

# **The Secrets Of Fitness Sales Success**

**A Special Report From The Fitness Consulting Group**

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Let's face facts – most fitness professionals don't enjoy sales. If we're being perfectly honest – most of them are very uncomfortable with the thought of asking for a prospect's money.

Our goal with this report is to alleviate your fears, anxiety, discomfort...whatever you want to call it...with the sales process. We're going to give you some simple sales concepts, example scripts and even the completion plan we use for our business' sales process. This simple system is not rocket science, but it has allowed us to take fitness professionals that absolutely detested selling while closing fewer than 10% of their sales opportunities and help them progress to closing more than 50% of their sales opportunities while increasing their average package value by over 200%.

### **Try To Sell To Only Those People Predisposed To Doing Business With You**

One of the biggest mistakes we see fitness professionals make is assuming everyone is a prospect. You can avoid this by doing several things:

1. **Using Direct Response Marketing** – Offer a free report or something similar on your site, in your ads or even on your business card to get people who are interested to 'raise their hands' and let you know they at least have mild interest in what you offer.
2. **Find A Niche** – By doing this you are already targeting a specific market and positioning yourself as the fitness resource for their specific wants and needs.
3. **Focus on Referrals** – Referrals are pre-sold on what you have to offer and usually provide little if any sales resistance.

4. **Sell More to Your Existing Clients** – If someone has already said yes once, they are far more likely to say yes again provided you haven't given them a reason to do otherwise.
  
5. **Become an Expert** – I really doubt that Alwyn Cosgrove, Craig Ballantyne, Bill Hartman or Tom Venuto would get a lot of resistance from a prospect – regardless of their fees. You can position yourself as an expert by doing more public speaking, writing more articles, releasing a book (even if it's self published) and doing more publicity work.
  
6. **Use Testimonials** – If you ever had a doubt about the value of testimonials, the success of Nutri-Systems should have eliminated it. Every piece of marketing material should use them. You should have a 'wall of fame' at your office or studio. You should have testimonials on your website and you should make before and after pictures a condition of doing business with you. Why try and beat your self up trying to convince someone that you can get them where they want to go when you have a ton of clients that can do it for you? It is cliché but "A picture is worth a thousand words."

## **Building Value**

What is value? If your goal as a fitness professional is to deliver great value, you must first have an understanding of how value is measured and what constitutes good and poor value in the eyes of the potential client, right?

How, exactly, is value perceived and measured? Having researched this question for a while, I think I have a definition: Value: in the eyes of the potential client, is simply the difference between the anticipated price and the actual price.

If the price anticipated in the potential client's mind is higher than the price of the service or product, the customer perceives it to be a good value: "I would have thought it more expensive!" Yet if the asking price is higher than the anticipated price, the potential client perceives the value to be poor: "This is highway robbery!"

The secret, then, is to control the anticipated price.

### **The Complimentary Session**

The thought of "giving away" your services will drive many of you crazy. I hear it all the time: "It will de-value our sessions." Well, let's look at this a little closer. If you've embraced the concept of 6 or 12 month programs, you are asking the prospect to commit to you for up to an entire year's worth of training (and payments.) To me, that's a significant purchase. If you go to purchase a car, you test drive it, right? If you go to Barnes & Noble, you flip through the book before you buy...and that's \$15-20. I think complimentary trail sessions offer several benefits:

- ✓ It kills the risk for the prospect.
- ✓ It attracts a larger number of potential clients.
- ✓ It gives you longer to build rapport.
- ✓ It gives you a greater opportunity to build value.

I can appreciate the people who believe that a complimentary session may de-value your service, but remember, roughly 86% of Americans do not belong to a health club. Of the ones that do belong, only 3% use a fitness professional. Our perception is that it is our job to build value in what we do. With so few people having experienced the value of our services, we can't assume that everyone

knows what we can truly offer. Many fitness professionals counter with a free assessment. I believe that an assessment is part of the complimentary session...our company offers 1/2 hour sessions, but our complimentary session is 1 full hour. I feel that just offering an assessment is tell the client what the problem is, not demonstrating a solution. The alternative, both defining the problem and offering a “taste” of the solution, seems like a far more effective means of closing sales to me.

