

PERSONAL TRAINING PRESENTATIONS

Time of sale presentation: The time of sale presentation is made after you close the membership sale unless you have the experience to combine it with the price close. Let's talk about after the membership is closed and you are getting ready to make the first workout appointment.

Mr./Mrs. Prospect being you have not worked out before I recommended you purchasing a one-on-one personal training package. Not only will you save money by doing it now but it will help you with the three important factors to getting results.

1. **Being motivated** is a key element in your training and there is nothing more motivating than to have a one-on-one coach by your side bringing you through your workouts.
2. **Being committed** by having a booked appointment makes you show up for your workouts. Being regular when it comes to an exercise program is what gets you results.
3. **Having an education** and knowing what to do is a key in getting results. Members have many concerns and questions such as what exercise do I need for each body part, how many sets and reps and how much resistance should I use? With a one-on-one coach you don't have to worry about anything. After the fitness evaluation, the trainer will know what and how you should train and at the same time you will be learning and getting an education.

Confirm the results they want again and tell them how much easier it will be achieving those results with a one-on-one coach.

Do not pressure them into buying! This is a soft sell, using the take a-way approach.

Mr./Mrs. Prospect now that you are a member we are going to show you how to use some of the machines. If you feel comfortable starting out on your own without a training coach, that's ok. But let me show you the savings today by getting started.

Our 6-week Body Make Over offers you a choice of two programs.

Choice 1: Our 3 one-hour sessions per week for 6 weeks a total of 18 one-on-one coached sessions. The regular cost for this program is \$60.00 per session for a total of \$1,080.

By making a decision to start now on your first visit, you will save \$10 per session and pay just \$50.00 a session for a total of \$900. Your total savings is \$180.

Choice 2: Our 2 one-hour sessions per week for weeks. A total of 12 one-on-one coached sessions. The regular cost for this program is \$60.00 per session for a total of \$720.

By making a decision to start now on your first visit, you will save \$10.00 per session and pay just \$50.00 a session for a total of \$600. Your total savings is \$120.00.

Which of these two programs would be best for you? Close

If the prospect asks questions about the **6-week Body Makeover program** answer the questions and close again.

Remember this is a soft sell if the prospect is missed you still have a good chance of selling them personal training at a later date. They can be talked to again after the 2-3 workouts they receive as part of their membership.

The price for one-on-one personal training will be \$60.00 per hour for a package. You can sell the size package you want but not be less than 8 sessions. Single sessions are \$75.00.

When selling personal training sessions to members off the floor, always sit down with the prospect and follow the same presentation you would do in enrolling a new member. Use the three phases, getting results, etc. On the following page you will find some tips on how a personal trainer should conduct him/herself. You will also find some of the best certification companies to contact about becoming certified as a personal trainer.



PERSONAL TRAINING TIPS WHEN TRAINING CLIENTS...

Personal training is now a profession; you need to realize that you offer a professional service and collect a professional fee. Do not fall into the trap that other trainers have fallen into and become lax when giving you service. We have listed some of the more important points to follow while giving a personal training session.

1. **Dress the part:** Wear a good quality pair of sweat pants and a logo uniform shirt. It could be either a golf type shirt with collar or a t-shirt. It should identify you as a personal trainer. Shorts are ok but make sure they are not too short. Your shoes should be tennis shoes or running shoes that are in good shape and not dirty or worn out.
2. **Keep your hands out of your pockets:** Seeing a trainer with their hands in their pockets shows lack of interest and disrespect for the clients.
3. **Don't drink coffee or other drinks:** How bad is it for a professional trainer walking around training their clients with a cup of coffee in their hands?
4. **Don't eat:** If you missed breakfast, lunch or dinner too bad. Do not eat while training your clients.
5. **Don't train:** Do not do sets of exercise while training your clients nor should you train with your clients unless you have a special arrangement with them.
6. **Don't look around:** Pay attention to your client not other members in the club.
7. **Don't talk to other members:** If a member comes over and wants to ask a question or talk to you, politely tell them you are with a client and you will speak with them when you have finished your session.

You must give service beyond approach to build a successful personal training business. Give yourself fully to your client for the complete length of the training session.

