

HOW TO USE THE THREE PHASES TO FITNESS CLOSING SHEET....

The three phases to fitness closing sheet has been designed to guide you and keep you on track during the closing part of your sales presentation. After you have gone through the profile sheet eliminating objections and using trail closes, you then go to the three phases of fitness. Learn the three phases to fitness presentation well. You will find it in the manual in the closing the sales section.

When you look at the closing sheet you will notice seven different sections

1. Three phases to fitness
2. Benefits
3. Losing weight and inches
4. Before and after testimonials
5. Other services
6. TD\$
7. Membership rates

These sections are used as ammunition when needed during the closing process. You never use up all your ammunition before you close. You must always have plenty left.

If you study the presentation you will see that after the three phases to fitness presentation is given, a question is asked: Are there any questions I can answer for you other than the cost? You then go directly to giving the membership rates and you close by sliding the closing card and pen in front of the prospect and tell them to go ahead and fill it out. You can see a deaf ear & acknowledge was used and the sales counselor went back into the other services part of the closing sheet and then closed again. Another objection was given and again the sales counselor went back to the benefits section of the closing sheet and talked about results and closing again. On the third objection, you would answer the objection and could use the before and after testimonials section and then close again. The time, desire, money (TD\$) close is very effective and can be used before closing with membership rates. It can also be used after the membership rates are given. It helps to put a prospect in a position that the only thing left today from enrolling is the membership rates.

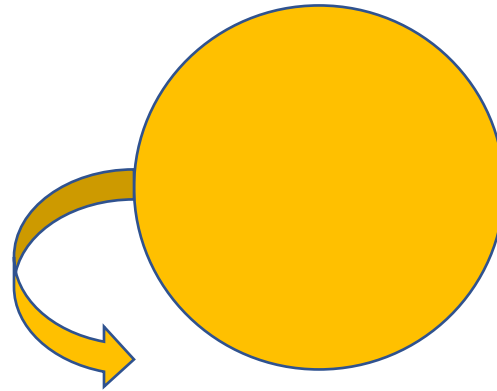
The point of the closing sheet is to always have something you can go back to and keep selling. Remember objections are only telling you I am not sold yet. Some prospects need more time to be sold, remember the prospect is making a life style change. They might have been thinking about coming into the club for a long time. The hardest thing was for the prospect to open the front door and come into your facility. But remember this might not be an easy decision for them to join. They need to understand and believe in the value if using the club 2-3 times a week for 30-45 minutes. They need to believe they will get the results they want. And they need to trust and believe in you. Sometimes that takes some selling, and your presentation and close might take an hour. Be prepared to win the game and sell the prospect a club membership. They will thank you later when they are feeling better than they have felt in years for taking the time and being persuasive in convincing them to join.

One of the rewards of this business is helping people become fit; you will change their lives for the better, forever.....Is it worth the time?

It is important to learn and be able to give all these closing presentations.






You need to look at yourself as a fitness crusader rather than a salesman. Yes, we are teaching you how to sell memberships but it goes beyond that. You must believe in your product & use your product.

Study and learn all the closing presentations, you will find them in the closing the sales section of the manual.



