

CORPORATE SALES AND TRAINING MANUAL FOR THE ZOO HEALTH CLUB

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Attitude & Philosophies

- Words of wisdom

Three keys to success

- First Key: Advertising and Marketing
- Second Key: Selling memberships
- Third Key: Service the members and build a referral system

Life-Style Profile

- Filling out the Life-Style Profile form
- Questions that eliminate later objections

The Tour

- Giving the proper tour after Life-Style Profile form is filled out
- Sit guest down and start presentation

Sales Presentation

- Presentation using the Life-Style Profile sheet
- How to use the three phases to fitness closing sheet
- Presentation using the presentation book

Closing the sale

- The Sales Cycle
- Sales Cycle
- Trial Closes
- The Closing Card
- Sales Tools
- Three Phases to Fitness
- Time – Desire – Money

Objections

- Handling Objections
- Eliminating Objections
- A few short reminders
- Answers to Objections you may hear

Phone Presentations for Prospects

Types of Phone Presentations

- Telephone Inquiry Presentation (T.I.)
- Telephone Price Block Presentation
- Telephone Lead Box Presentation
- Telephone Referral Presentation
- Telephone Special Promotion Presentation

Merchant Lead Box Program

- How does the program work?
- Where do you place the lead box?
- Weekly follow up
- Collecting leads
- Merchant lead box presentation

Building a Successful Personal Training Business

- Outside trainers
- In house trainers
- In house/outside trainers
- Motivational/Commitment/Education
- Personal training companies

The Membership Sales Agreement

- How to fill it out
- What to do with it

Fit-Check

- How it works
- What to do
- Cost

Basic Club Operation

- Front desk
- Days and hours of operation
- Staff
- Personal Training staff
- Franchise Corporate requirements

Employee Handbook

Exercise Programs

- Exercise card
- How to program a new member
- Proper use of machines
- Free weights
- Cardio Health

Nutrition & Diet

- Basic information