### **Selling Process**

You have the easiest product in the world to sell – a better appearance, improved performance, good health and a better quality of life!

It is important to understand the concept that a fitness professional doesn't do something TO a person; a fitness professional does something FOR a person. A fitness professional is a friend, a coach, an educator, an actor and a motivator, as well as someone who can listen well and communicate effectively. This concept is the objective of the personal training profession.

What makes this concept so important is because people will typically buy from someone they like and someone they believe is trying to help them.

You can also compare this concept to the phrase – good people skills.

### **What are good people skills?**

Positive attitude

Finding a common element/bond

Good listening

Eye contact while one is talking

Asking the right questions

Empathy

We can sum these skills up with the phrase – **rapport building**.

## **Attitude**

The first thing that you can do to separate yourself from the average fitness professional is to control your attitude. The attitude you project, both verbal and non-verbal, is a direct result of your beliefs and perceptions about your profession. If you think of yourself as a “Fitness Professional” instead of a ‘personal trainer’, this will have a huge impact on the attitude you project.

Another element of attitude is how you perceive your prospective clients. Because you earn your income from the fees a client pays, over time you may stop thinking of prospects as human beings with needs and wants and start seeing them in terms of how many dollars their purchase will net for you. This is a sure fire way to start losing clients. One way to avoid this pitfall is to ask yourself two simple questions before talking to or greeting any new prospective client:

1. I wonder what I will like about this person?
2. How can I help this person get what he/she wants?

By asking yourself these simple questions, you will put yourself into a frame of mind that will project a positive, sincere attitude. Remember, people are more likely to become clients of someone they like. Having the right attitude and exceeding expectations has to be the way you do business 365 days a year, not just something you do until the sale is made.

Many times, to justify a lost opportunity to gain a client, fitness professionals often put the blame on the prospect: “he wasn’t serious”, “she had an attitude”,

“he was looking for reasons not to buy”, or “she was just wasting our time”. However, most people who take the time to come in to an introductory session with you have some interest in buying, but leave because they were not motivated correctly. Learning what motivates human behavior provides the foundation for a better understanding of people. This will also allow you to understand a prospect’s needs.

What motivates human behavior? It is actually quite basic – The desire to gain pleasure or avoid pain. As we continue through the sales process, please remember that we are not selling fitness equipment, we are selling a better quality of life, a way to feel better. Seek to understand what changes in the prospect’s life would make them feel good and show them how your offerings can help them accomplish this. Provide solutions.

### **Greeting the Prospective Client**

It is extremely important to make your prospective client feel comfortable when he/she enters the club or studio. Set a warm and friendly tone by greeting him/her with genuine enthusiasm. Use eye contact, a smile and a handshake to reinforce your greeting. The way you greet your prospective client creates the environment that makes him/her feel important, affecting your entire conversation. It often makes the difference between a sale and a “be back” client (a client who tells you they will think about it and come back later). Positive attitude, confidence and a positive approach are quite important. Remember, the first impression also includes the look of the facility and your personal hygiene. Be prepared to make the right impression.

After the initial greeting, you must now begin to establish rapport with your client. The ability to form a powerful common human bond and a relationship of responsiveness is vital to becoming a friend (remember, a fitness professional is a friend). In order to build rapport, start by politely asking questions about the

other person in hope that you will come across something you have in common (a sport, hobby or some other mutual interest). In essence, you are trying to find out how this person is like you. If a connection is found, the rapport process begins. Once a common bond is found, the potential client's attitude towards you changes and the conversation becomes more comfortable. Remember, rapport is nothing but a feeling of commonality – a common bond.

The greeting is also the point where you “take control”. Almost all prospects are in a foreign environment and will be more comfortable if they feel as though you are going to lead them through the process.