THE SALES CYCLE



-  INTRODUCTION/PROFILE
-  TOUR
-  PRESENTATION
-  CLOSE
-  REFERRALS



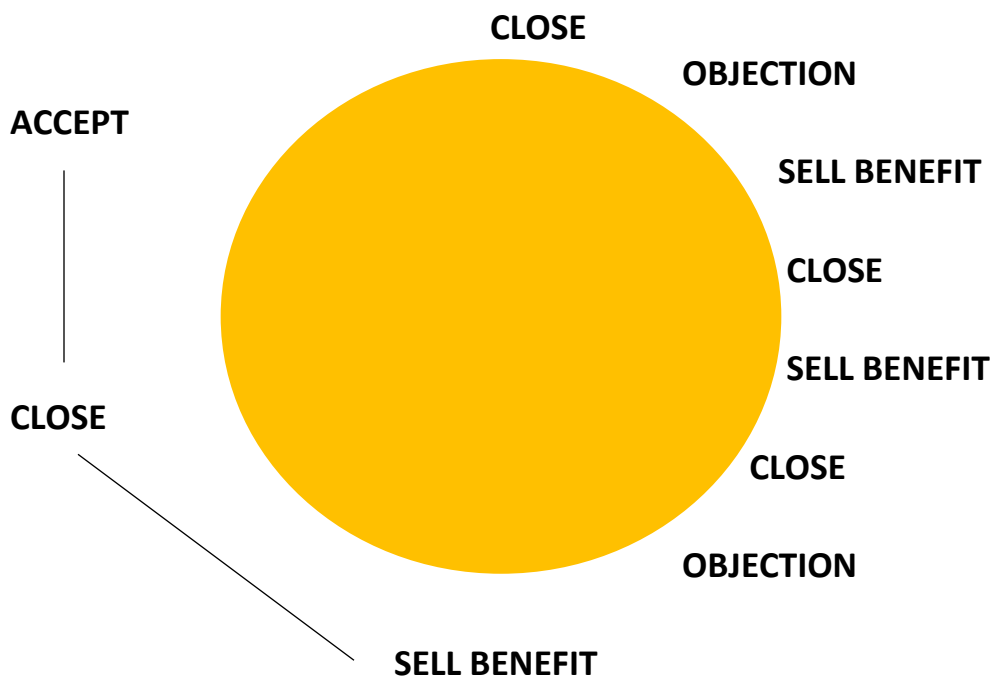
Do your Advertising and Marketing

Do Sell Memberships

Do Service the Members/Referral System

SALES CIRCLE

After you closed the guest the first time, if guest does not buy... Go back and explain benefits then close again. This sales circle continues for 6-7 times before giving in that a guest is not buying today. You will find that most of the time a guest is telling you I need more information and I need to believe I will receive the benefits I am looking for from the program before I can make a decision to buy.



Understanding and accepting the sales circle is important for maximum membership sales. You are putting a guest in the position of making a life-style change and the guest must believe they will receive the benefits from the program. It sometimes takes the guest time to be able to make that decision while they are in the club with you. You need to give them the time and sell benefits to a point of the guest accepting what you are telling them as truth. Remember it will not be the price that will stop them from making a decision, as the rates are affordable for everyone. It is your job to accomplish that task.

CLOSING THE SALE TRIAL CLOSES

Important features of trial closes:

- The trial close is a most valuable selling tool.
- A trial close is safe because it asks for an opinion not a decision.
- A trial close will determine the degree of prospects interest.
- Selling is composed of questioning, presenting and trial closing.
- Trial closes should be used everywhere in a sale.
- Closing too early can create a barrier resulting from a “NO”
- Closing to late will bore the prospect.
- By using trial closes, surprises are eliminated.
- A buying signal in response to a trial close shows the prospect is a buyer.
- Sometimes an objection is a buying signal in disguise.
- Always attempt a trial close after a buying signal.
- Prospects don't always give buying signals.
- Sales counselors don't always recognize buying signals
- Closing on a buying signal without a trial close can lead to trouble.
- A trial close does not require a buying signal.

Many sales counselors fail to get an order because they don't ever ask for it!
The most fantastic presentation will not get you a sale if you don't ask for it!
Too many times, we present our facts and figures and wait for the guest to say, hey this is terrific! I'll take it. This just does not happen.

Remember if you don't ask for the order someone at the other club will. A membership sale and money that could have gone to you will go somewhere else. It will go to another salesperson, another club, or even maybe new clothes.

The money for all your dreams and business goals is in the guest's pocket. If you don't want someone else to get your money, you have to **ASK FOR THE ORDER**.

Trial closes are questions to which, if the guest answers “yes”, he has bought. However, if the guest says “no”, it allows you to keep selling.

Attempt to close early and often throughout the sale, at each buying signal. Do not make the mistake of waiting until the end of a presentation to close. This makes it an ineffective “all or nothing” close. Most guests will say “no”, at least once because of fear of making a decision. If we ask for the order one time, then we are bound to get a no. If we have given our entire presentation in an “all or nothing” close, we have nowhere else to go.

That is why you need to follow the sales circle method during your presentation and closing process. Each time your guest says no, you are back to the benefits and questions and you can keep selling.

A guest may be almost ready to enroll even though he is still telling you “no”. So keep trying over and over with different trial closes. Knowing and using different trial closes is not pushy, not knowing trial closes is pushy because then all you can do is say, well, are you ready to sign.

Proper use of trial closes enables you to find out whether the prospect is ready to enroll without putting an end to your sales talk. Trial closes make it easy for the guest to enroll because it is easier to make several small decisions than one big one. Your guest will be more relaxed in this kind of selling atmosphere and will feel that you are an excellent salesperson. Most importantly, he or she will want to do business with you again.

