

PRESENTATION

You have two ways of giving the sales presentation:

Using the Presentation book:

The presentation book is always used during a pre-sale and can also be used in the day-to-day operation of your club. Using a presentation book makes the presentation easier as you go through the presentation page by page with the prospect so you know where you are at all times. We recommend using the presentation book without the presentation book. Once you learn the presentation, all the many different types of closes, know the Life-Style profile inside and out than you have a choice to stick with the presentation book or do the presentation from memory following the presentation guideline.

You must be a strong presenter and closer with good discipline when not using a presentation book. This is a much more advanced selling technique that you should not try until you have the experience.

Using the Life-Style Profile and presentation guideline:

This method takes more experience and not recommended until you are ready. This method is used by more experienced sales people on a day-to-day basis working a club and selling memberships. It gives more freedom to use your sales strategies and you are able to maneuver through the presentations and closes faster and smoother. You use before and after pictures, members testimonials along with the life-style profile sheet, 3 phases, time desire money, the deaf ear in handling the first few objections before taking the bull by the horns and answering objection and closing.

This method can be extremely effective in closing sales.

The first part of the presentation section will start with an example of the presentation without the presentation book.

The second part of the presentation section will start with an example of the presentation using the presentation book.

FIRST SECTION NOT USING PRESENTATION BOOK

Study the Life-Style Profile section of this manual. Become an expert at using the profile sheet.

Study the tour section of this manual. Become an expert at giving a tour. Make sure your tour always includes placing a guest on the resistive machines. Let them see how easy and effective they are for achieving the results they are seeking. The guest should be placed on 2-3 machines during the tour process.

You now have the guest seated next to you. The best way in giving your presentation is left to right rather than in front of you. Always try and set up your sales area to accommodate your presentation in that fashion. It's going to be much easier for you rather than giving your presentation upside down.

Sales counselor: Mr./Mrs. Prospect it's a pleasure to be able to sit down with you and tell you about our program. I see here that you live in _____ are you planning to stay here in the area?

Prospect: Yes, I am.

Sales counselor: Great! I see you are married, any children?

Prospect: Yes, three

Sales counselor: Well I am sure they keep you very busy. Let me ask you if your husband supportive of you wanting to lose weight and get in better shape?

Prospect: Yes

Sales counselor: So, you can make the decision to get started on a fitness program, right?

Prospect: Well I do need to talk to my husband first.

Sales counselor: I understand, I have so many women members that said the same thing but they felt losing weight, inches, and getting healthy for themselves and their family was so important they made a decision to become a member.

You are just planting a positive seed with what you just said. (You want to try and eliminate the objection during the presentation the prospects answer tells you to slant your presentation to help overcome this objection before you close.)

Sales counselor: I see you work in real estate?

Prospect: Yes, I do

Sales counselor: Does it give you a flexible schedule?

Prospect: Yes, it does somewhat

Sales counselor: Well good, and you're not too physically active right?

Prospect: Well not so much now, it always seems like I am busy.

Sales counselor: I understand, but you are going to do better and become more active right?

Prospect: Yes, I sure would like to.

Sales counselor: Well at one time you were as you put down, a member at a health club before. How long ago was that and what type of club were you going to?

Prospect: That was a few years ago and I was going to a small women's only club.

Sales counselor: Good for you, were you feeling better doing some exercise?

Prospect: Yes, I was.

Sales counselor: Well, it's time you felt better again, think how much more energy you will have for your family and work. I bet they would enjoy that right?

Prospect: Yes, I suppose so.

Sales counselor: I see you have been on a diet before and you did gain your weight back. You know, I always tell my members diets don't work. It's the combination of just cutting down on the amount of food we eat and increasing your exercise that works best for a weight control program. You did put down you feel you lack exercise at this point so we want to take care of that for you right?

Prospect: Yes, I hope so.

Sales counselor: I see here you put down poor circulation, lack of energy and that you have a little arthritis. Of course, the exercise will dramatically make a difference in improving your circulation, lack of energy and not cure but help with the arthritis. You have no limitations preventing you from exercising right?

Prospect: Right!

Sales counselor: Good, let's talk about your interests and the main reason you want to start your exercise program. I see you want to lose about 20 pounds and alone with this you can expect to lose about 20 total inches in all your problem areas, such as your hips, thighs and you're under arms or triceps. This is an area that women lose tone very quickly. Would you be happy accomplishing that?

Prospect: Yes

Sales counselor: I bet your husband would be happy too right?

Prospect: Yes, I am sure he would

Sales counselor: Along with the weight and total inch loss, you are going to increase your energy and blood circulation. Now you will put aside 30 minutes 2-3 times per week for your exercise program, right?

Prospect: Yes

Sales counselor: Great, I think it's important to understand how your body works when you go on our exercise program. Here is how the "Three Phases to Fitness" will work for you as a member. (Give the Three Phases to Fitness presentation you will find in the closing the sale section. You must memorize the three phases as you are going to close with the prices as soon as you finish the 3 phases presentation.)