After you have greeted your prospect, ask them for their permission to fill out a PAR-Q. This is the ideal time to begin to build rapport.

Example: “Do you mind if we go through a few questions, which will help me find exactly how I can best help you?”

Remember, the purpose of the greeting is:

Take control, create a warm, friendly environment and create a good first impression.

### **Qualifying the Prospect - PAR-Q**

As we outlined, your goal is to build a quality relationship with your prospective client, one where they not only like you, but also trust you to open up. The PAR-Q is perhaps the most important tool to continue building such a relationship. The time spent going through a PAR-Q with your prospect allows you to find out about them, what they have done in the past in terms of exercise and what they want now – not only with regards to exercise, but what makes them “tick”. It is

here that you must use quality questions to probe for their emotional wants and needs.

Remember, the prospective client is driven to purchase by the emotions that your service is going to give them, not just by the service itself.

Before you can help a prospective client with their wants and needs, you must keep in mind what motivates people to buy. People do things for a reason. As we have outlined earlier, behavior can be broken down into two groups: The desire to gain pleasure and the need to avoid to pain.

For example: Some people diet to stay slim and look better, a form of pleasure they want to gain. Some people don't diet for pleasure; they diet so they will not get fat, feel ashamed, embarrassed and possibly ridiculed – all forms of pain they wish to avoid. Many times, behavior is the result of a combination of one wanting to gain pleasure and avoid pain. Human beings will do much more to avoid pain than they will ever do to gain pleasure. Once you understand your prospective client's behavior, you need to take the next step, getting them to buy.

To do this, you have to get them to a place of dissatisfaction: a feeling that they are not complete because they are not reaping the benefits of what your training program has to offer.

Getting someone to a “place” where they feel an inner pressure to buy is true motivation. When a prospective client has “inner pressure”, they feel compelled to buy because it is what they wants to do, not because you have locked them up in a room and used one hundred and one closes until they finally gave-in and bought. Inner pressure is the most powerful tool for creating a shift in behavior and must be done to bring a prospective client from a “prospect” to a “client”.

The prospective client's best interest must be kept in mind at all times, thus, having the prospective client feel as if they are making the decision to buy. Remember, people buy wants, and wants are emotional, not logical or rational. Emotional wants (inner pressure) happen at the unconscious level. Potential clients do not walk into the facility and say, "I really want to feel more self confident and I think I can accomplish that by getting into shape." Instead, they come in focused on the features and will tell you, "I want a diet and the right machine to..." In order to make your service appeal to a potential client at a deeper level – to get them motivated to buy – you will have to "uncover" what their emotional wants are.

Therefore, when they tell you they want a diet and the right machine to..., you need to find out what that means to them.

Now it is time to explore the emotional wants and needs of the prospective client.

The PAR-Q will serve as the key resource to provoke a dialogue between you and the prospective client regarding their fitness goals and how you can best help them. You will start with background questions to fully qualify the prospective client and to gain an understanding of their ability to make a decision.

During this process, you will need to listen as well as ask the right questions.

By asking the right questions, you will uncover a prospective client's real wants. Then, by carefully listening to what they say, you will obtain valuable information, which can be used throughout your introductory session.

*FYI – Failure to qualify a prospect is one of the largest reasons for unsuccessful sales efforts. Failure to qualify the prospect wastes your time by building a sale for non-existent needs or for a prospect who has no real intention of buying.*

## **1. Listening**

A fitness professional that is also a successful salesperson talks half as much as he/she listens. This is because if you say it, they can doubt it ... if they say it, it is true. An effective salesperson doesn't tell people things – they ask questions. You need to develop a comfortable questioning style that allows you to maintain CONTROL while the prospective client makes the decision. Also, remember that it is not what you say – it is how you say it. You may think you are saying it one way but the important thing is: How is the prospect interpreting what you are saying?