FACTS ABOUT TRIAL CLOSES

In order to prepare yourself to close you need:

- **Enthusiasm:** You must transfer your enthusiasm for the product to your client.
- **Confidence:** The client's confidence in your product and service is a reflection of the confidence and what you believe in your product and service you project.
- **Expectancy:** You must believe the client is going to buy throughout the sales process. This will be expressed in the tone of your voice, your body language and your attitude.

The trial close helps get the guest past the moment of tension and pushes them closer to the buying decision.

Use less forceful closes early in the presentation to check the "buying temperature" of the guest.

- **If you get a negative reply:** Go back to the benefits/questioning step in the sales circle.
- **If you get a positive reply:** Go to a stronger close, be prepared for a "No", but continue selling as though the guest had said yes.

Never, ever say "Well, what do you think?" The guest will think of reasons not to buy. Instead, say "How do you feel?"

The Commitment Trial Close

"All I ask is for you to look at what we have to offer and you tell me if it applies for you."

If the guest later says that he or she will think about it, you can respond with.
"You said you would give me an answer."

The Hot Button Trial Close

People make 80% of their buying decisions on only 20% of the benefits. So hit their "hot button" over and over to get them warm enough to close.

A Hot Button statement: By coming to the club and exercising on our equipment 2-3 times a week for 30 minutes, you will firm up, lose 10 pounds and get into the size 6 dress for your school reunion or your daughter's wedding, or vacation.

The Power of Suggestion Trial Close

Remember that enthusiasm is contagious. You should talk as though they were already using the club.

- A. When using our Quantum equipment, you will like how easy and fun it is to use.
- B. When you are working out 2-3 times per week here at the club, you will notice how much firmer your muscles become.

The Yes-yes Trial Close

Ask "yes" questions so that when you close, the guest is already in the habit of saying "yes". Each time they say "yes", they are closer to enrolling.

Also, it tends to become hypnotic so that after a while, "yes" comes automatically.

Some following examples:

- Do you live here? Yes
- May I ask you some questions? Yes
- Do you believe being in good health is important? Yes
- May I share some information with you? Yes

The questions become more specific leading to the close. "Do you want to start right now?"

The Just Suppose Trial Close

In this trial close the sales counselor has the guest "just suppose" his/her objection didn't exist and asks if he would then enroll. "The method combines a tactic used in overcoming as well as being a trial close".

Guest: Your rates are too high

Sales Counselor: Is price your only concern?

Guest: Yes

Sales Counselor: Just suppose our rates were not so high, would you enroll then?

Just suppose you believed you could take off these 20 pounds, would you enroll then?

The Switch Place Trial Close

Use this close when you can't figure out why the guest won't enroll.

Mr./Mrs. Guest, could I ask you to put yourself in my shoes for a minute?

Let's say you were sitting in my place trying to sell me a membership. But I wasn't buying and you did not know why. What would you do?

If you get an evasive answer, ask:

Is it the club, equipment, price, me?

Then ask: What do I need to do for you to get started today?

The Summary Trial Close

You sum up what the guest has told you about what they wanted and repeat back their own reasons for enrolling.

From what you told me, you need to lose inches off your thighs, hips, rear and about 15-20 pounds. I know we can accomplish these goals for you. Don't you agree?

The Qualifying Trial Close

If I can show you that we can accomplish the goals that we have talked about for you, are you in a position to make a decision today?

As you are getting closer to closing the prospect, your close starts getting stronger and more definite. Here are some of the following closes to use.

The Alternate Choice Close

In this well-known close, the sales counselor gives the guest a choice of two options instead of giving him/her the opportunity to say no to one.

Which of the following two memberships work best for you? When guest answers and points to the membership they are interested in, push the closing application and pen, and say “Great, just fill this out for me”.

The Physical Action Close

What is the physical action close and how is it used in selling a membership? A physical action close is used in every membership sale.

Example: After you have answered an objection and you get a yes from the question you asked, you always ask the guest to buy. You do this by pushing the closing application card and pen and say, “Great, fill this out for me, just print your name the way you want it on your membership application”. Do not say anything; do not speak, be silent...take out the membership application and start writing. If the guest is ready to buy they will start filling out the card. If they don't they will give you an objection. Follow the sales circle and go back to selling benefits/questions and then close again the same way.

The Assumptive Close

This close takes advantage of the concept of transference. When the sales counselor begins to talk as though the guest has already enrolled. Often the feeling is picked up by the guest. When used with a guest who is on the verge of saying yes, it can hurry the decision. When they give you a buying signal simply push the closing card and pen in front of them and ask them to fill it out. Do not say a word. The physical action and assumptive close work very well together and are almost one in the same.

