

# **The Relationship Bridge: From Marketing to Sales**

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**Marketing** is everything you do to place your personal training services in the hands of potential clients.

It is an integrated process through which you build strong relationships and create value for your prospective clients.

**Sales:** The exchange of goods and/or services for a fee.

**Better definition:** a question-and-answer process of a step-by-step, intentional and logical formula with gaining a new client as the goal.

## **The Sales Cycle**

- Marketing
- Prospecting
- Setting the appointment
- Needs Analysis
- Price Presentation--Close (NEW CLIENT!)

## **Marketing and prospecting are relationship building activities.**

"Prospecting is defined as any activity or conversation you engage in to position yourself in front of a prospect with the intention to inquire, assess, discover, and educate so that you can determine whether there's a fit and a relationship that's worth pursuing which can then lead to presenting service in order to earn your prospect's business."

## **Who is your Target Audience?**

ALIGN your personal training marketing with the interests of your target audience. Create marketing that shows you're relatable, represents your WHY and speaks to WHO you would like to train.

## **What's your Signature Statement?**

### **HOW will you reach your demographic?**

- Become a Subject Matter Expert (SME)
- Social Media
- Events

### **INSPIRE, EDUCATE and MOTIVATE**

### **Soft Call to ACTION**

...asking a potential client to perform an action which isn't your main desired action but is a step towards it.

### **Set appointments with qualified prospects.**

- Paid session
- Initial consultation
- Group training
- Seminar series

### **Needs Analysis**

A series of purposeful questions that discover your potential client's fitness goals (WHAT), why those goals are important (WHY), possible challenges, previous exercise experience and preferences.

#### **Needs Analysis Questions**

- What information do you need to know?
- What questions can you ask that tap into the WHY?
- Overcome obstacles

## **Present Solutions**

- Review fitness goals and why they're important
- Clarify if there are any other goals
- Give price/program presentation

## **Referrals**

- When can you ask for referrals?
- Be specific when asking for referrals.
- Ask as an open-ended question.

## **Create your plan for success!**

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*Your daily choices direct your success. Choose then act accordingly.* ~Dina