### **Aids to Listening**

LOOK at the speaker

Take brief notes

Picture the prospect's situation

Be patient – Don't interrupt

Question to clarify

Watch your non-verbal signals (body language)

## **2. Questioning**

Types of Questions:

Open Ended Questions: Use when a prospective client is talkative and to start needs analysis. Try to use as many open-ended questions as possible. These questions allow you to listen and the prospect to do all of the talking.

Example: “Ms. Jones, tell me how weighing 30 lbs. more than you want to is affecting you?”

Close Ended Questions: Use when a prospective client is unresponsive, when you wish to direct the conversation to a specific topic, when you need a specific answer or when you are looking for confirmation.

Example: “So Ms. Jones, how much weight do you want to lose?”

In the selling of training services, one of the most gratifying parts of the sale is having the PAR-Q section go smoothly. Ironically, when that happens, and the level of rapport is high, you will be tempted to make one of the biggest mistakes; trying to sell a program before the actual workout. Think of yourself like a “Fitness Doctor”. Don’t diagnose your patient or try and discuss a “treatment” until you have asked all the necessary questions.

### **Overview of Introductory Session**

The best way to stay in rapport, continue to be in control and move into the introductory workout is to give your prospective client a brief overview of what his/her session will consist of.

Example: “John, before we get started today, I just want to let you know exactly what we will be doing. First, I will be taking you through a brief assessment to identify any areas or limitations that we should address in your program as well as provide us with a ‘starting point’ to allow us to more effectively measure your progress. Then we will move into an abbreviated workout so you can see what types of things you should be doing to achieve your desired result. Afterwards, I will review the session with you and address any questions that you may have before we go over the different types of training programs that we offer to see what will be the best fit for you. How does that sound?”

As simple as this sounds, it can be very comforting for your prospective client. Many people become nervous and uncomfortable when they do not know what is expected of them – again, they will feel as though you are in control – helping them through the process.

### **Introductory Session Protocol**

Now that you clearly understand what your prospective client is looking for in a fitness program (future fitness goals and motivation) you can meet his/her needs by offering a customized workout. This can be done by taking the prospect's information from the Par-Q and the assessment, matching it with the features of your training services and then tying those features to the benefits that are most important to your prospect.

Too often we forget that this may be a potential client's first workout – at least in some time. Although we are accustomed to the environment, there is a lot going on simultaneously. This can cause sensory overload for many prospects. Therefore, it is important that you take your prospect through a workout at his/her own pace.

You must first demonstrate each exercise, explaining proper form and movement. Then lead your prospect through each exercise. This is the time to relate each exercise they're performing to their desired results.

Remember, your prospective client is not buying the features of your services; she is buying the emotional benefits she will receive from those features. Because she already has so much information to take in and process, you cannot assume that she will make the connection between features and benefits on her own. Therefore, you must verbally tie the features directly to the benefits that they want.

Example:

“Mr. Jones, you get all of your workouts personally designed for you, even the ones you perform on your own. What that means to you will get in the shape you want without wasting any time. In your opinion, does the ability to have no guesswork when it comes to your workout appeal to you?”

When taking a prospect through an introductory workout, the first place you should bring her to is the place that is of most interest. Avoid using the same introductory workout; vary it to meet each individual's wants and needs. If you get to the point of where you can present workouts without even having to think, you are most likely to disassociate yourself from the verbal and nonverbal interactions that are taking place between you and your prospective client, thus no rapport building, no tying emotional needs to your service and hence a lost sale.

Throughout the introductory workout, it is your job to get your prospect as involved in the interaction as you can. One way to do this is to put her on the spot. Ask for a recap of some of the techniques that you already went over. Do this especially if they have never been with a fitness professional before. The thought of someone watching their every move intimidates some people who have never been with a fitness professional before, so if you are constantly interacting, they will see how easy it is to use a fitness professional and feel the benefits. Another way is to make the prospect feel as though she is already a client. You can do this casually.

