITH OBJECTIONS

- **Step 4: Wait** – for them to agree with the paraphrase, to talk themselves into taking action or to pose another obstacle. For example, after you paraphrase they might say:
- *Yes, that's correct.* Then skip to the next step.
- *Well, I am concerned that I won't stick with it because I've tried exercise before and never succeeded but I guess that's why I need you guys. You're going to help me stick with it and provide the accountability I need. I think I just need to do this and stop dragging my heels.* They just convinced themselves to take action, you can now close by getting their commitment – scheduling an appointment, asking which package they would like to go with..
- *Well, I know you'll help me stick with it. I guess just more concerned about how much this is all going to cost.* Go back to the first step. Paraphrase and repeat the obstacle back to them. Once you get affirmation and are dealing with the true obstacle, move to the next step.

# DEALING WITH OBJECTIONS

- **Step 5: Show understanding** – “I can completely understand that”, “Many of our clients/members had very similar concerns when they first started with us...”
- **Step 6: Ask questions and/or Give information** – see examples
- **Step 7: Close** – Schedule an appointment, Decide on a package/service, Decide on payment options, Fill out paperwork etc.

# CLOSING THE SALE

- We fail to gain commitment to purchase on approximately 62% of prospects because we don't ask them to participate!
- Resist your **fear of asking!!**
- Look for Buying Signals
- After you've made your point, be quiet and let the client make a decision. Research shows that people need 3-4 seconds to think about their response before answering



# ASK FOR THE SALE!

- Based on what you've told me, I believe training with me 2 or 3x a week would be ideal. What do you think would be best?
- Most of our clients see their trainers 2-3x/week. What are you leaning towards?
- We should get started right away so we can start working towards your goals. How's Monday at 7:00am or Tuesday at 8:00am for you?
- I have an appointment available every Tuesday at 9:00am or Thursday at 10am. Which works best into your schedule?
- It sounds like you're ready to start working with me so we just need to work out the details. Let's go get your appointments scheduled.
- Based on your goals, I think we should try a 15 or 20 session package. What are you leaning towards?

# AVOID BUYER'S REMORSE

- Affirm the client's decision

*Sally you should be very proud of yourself. Most people just think about starting an exercise program their entire life and never actually do anything about it!*

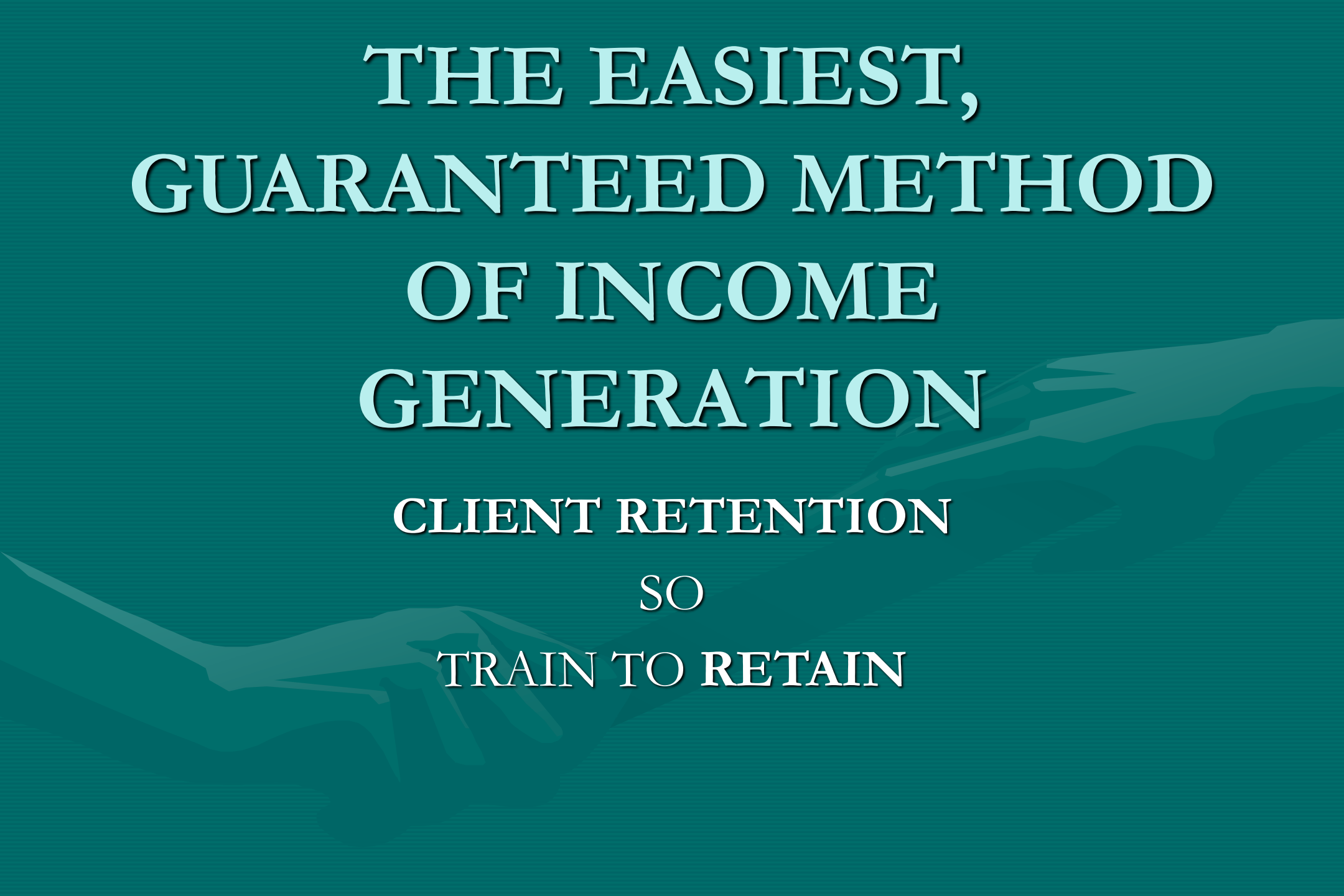
*You are going to be so pleased with your results, Sally!*

- Send them away with a package of material

The most important message  
for Managers / Owners

**Role Play!**





THE EASIEST,  
GUARANTEED METHOD  
OF INCOME  
GENERATION

CLIENT RETENTION

SO

TRAIN TO RETAIN

# Nearing the end of a package/commitment

- Regularly point out successes/progress
- Talk about your future plans for their fitness
- Use assumptive language and assume they are going to continue

# THE EASIEST, GUARANTEED METHOD OF NEW CLIENTS CLIENT REFERRALS

What can you do to exceed clients' expectations?

What can you do to get clients bragging about you  
to everyone they know?

# ROUNDING UP REFERRALS

- Don't be shy! Your current clients train with you because they like you! They want to see you succeed! Asking for referrals is not overstepping your boundaries. We are providing an exceptional service!
- Listen for an opening
- Make your clients aware of your current situation
- Ask for the referral (phone #, address)
- Inform the client of the process
- Show your gratitude – What do you offer for a Thank you gift?



# ACTION PLAN

- **Role Play!**
- **Track, Measure and then Train**
  - When using goals/quotas...
    - ...so trainers can train more clients and help more people
    - ...so trainers can make more money and thrive in their career that they love
  - # of Initial sessions
  - Closing ratio
  - Productivity level
  - Retention/Attrition

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**[nwPersonalTraining.com](http://nwPersonalTraining.com)**

**Sherri@nwpersonaltraining.com**



**#ideaworld**