

HOW TO SELL **PERSONAL TRAINING**

Here's an overview of exactly what this course will teach you...

❑ **#1. DEVELOP YOUR SALES MINDSET**

Addresses stereotypes and misconceptions around selling, why traditional techniques no longer work, and developing your mindset.

❑ **#2. IDENTIFY YOUR IDEAL CLIENT**

How to identify and target the types of client you want to work with.

❑ **#3. PROFITABLE PRICING STRATEGIES**

Learn how to use anchoring and reframing techniques, positioning prices in a way that maximises revenue, and reduces negotiations.

❑ **#4. ESTABLISH A CLIENT BASE**

How to build up your client portfolio, even if you're starting from zero.

❑ **#5. ESSENTIAL SELLING SKILLS**

Foundational principles for how to sell PT, including rapport building and avoiding the common sales mistake that most people make.

❑ **#6. HOW TO CONFIDENTLY APPROACH PEOPLE**

Why networking is more efficient than advertising, how to approach members on the gym floor, and network outside of the gym too.

❑ **#7. CREATE EFFECTIVE TESTIMONIALS**

Why testimonials are such a powerful sales tool (especially for handling objections) and how to structure and present an effective testimonial.

❑ **#8. CLOSE THE SALE & ADDRESS OBJECTIONS**

Learn the 4-step process to successfully sell your PT services, how to ask for a sale without putting pressure on the client, and strategies for addressing objections.