Example:

“John, as you may have noticed, many clients carry around their journal. As one of our clients, every time you come in for a workout, you'll be tracking each session to ensure that you get the results you're looking for in the shortest possible amount of time.”

Typically, during the workout, the prospect will ask you about the price of your programs. We strongly recommend not addressing price at this time – Keep in mind, the prospect will make a buying decision based on whether he thinks the product is worth the price. Because of this, you are better off waiting until your prospect has seen the entire service before discussing price.

If, during the workout, the prospect asks about price, you should casually say, “Allow us to finish working out and then we’ll go over our programs and prices to see what is the best fit for you.”

After the workout, ask your prospective client if she has any questions and answer any concerns. An excellent closing question is, “Now, what do you feel is the most beneficial part of using a fitness professional?” Once they have answered this question, then you can proceed confidently to the lounge or office area for the price presentation.

By taking the prospect through a example workout based around them and addressing their emotional wants and needs, the chance of them deciding to invest in a training program have greatly increased.

### **Takeaway Selling**

The underlying principle behind the concept of takeaway selling is the law of supply and demand. Simply put the less accessible someone is the more value is placed on them. This is a hard concept for some fitness professionals to accept but it is crucial in becoming the “expert” in your area.

If you can grasp this way of thinking and put it into practice you will be amazed at your results. You will see that the busier you are the more people want your services. The less accessible you are the more appreciated you are. If you put this into practice you will see that the less supply of you creates great demand and the virtual absence of resistance.

You can simply say that your services are not for everyone and you're only willing to accept clients that are truly committed to achieving their goals. They go a step further and tell the prospect that you require clients to be "walking billboards" for you.

This is the exact opposite of most sales tactics you see fitness pros use.

The feeling of urgency has proven to get people to take action. By using the techniques in this book you will find that more prospects are eager to make the buying decision, and train with you!

### **Example Closes**

**Use the one which you are most comfortable with or is appropriate for the situation.**

#### **Basic Close**

**Step One – Obtain A Positive Confirmation:** "Mrs. Jones, clearly you see the benefits of fitness, and of working with a fitness professional, right?" (Wait for the prospect to affirm your statement with a "yes")

**Step Two – Present Your Programs:** Then let me to show you the fitness programs that I have available for you. The first program I have is our 1session per week program, which is only an investment of \$150 per month. The second program I have for you is the twice a week program, which is only an investment of \$300 per month, and finally we have our three times per week program which is only an investment of \$450 per month.

**Step Three & Four – The Assistant Buyer Offers Options:** Based on your goals and experience level I suggest we start with either the two times per week program or the three time per week program.

**Step Five - Call To Action:** “Which one of these programs can we get you started on today?”

**Step Six – Shut Up:** (Don’t say a word after your call to action. Wait for the prospect to give their response. It’s a proven fact that nine out of ten times if you speak after you have given the call to action you will lose the sale.)

Even if the prospect does not speak for several minutes, don’t say a word. Simply sit there with a comforting smile on your face.

By getting the positive confirmation or commitment, you have mentally prepared the prospect for the purchase. By offering options, you have eliminated the choice between a ‘yes’, or ‘no’, and are, asking them to choose between three different programs instead. Any program that they chose is a sale. By directly asking them to select a program, and take action today, you have effectively reduced the odds of being faced with an objection, and have increased your odds of making the sale.

### **Takeaway Close**

**Step One -** “Mrs. Jones, before I show you the program that we have available, I need to tell you that working with one of our fitness professionals isn’t for everyone. I know that you mentioned that you were committed to losing that weight and keeping it off this time – but since we are 100% committed to our clients’ success, we require the same commitment from our clients. Unless you’re truly dedicated to achieving your goals and unless you’re ready to be a “walking

billboard” for me – then this may not be for you. So are you committed Mrs. Jones?” (Upon positive confirmation show programs)

**Step Two – Present Your Programs:** Then let me to show you the fitness programs that I have available for you. The first program I have is our 1session per week program, which is only an investment of \$150 per month. The second program I have for you is the twice a week program, which is only an investment of \$300 per month, and finally we have our three times per week program which is only an investment of \$450 per month.