Sales counselor: Mr./Mrs. Prospect, Phase 1 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 inches before you 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.

You see how that works? Do you have any questions about the first phase?

Prospect: No

Sales counselor: I bet you will be very happy to see you lose the 20 pounds and inches and know you made the decision to do it. He would have to be proud of you right?

Prospect: I am sure he would

Sales counselor: 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.

Sales counselor: Any questions about the second phase?

Prospect: No, I believe I understand it.

Sales counselor: Now the third and final phase of your program 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.

At this point you have lost the weight, firmed and toned and now what is left? Just maintain the results you have achieved.

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 the life-style change you made, than little over a period of time 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 easy and fun to maintain the results you have achieved.

Are there any questions I can answer for you other than the cost?

Prospect: No, I can't think of anything, I would like to know the cost?

Sales counselor: Great the cost of our National membership is:

\$149.00 enrollment fee plus \$29.95 per month for 12 months and you can enroll on this program any time. This program has a great value as it includes use of our club facilities 24-7 7 days per week. Your membership is honored at all our clubs. We evaluate your current level of fitness as well as your goals and objectives and a get fit program card and 3 sessions with a trainer is included. This alone has a value of \$150.00.

Now we know how some people procrastinate and put off until tomorrow the decision to get started on a good fitness program. You know the hardest thing was to open that front door and come in here today. The company has given a lot of thought to how to help people not procrastinate as they have in the past but to move forward with the fitness lifestyle and get started on their first visit as yours is today. So right now, today on your first visit instead of paying the \$149.00 enrollment fee it's just \$99.00 you save \$50.00 on the enrollment fee plus instead of paying \$29.95 per month dues, your dues today are only \$19.99 per month a savings of \$10 per month. This includes all the great features of our National membership.

All you need to get started is to fill this out, (push closing application) write or print your name just the way you would like to see it on your membership card. The sales counselor does not speak at this point, the ball is in the prospects court.

Prospect: Starts writing and you take out the agreement and start writing it up. But that's too easy so let's have some fun.

Prospect: Well, I really need to think about it.

Sales counselor: Deaf ear & acknowledge: I understand Mr./Mrs. Prospect, I forgot to mention a few of our other services. Will you be using our childcare area?

Prospect: Yes, I would like too

Sales counselor: Would you take advantage of your 24 hour 7 days per week service?

Prospect: Maybe sometimes.

Sales counselor: Our members love being able to use the club 24-7 7 days a week. Would you use the tanning rooms?

Prospect: Are they good for you?

Sales counselor: Many of our members love tanning and believe in it so it's really a personal choice. Our special Infrared sauna helps to burn calories, lose weight and detoxify the body. The treatment costs \$10 per session and I know you would love to try it so here is what I would like to do for you. I am going to have you be my guest for a free treatment and include it today for you so just fill this out and let's get you started. (Just tap closing card as it's already in front of them with a pen).

Prospect: Gee that sounds good, but I don't know, I think I need to talk to my husband.

Sales counselor: Deaf ear & acknowledge: I understand you know I wanted to talk to you a little more about benefits and I wanted to show you a few testimonials and before and after pictures. As a matter of fact, this is Gloria, she reminds me a lot of you. I remember she came in and just procrastinated getting started, she had about 30 pounds to lose, she started about 3 months ago and has lost 25 lbs. so far as you can see from her picture. Look what she says under her picture. Don't put this off, look what it did for me, I feel like a brand-new woman. Your husband is going to love the new you! Let's get you started, just fill this out. (Tap the card again and ask her to buy.)

Prospect: Do I still get my free sauna treatment?

Sales counselor: Yes, just fill this out.

On the third close, you take the bull by the horns and answer the objection and close again. You must condition yourself to have the staying power to stay with it until you win. Remember somebody sells somebody: You sell the prospect the membership or the prospect sells you on why you don't need the membership. You never give up trying to close the sale until you have pushed the closing application 6-7 times and asked the prospect to buy.

Let's continue for a few more closes so you get it!

Prospect: I still think I should talk to my husband.

Sales counselor: Taking the bull by the horns and answers the objection, you should have 2-3 husband/wife answers to objections memorized. Refer to Objections section in your manual.

Sales counselor: I understand I am sure your husband only wants the best for you right? You did tell me when I asked the question about your husband wanting you to feel good about yourself and would he be supportive of you losing the weight and inches and improving your health and you said yes. You have to be the one to make the decision, this is for you. Your husband and family will benefit from you being in better health and shape but this is for your first. You have to show your husband you want this and nothing is going to stop you. When you have that kind of commitment your husband cannot say no. Let's get you started just fill this out. (Tap closing card and pen).

Close, Close, Close, study the sales circle in the closing the sale section of the manual. Learn and use the mechanics of closing it will pay you huge dividends in increased membership sales.