

***PT* BIZ**

POWERFUL RESOURCES
FOR PT ENTREPRENEURS



CHANGE
IS
COMING

Selling Programming Effectively

-Danny Matta

There are 3 ways digital clients

Effective sales solves a lot of problems.



Message to get them on a call



Provide a solution to a problem



Fulfill

Step 1 Rapport

- **Small talk.**
 - **See how they're doing. How is their family doing.**
 - **Talk about things you have in common.**
 - **These most likely are past clients so this should be easy and take no more than 1-3 minutes.**

Step 2 Explain Structure

- **Hey name. Real quick, here's the agenda for this call. I'm going to ask you a bunch of questions about your health/wellness. This will help me get clear on where you may or may not need help. This will also help me make the best recommendations to make significant improvements over the next few months. If it sounds like there might be a mutual fit for me to help you achieve these goals in a more structured way, I may spend a couple minutes explaining what that might entail. Sound fair?**

Step 3 What goals/concerns

- **Times are a bit strange. Access to gyms is limited, you're stuck at home more but that doesn't mean you want to let your health stuff. What health/wellness areas do you want to maintain and improve over this time?**
- **What would be a home run for your health/training if you could achieve it over the next 4-6 months?**

Step 4 What are you doing currently?

- What are you doing for workouts?
- Do you have any accountability?
- On a scale of 0-10, how competent do you feel in your ability to keep yourself healthy, active and pain free?
- What kind of access to equipment do you have?
- Are you currently dealing with an injury you need to train around?

Step 5 0-10 questions

- On a scale from 0-10 how would rate your current physical health?
- On that same scale, where would you like to be in the next 4-6 months?

Step 6 what's your plan?

- **What's your plan to make whatever change they said they want to make.**
- **Really important for them to realize they probably don't have much of a plan.**

Step 7 Regurgitate/Ask

- Read back goals, limitations and their plan.
- Pitch permission
 - It sounds like there's a mutual fit for me to help you achieve (state whatever goals they said) in a more structured way. Do you mind if I give you a little bit more info on how I can help?

Step 8 Explain your offer

- I have found a lot of success helping people make permanent health changes with (name your program)
This is a 4 month program that starts with an in depth assessment. After that I build you a custom program based on your assessment, goals and the equipment you have access to.
Probably the most important thing of all is the follow up calls we do. These are to make sure you're achieving your goals, to hold you accountable and support you as you learn how to take care of yourself and never have to feel dependent on a trainer or gym ever again.
- Now stop talking. Wait for them to ask you questions

Step 9 Questions/Objections

- They will ask you the questions they feel are important. Basically give them the opportunity to ask about what interests/concerns them.
- One of those questions will definitely be price.
- Anchor price to the cost of personal training and the fact that they are learning a skills.
 - The cost of this 4 month program is only one payment of \$897. At the end of the 4 months you will never need to be dependent on someone else again for you training. We definitely have people that want to continue to work with us but they don't need us.

Step 9 Spouse Objections

- I totally get it. I need to talk to my spouse about big decisions as well. Here's what I'm going to do. I'll send you a slide deck with info on the program and I'll follow up with you tomorrow.
- Because of how hands on I am with clients, I can only work with about 10 (whatever number you want) at a time. I'll follow up with you and I can answer any questions your spouse may have but I'm sure he/she would love nothing more than for you to learn the skill of how to take care of your own body for life.

Best case

- Get them signed up on the phone.
- You can use your practice management software if it takes recurring or one time payments.
- You can set up a Stripe account, Square account or any number of other options.
- If you can get them signed up on the phone, it's always better.

Questions???