



**Selling Personal Training & Fitness in America:
The Art and Skill of How to Sell and Present
Personal Training & Fitness - Knowledge,
Instruction, Goals, ... Unlimited Series by John
Green Book 1)**

John Green

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Do you want to know the industry SECRETS behind selling Personal Training and Fitness memberships?

Would you like to know how I sold over 3 million dollars worth of training in less than 3 years???

I'm going to tell you everything. Every little step and nuance!

I'm The Author John Green, and I'm going to show you how it's done.

Who can benefit from “Selling Personal Training & Fitness” The Art and Skill of How to Present and Sell Personal Training and Fitness Memberships in America?

Answer: *All of us!*

?

Selling Personal Training and Fitness in America

Over the many years of sales experience I have had, after having sold more than \$1 million in personal training myself, and managed the sales of over \$3 million and personal training, I've been taught (and had to learn) a wide variety of sales tactics and skills.

There's no easy way to put the art of selling personal training into a nice, neat list of bullet points that a sales representative can memorize and quickly utilize. All we are really doing is helping people make a decision that they can't or won't make on their own. It's that simple.

I believe that I can equip a personal training sales representative with the proper tools necessary, and the proper mindset, so that he or she may be able to quickly immerse themselves in a gym environment and prosper with clean, ethical, consistent sales. In addition, I believe that anyone has the potential to be an incredible salesperson as well as an incredible manager.

Selling personal training, and managing the sale of personal training are two different animals, and one must know and understand the differences in order to be successful.

Over the following pages we are going to focus on both the process and the mindset.

Here are some of the topics we will be covering:

The Assessment:

1. Establishing rapport with the client
2. Finding a client's true need/desire/X-factor with questions (Fitness Questionnaire)
3. Educating a client enough to understand that they need personal training
4. Understanding the NUMBERS (body fat percentage, lean tissue, and metabolism)
5. Presenting a client's NUMBERS in layman's terms
6. Using a TIMELINE to set client goals and hold them accountable to reaching them
7. The WORKOUT!
8. The summary of both WORKOUT and NUMBERS before PRICING
9. The "Question"

Closing Procedures:

1. The psychology of closing ("Tyranny of Choice")
2. How to Present PRICING
3. Rebuttals (objections—MONEY, TIME, SPOUSAL, DO IT ON MY OWN, THINK ABOUT IT)
4. The value of a TO—"Turn Over"
5. Closing procedures
6. Handoff to trainer
7. Inspect the process (3 day, 14 day, 30 day, and 90 day quality/satisfaction calls)

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Trina Durham:

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Casey Schnell:

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