**Step Three & Four – The Assistant Buyer Offers Options:** Mrs. Jones, I have two openings for clients in our schedule and I’d be willing to work with you if you’re this serious about achieving success. Based on your goals and experience level I suggest we start with either the two times per week program or the three time per week program.

**Step Five - Call To Action:** “Which one of these programs can we get you started on today?”

**Step Six – Shut Up:** (Don’t say a word after your call to action. Wait for the prospect to give their response. It’s a proven fact that nine out of ten times if you speak after you have given the call to action you will lose the sale.)

### **Objections**

Step six is where you may hear the first objection. As an experienced salesperson, you will expect to hear objections. An objection is a natural impulse for the prospect but it does not mean that he/she dislikes the service or you.

Once a prospect has given you an objection, the first thing you want to do is relax. Too many times, the fitness pro that has memorized “closes” or answers, will immediately respond to the prospect’ objection, sometimes before the prospect has even finished what she is saying. You want to take your time and find out what the prospect’s real concerns are.

Objections are really nothing more than a prospect’s request for additional information. They are a perceived barrier between the prospect and the solution. Lack of understanding, disbelief, lack of value and hidden reasons cause a prospect to state an objection.

The lack of value (the price you have quoted is not worth the benefits they perceive) is the number one reason for an objection.

When handling prospect objections:

Don’t argue

Get a specific objection – narrow it down to one

Keep it interactive

Focus on the benefits

Keep it a win-win situation

Listen-Listen-Listen

### **Gaining Commitment – “Closing the Sale”**

Once the new client selects a program, show excitement and be complimentary of their choice to make a commitment to reach their health and fitness goals.

At this point, ask the new client to retrieve financial information for payment while you retrieve the appropriate paperwork.

### **Recommended Payment Options/Agreement Completion**

Once the new client decides on a package, and they have filled out the top portion of the agreement, it is now time to take care of the payment.

Clients have two options for paying their membership dues. They can pay for all of their membership today, referred to as paid-in-full (PIF), or they can agree to make a down payment with an EFT payment drafted out of their account on a monthly basis for the length of their chosen program.

If client chooses EFT, you need to outline the options for paying monthly.

There are three:

1. Automatic payment monthly through the customer's credit card.
2. Automatic payment monthly through the customer's checking account.
3. Automatic payment monthly through the customer's savings account.

Example:

“Ok, the program that you've chosen is \$200 down and a monthly investment of only of \$200, which will be drafted out of your account. Now we would rather use your checking account or credit card?”

Clients can choose to have their account drafted on the 1<sup>st</sup>, 10<sup>th</sup> or the 20<sup>th</sup> of the month.

Example:

“Would the first, tenth or twentieth work best for your payment date?”

Once you obtain the EFT information, make sure you have the EFT authorization section signed and all of the bank information filled out completely. That means

filling in the bank name, routing and account number. If the account number and signature is missing, then it cannot be processed. That means you cannot receive EFT commission rates. You must also attach a voided deposit slip, check or copy of credit/debit card to each agreement.

Finally, before you ask the new client to sign the agreement, make sure everything is filled out completely and correctly. Once the agreement has been signed, client receives the pink copy.

### **Post Sale**

After you have closed the sale, compliment the new client once again. Make them feel good about their purchase and let them know that they are now on their way to a healthier, happier life.

Before the new client leaves, make sure he/she understands the following:

- How to use their training log
- Your company policies
- when the first training appointment is going to be
- what will be taking place at that first appointment

It may sound ridiculous, but a few of the clients that enroll will never schedule again because they are unsure how “it” all works. Literally explain how a client utilizes your company’s services and what to do first.

This is a process of assimilation...getting the new client to feel comfortable and a part of your company’s family. You may even want to quickly walk through the facility again quickly and introduce her to the other fitness professionals.