The Narrative (story) Close

Ninety percent of the buying decision is based on emotions. The part of the brain involved with emotions is the right hemisphere and this side deals well with stories and pictures.

In order to appeal to the emotional side of the brain (the buying side) build your presentation around stories of others who have hesitated making a decision but who, when they did decide to act, were overjoyed with the result. Before and after pictures can be used with a good emotional story. Always close at this point by pushing the closing card and pen and ask the guest to fill it out.

The Ben Franklin Close

This is a good close to use when the guest has some objections that you cannot overcome. It weights the pros and cons of the situation.

Simply list all the reasons for buying and all the reasons against.

—	+
Rates are too high	Lose Weight Firm and tone Fit into my clothes Have more energy

Sales counselor: As you can see, the reasons outweigh the reason against.

Don't use this close if you can't construct a table that favors the positive side.

The Take Away Close

People want things more if they feel that they may not be able to get them. If the sales counselor suggests that what they are offering may not be available, it can be just enough to help the guest make the decision now.

“Let me see if I can still get that program for you”

- **FOR YOU TO BE A GOOD SALES CLOSER YOU MUST LEARN AND MEMORIZE ALL OF THE DIFFERENT CLOSES.**
- **DON'T BE SHY, ALWAYS PUSH THE CLOSING CARD AND PEN AND ASK THE GUEST TO BUY.**

THIS IS A BUSINESS OF SELLING MEMBERSHIPS!

CLOSING CARD

The closing card is one of your most powerful tools for closing the sale. It is an action and assumptive close that puts the guest/prospect in a position of making a decision. The closing card helps to close the sale. Many times, a sales counselor keeps talking and talking and does not ask for the order. The closing card is your best closing friend. Use it to close your sales every time, as it will help establish a good habit pattern.

Application Card	
Name _____	Address _____
City _____	State _____ Zip _____
Home Phone # _____	Cell Phone # _____
E-mail address _____	
Member Referral Name _____	

The closing application cards should be out and on top of your sales desk at all times. It is one of your power tools for closing a sale. Don't be shy ask the prospect to buy and push the closing card and pen and say: Just fill this out and let's get you started.

It's important to understand that you close, DO NOT TALK! Keep buys, take out the membership agreement start filling in the price, or take the profile sheet and start writing on it. Let the prospect talk first, if it is an objection, deaf ear it and go back and sell benefits/questions and close again. Follow this closing technique at least twice before you take the bull by the horns and answer the objection. Each time you close just nudge the closing card. (You already have it in front of the prospect) and say, well let's get you started just fill this out. If the prospect starts writing, write up the sale...

SALES TOOLS

WHAT ARE SALES TOOLS?

Every profession has and uses their tools to do the job,

- A dentist has drills, water & air suction to do the job.
- A doctor has the blood pressure caps, surgical tools and so on.
- A carpenter has the hammer, nails, wood, saws, drills, etc.

What about the sales counselor? What tools do you have?

There are many tools in the sales counselor's toolbox to help get the job done, the job of enrolling a new member.

As the tradesman and the professional go to school and put many hours of education learning their trade or profession so should the professional salesman. Remember this is a business of selling memberships. It only makes good sense to become the best salesman you can be. Learn your profession and learn how to use the tools of your profession.

Let's take a look inside your toolbox and see what's there.

- **The facility and all the equipment**
Let a guest try out a machine and tell you the results it gives, let them see and believe in your knowledge in how you can help them.
- **Your members are tools**
Pick a member out on the floor and tell the guest how great he/she is doing.
- **The life-style profile form**
A tool to help eliminate objections
- **The presentation book**
To help you keep on track
- **Before and after testimonials**
Testimonials are a powerful motivator and one of your power tools

- **The closing card**

A power tool like no other

- **Your pen**

Don't leave home without it, another power tool

I am sure you can add to this list, anything that helps you get the job done is a tool that belongs in your toolbox.

Keep your tools sharp, clean and well maintained. Use your tools often so you become an expert with them. You have chosen the fitness industry to earn your income. You have chosen the Zoo Health Cub franchise for the vehicle you are driving on the road to success.

In the pages of this manual you will find the power to succeed, remember the more you learn, the more you earn.... **Knowledge is Power!**

Help people get what they want and need and you will always get what you want and need....