The personal trainer should have 4 plus years of training with resistive and cardio equipment before thinking about becoming a personal trainer. A trainer needs to be certified as it gives credibility to the trainer and the club. The education will enhance your knowledge. There are now many educational books and courses for the personal trainer to become more proficient at personal training.

There are several certification companies to choose from. We are listing just four of the better company websites for you to look at.



www.nfpt.com



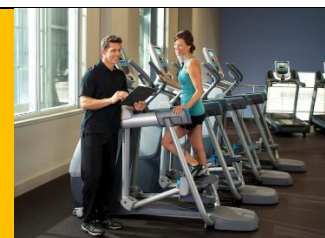
www.acefitness.org



International Sports Sciences Association

www.theissa.com

www.afpafitness.com



BUILDING A SUCCESSFUL PERSONAL TRAINING BUSINESS...

Personal training is a huge profit center that should not be overlooked. Pay attention to this part of the business and it will bring you big dividends.

Any trainer that you allow in your club doing personal training should be certified by one of the many personal trainer certification companies and have personal trainer insurance.

You can build personal training business three ways.

- **Outside personal trainers:** Would bring in his or her own clients from outside the club. With this system the outside trainer must be certified and carry PT insurance. They will sign in their name and client and pay the club training fee of \$20.00 per client per workout. You can allow as many trainers as you wish but they have to build their business from outside the club. Many trainers have outside clients and look for clubs to train their clients.
- **In house personal trainers:** Control your members with in house trainers. You would not allow outside trainers to sell your members personal training. Only your club staff trainers can sell personal training to members. The club would sell a 6-week Body Makeover program for 2 one-hour training sessions per week to a member and can charge \$50.00 to \$60.00 per session for 18 sessions for a total of \$900 to \$1,100. The club would pay the trainer \$20.00 to \$25.00 for the hour session and keep \$30.00 to \$35.00. The profit to the club would be \$540.00. Based on your new membership sales and working the floor with old members you should be able to sell 4-5 of the 6 week packages each week. Your profit from personal training can be \$4,000 to \$8,000 per month. You can sell smaller packages and sell half hour training packages for \$45.00. You can also sell groups of four for \$15.00 each.

- **In house and outside trainers:** You can also use an outside trainer to be part of your in-house trainers as long as they are willing to train the client for the in-house training fee. The trainer needs to keep in mind that it's your member and you sold the package so although they do not make as much you have given them a new client.
- **Which would be your choice?** The decision is how much hand's on will you be in operating your club. Although the choice of in house personal trainers are good, to make it work you need to be part of the sales process in selling the personal training programs.

On the following pages you will find a personal training presentation. Selling personal training is sold the same way you would sell a membership. At the time of sale is a good time to sell the personal training package. You will see some examples of how this is done. The average new member enrolling does not have much experience with resistive exercise. It is the big reason why women always gravitate to cardio machines or classes. It is imperative for both men and women to use weight-bearing exercise along with cardio to achieve a well-conditioned, healthy, strong and attractive body.

The personal training not only is a big revenue and profit center for you and your club but It helps retain membership. Men and women both are candidates for personal training but you will find that about 75% of the one-on-one business will be women.

Members buy personal training for a few very good reasons.

- Motivation
- Commitment
- Education

Motivation is the key important ingredient in a fitness program. Many members when first starting their fitness program are motivated but soon lose it in a few short weeks or months. Having a personal trainer keeping you motivated and progressing along the path to fitness is a key to staying with a wellness and fitness program and getting results.

Commitment is a must, as you have to stay long enough on a fitness program to feel and see the results. It is much easier to stay committed when you know you have a scheduled appointment 2-3 times a week with a trainer. And it helps a member stay committed when they have paid their money for a personal training package.

Education is important, as you must know what you are doing to get results and not injure yourself. Most trainers have their clients do the cardio on their own as once you know how to use the cardio machines you do not need a personal trainer. Using all the different combination of machines, free weights, sets, reps what body parts to work and how much takes an education. Having a personal trainer eliminates the worry of not knowing what to do. Relax and put yourself in the hands of your trainer, how good is that?

Over the years personal one-on-one training has grown with leaps and bounds and is here to stay. Take advantage of this exciting part of the industry and the huge profit potential.