## Our Company's Introductory Session Completion Plan

<b>Title:</b> Introductory Training Consultation
<b>Result:</b> To enroll prospects into our various service offerings, enhance retail sales and provide prospects with an understanding of their current state as it relates to fitness as well as an introductory plan to improve that state.
<b>Materials Needed:</b> Par-Q, Bodyfat Tester, Workout Log, Schedule Book, Nutrition Log
<b>Position with Overall Accountability:</b> Vice President of Fitness Coaching Services
<b>Reporting Positions:</b> Fitness professionals

#	BENCHMARK	ACCOUNTABILITY OF
1	Schedule introductory appointment for prospect using the <i>Appointment Scheduling</i> script. Give prospect introductory overview form with name of fitness professional, date and time of appointment.	Smooth Energy Staff Member or Scheduling Fitness professional
2	Confirm appointment with <i>Confirming Appointment with Clients</i> script.	Smooth Energy Staff Member
3	Greet prospect by name with enthusiasm, provide prospect with Par-Q and pen using <i>Introductory Session</i> script.	Smooth Energy Staff Member

4	Greet prospective client by name with enthusiasm and engage in conversation to build rapport.	Fitness professional
5	Fitness professional will explain to prospect that the first part of the session will cover health history, current fitness/past fitness, nutrition habits, lifestyle and the second half of session prospect will be led through an example workout.	Fitness professional
6	Fitness professional will go over Par-Q making pertinent notes and documenting comments from prospect.	Fitness professional
7	Fitness professional will use effective questioning to identify specific emotional “hot buttons” to use throughout the remainder of the session.	Fitness professional
8	Fitness professional will take prospect to scale to get starting weight.	Fitness professional
9	Fitness professional will take prospect back to table and do body fat testing explaining procedure and the relation of body fat and health and	Fitness professional

	prospect's goals.	
10	Fitness professional leads client through example program first performing an example repetition of each exercise and providing relevant information - then by observing prospect performing several repetitions with appropriate form.	Fitness professional
11	Fitness professional will identify to prospect how each particular exercise relates to their specific goals.	Fitness professional
12	Fitness professional will give the prospect their undivided attention, providing knowledge, enthusiasm and motivation while focusing on the prospects "hot buttons."	Fitness professional
13	Fitness professional will lead prospect back to table following example workout.	Fitness professional
14	Fitness professional will get copy of workout log, nutrition log, price sheet and schedule book and return to table.	Fitness professional
15	Fitness professional will give prospect nutrition log, explain	Fitness professional

	what they are expected to complete and schedule follow up session with prospect.	
16	Fitness professional will complete workout log and review with prospect.	Fitness professional
17	Fitness professional will present programs to client using <i>Fit Systems Program Presentation Script</i> .	Fitness professional
18	Fitness professional will move to new client enrollment completion plan if prospect becomes client.	Fitness professional
19	Fitness professional will remind prospect of Nutrition Session and thank the prospect for their time if prospect chooses not to become a client.	Fitness professional
20	Fitness professional will forward Par-Q to Smooth Energy Staff if prospect chooses not to become client.	Fitness professional
21	Smooth Energy Staff will enter prospect's information into autoresponder.	Smooth Energy Staff Member

#	<b>STANDARDS</b>
1	Fit Systems / Smooth Energy will service each client and customer with the utmost quality, attentiveness and concern for success, and at a profit that will justify our efforts as well as the success of the business.
2	All employees will project an image of professionalism and order. Club members, Prospects and clients will encounter a team atmosphere from all members of the staff, and an attitude of genuine caring and interest in their needs and concerns.
3	Fitness professionals will present a neat, well-mannered, professional appearance, dressed in matching uniforms.
4	Smooth Energy staff members will dress in tasteful and professional attire.
5	Clients will not be made to wait to see their Fitness professional. Appointments will be thoughtfully scheduled to avoid waiting time.
6	Fitness professionals will give client their undivided attention, free from distractions.