

# Week 2 – Sale vs Prescription



## Week 2 – Sale vs Prescription 'Know your product'

As a personal trainer, you are your own product. Remember, you are selling health & fitness, not a USED CAR. Your ability to build a relationship with your clients will determine your success. People buy from people they like & trust

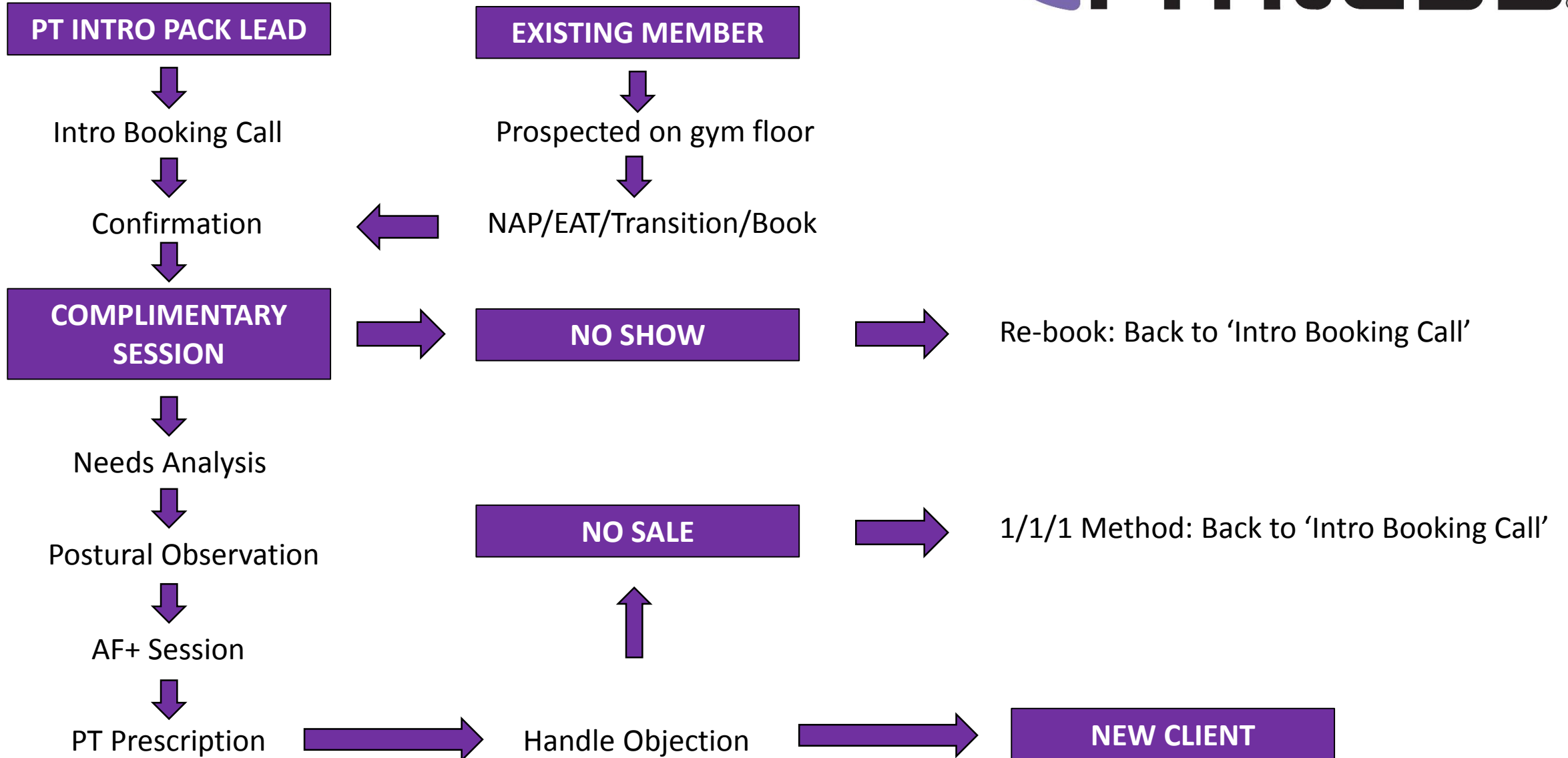
**I AM** SELLING A JOURNEY

**I AM** SELLING A RELATIONSHIP

**I AM** SELLING AN EXPERIENCE

**I AM** SELLING ME

# LEAD TO PT CLIENT FLOW CHART



Week 2 – Sale vs Prescription  
'The doctors mentality'



## Week 2 – Sale vs Prescription 'The doctors mentality'



When you go to the doctor, I want you to think of the process that you go through;

1. The doctor will ask you how he can help you.
2. You will tell the doctor what is wrong and what you need help with.
3. The doctor will do some minor tests eg. Blood pressure, heart rate etc
4. The doctor will then **prescribe** either medication or refer on to a specialist.
5. You will then either a) purchase the medication and take it until better or b) Attend the specialist

When people see a PT, this is commonly the way the process unfolds;

1. The PT will do a needs analysis with the member.
2. The member will tell the PT what they want to achieve in the gym.
3. The PT will then do an initial session to add value
4. The PT will then **ask** the member if they want to continue with ongoing sessions.
5. The member often says they will give it a go themselves for a while.

