



YMCA Awards

Level 3 Business acumen for
personal trainers

2018

Level 3 Business acumen for personal trainers

Selling personal training to clients

Learning outcomes

By the end of this session you will be able to:

- Summarise the stages of the sales cycle, to include prospecting, setting appointments, qualifying, presenting, handling objections, closing, asking for referrals (when appropriate)
- Describe the importance of portraying your beliefs as to why you want to be a personal trainer when selling services to potential customers
- Identify the importance of understanding the needs and expectations of personal training services for different demographics

Learning outcomes

By the end of this session you will be able to:

- Explain why it is important to correctly identify client's needs and expectations in relation to the services offered
- Explain the importance of giving clients the opportunity to ask questions and discuss the services and their benefits
- Identify buying signals that a client might give and how they can be used to help move the sale on

Learning outcomes

By the end of this session you will be able to:

- Explain the importance of negotiation within the sales process and how this can benefit the client and the business
- Demonstrate how to identify and confirm the client is ready to close a sale
- Explain why it is important to agree terms with the client and how to do so
- Identify the relevant documents that need to be completed and why these are important

Reason for identifying the market

- Develop effective marketing strategies
- Develop marketing communications that appeal specifically to the target market
- Focus marketing activities to optimise reach
- More cost-effective marketing strategies
- Compete successfully in under-served markets