THREE PHASES TO FITNESS

90 DAYS

 LOSE WEIGHT
AND INCHES

90 DAYS

 PROPORTIONING
FIRMING AND TONING

90 DAYS

 STABILIZE RESULTS
MAINTENANCE

BENEFITS

Improve appearance
 Trim inches
 Increase strength
 Reduce tension
 Gain weight
 Improve athletic performance
 Sleep better

Lose weight
 Firm and tone
 Reduce coronary risk
 Stimulate circulation
 Increase endurance
 Improve posture
 Relax, have more fun

Your present weight? _____

Your goal weight? _____



LOSE A TOTAL
OF _____ LBS

Neck Arms Shoulder Chest/Bust Waist Hips Thighs Calves



LOSE A TOTAL OF
_____ INCHES

BEFORE AND AFTER TESTIMONIALS

OTHER SERVICES

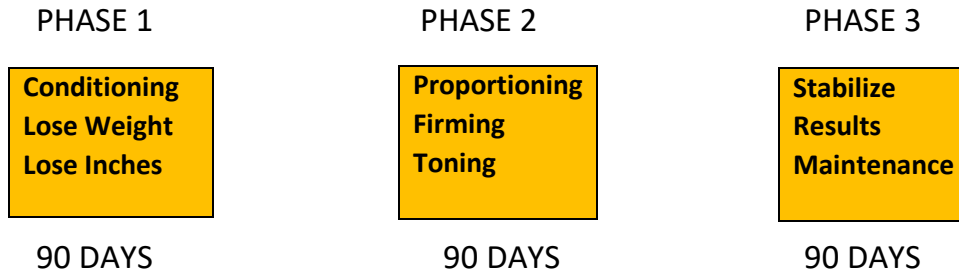
TANNING SAUNA CHILD CARE ONE-ON-ONE PERSONAL TRAINING OPEN 24-7 7 DAYS PER WEEK

T D \$

MEMBERSHIP RATES

THE THREE PHASES

Let me explain how the “**THREE PHASES TO FITNESS**” is the key to getting you results and maintaining results for as long as you want.



The first phase: Of your fitness program is a very important phase, it is where we concentrate on taking off all your excess weight and inches. Depending on how much weight and inches you need to lose, the first phase might take less time or a longer amount of time. During your first phase, your diet program is important and you will want to cut back on fats and calories. Your body needs to start losing the excess weight and inched before it can start the next phase. You might say we are like a sculptor who first takes a formless block of clay and starts the process of trimming away the excess before starting the shaping process.

The second phase: Of the program is even more important than the first as now we go back and proportion, shape, firm and tone the body the same way the sculptor starts shaping and proportioning the block of clay. At this time your diet is the same as in the first phase other than adding a little more protein to help the firming and toning process.

The third and final phase: Is even more important than the first two as this is where you stabilize the results and start in on your maintenance program. It's as the sculptor who now takes the finished piece of clay and places it in the oven to harden and stabilize.

Maintaining your results is easy as long as you control your diet and exercise 2-3 times per week for at least 30 minutes.

If you drop out of the life-style change you made then little by little your body will start losing the results. Just like a car you left in the garage without running for a period of time, the tires go flat and the battery goes dead. You have put time into getting in shape so don't let that happen as it's fun and way to maintain the results you have achieved.

TIME – DESIRE - MONEY

This sales strategy and closing tool works wonders to put your prospect in a position of saying yes to everything other than the money. The money is easy to overcome and that's a good position to be in. Here's the way you present Time – Desire – Money.

TIME

Sales counselor: Mr./Mrs. Prospect we have talked about getting started on your fitness program and my understanding in spending this time with you today is that you will make the time and put aside 2-3 times per week for 30 minutes to come into the club is that right?

Prospect: Yes

Sales counselor: Great!

DESIRE

Sales counselor: Mr./Mrs. Prospect we also have talked about how much you really want to lose the extra 20 pounds and lose the extra inches in your problem areas right?

Prospect: yes

Sales counselor: I really feel that you have the interest, the commitment and most of all the **desire** to get yourself in shape. Without the real **desire** to lose weight and inches and get into a good fitness lifestyle then of course it would make it much harder. But I know you have the **desire**, right?

Prospect: Yes

MONEY

Sales counselor: Mr./Mrs. Prospect we also have talked about how much you really want to lose the extra 20 pounds and lose the extra inches in your problem areas right?

Prospect: Yes

Sales counselor: Then there could be one other reason why you don't start your fitness program. It must be the money, right?

Prospect: Yes

Sales counselor: Ok, good give me a minute to check on something and I will be right back.

Prospect: Ok

Sales counselor: Great, this is what I can do for you.

You write out the rate for the prospect giving the non-contract membership at the most reasonable rate you can offer. You push the closing card and pen and say: "Just fill this out and let's get you started".

This is a strong and effective close that works. Learn it and use it....