Can you see the difference in the purple points above? Why should they be any different? As health and fitness professionals, we know what type of exercise is best for that person. We should be confident in our ability to prescribe the correct exercise, just as a doctor is confident to prescribe the right treatment/medication.

## Week 2 – Sale vs Prescription 'Intro Pack Explanation'

### ○ Step 1: Intro Call

- Introduce yourself – Complete a mini-needs analysis
- Book them in for their intro pack session.

### ○ Step 2: Needs Analysis

- When you meet, sit the member down in a quiet place
- Talk to them about previous exercise history
- Turn physical goals into emotional goals

### ○ Step 3: The A+ Session

- Postural Analysis: The Overhead Squat
- Movement Pattern assessment
- Session catered to their goal

### ○ Step 4: PT Prescription

- Post session: Take mbr to quiet place
- Prescribe them an exercise plan
- Sign them up for ongoing sessions

## Week 2 – Sale vs Prescription 'Intro Call: Client Booking'

***Main Objective:*** To book in their complimentary session!

Make the member feel comfortable with you. Remember this is often your first impression. Make it a good one. Congratulate them on joining the gym!

### ***Points to remember...***

Tone & Enthusiasm – The way you sit affects this! Stand when calling.

Assumptive language – 'I'll be your personal trainer'

Time to talk – How do you know? Tone.

Where do you meet them?

What to bring (towel, water etc)

Finish on a positive – A+ Finish



## Week 2 – Sale vs Prescription

### ‘Intro Call: Client Booking’

Hi, can I speak with (member)? Hi, this is (trainer) from Anytime Fitness (club) and **I’ll be YOUR personal trainer**. How are you today? I’m just calling to book in your personal training sessions.

#### [MINI NEEDS]

(Member), I see here that you’re looking to (insert members goals). I definitely feel we can achieve that. In fact, I have trained a number of clients who are looking to achieve similar results as yourself.

#### *If the member has time to talk...*

Are you currently doing any exercise?

(If yes, what are you doing)

(If no, what have you done previously)

Why is this goal so important to you?

When would you like to achieve them by?

#### [ALTERNATE CLOSE]

(Member), what I’d love to do is book a time in with you. I see here that (mornings, lunchtime, evenings) work best for you, is that correct?

Okay great, would you prefer (tomorrow) or would (the day after) suit you better? I have (time A) or (time B)?



## Week 2 – Sale vs Prescription

### ‘Intro Call: Client Booking’

#### [WHAT TO EXPECT]

*If the member still seems keen to talk...*

(Member), just to give you some more information on what happens from here – When you come in on (day), we will talk through your goals further so I’m really clear on what type of training will be best for you. Once we’ve done that, we will then get into our session. This session we will look at your posture to help you move as freely as possible, and we will cater a session to exactly what you’re going to need to achieve your goal. How does that sound?

#### [CONFIRMATION]

Excellent (member), I will see you on (day) at (time). I will confirm our session the day before but if you do need anything in the meantime, feel free to get in touch, this is my number. I will meet you at reception on the day, all you’ll need to bring with you is a sweat towel and a water bottle. Did you have any questions?

#### [A+ FINISH]

Fantastic (member), I’m really looking forward to meeting you and helping you achieve your goals. Have a great day and I’ll see you on (day) at (time).

# Week 2 - SUMMARY



- As trainers, we need to remember what we are selling. We are our own product so your presentation needs to be impeccable. You are always on show! You sell something people need!
- The doctors mentality will help you effectively 'prescribe' personal training. Confidence comes with this. Remember that you have the answer to the members problem.
- The Intro Pack is a chance for you to WOW the client. Show them the skills you have! Find out what their goals are, tie emotion to it and give them a workout that caters to that exact need.
- The initial call is first point of contact. Good posture (stand up), use assumptive language & build rapport over the phone. Remember the main objective is to get them booked in for their session.

## FOLLOW UP TASK

1. ROLE PLAY the client phone booking script with family, friends and colleagues. Perfect practice makes perfect!
2. Write down 5 ways that you can help EVERY member that you do a session with. What can you provide them that no one else can? How can you get them to their goal?