

Sales and Communication for Personal Trainers

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A man with short brown hair, wearing a black t-shirt and a black wristband, is performing a bicep curl on a gym machine. He is looking down at his arm with a focused expression. The background is a gym with red equipment and bright lights.

If you just communicate you can get by, but if you communicate SKILLFULLY, you can work miracles.

- Jim Rohn

Why Communication TRUMPS ALL

- The amount of knowledge you have can be rendered useless if you cannot convey it in a way that can be understood.
- Clients will do much better when lines of communication are clear and available.
- Trust is built through effective communication.
- All relationships are built on communication.
- Sales/business acumen require good communication skills.
- Networking and establishing yourself is contingent on communication.
- Poor communication can close doors as fast as anything.
- We communicate in *MANY* different ways.
 - Verbal
 - Non-Verbal

Communication MISTAKES 90% of trainers make.

- 1. Speaking to clients with the goal of IMPRESSING them with their fitness vocabulary, understanding of scientific concepts, and other similar behaviors. (this serves you, rarely your clients).
- 2. Not understanding how to make real, helpful fitness prescriptions. (This is the backbone of your sales process)
- 3. Not communicating like a professional when it comes to transactions and scheduling. (this is a career KILLER).
- 4. Not using your ears and mouth in proportion. You should listen TWICE as much as you talk with most clients. Give them an opportunity to open up to you.

Rule 1: Speak the Language of the Client

- Save the trainer talk and excessive use of fitness jargon for when you talk to other personal trainers. Excessive use of wordy/scientific stuff rarely resonates with clients.
- Bad Example: “Mary, retract your scapulae by concentrically contracting your rhomboids”. (yes i have heard a trainer say this).
- Good Example: “Mary, do me a favor. When you do this move, squeeze these guys together right here *touch clients shoulder blades*. These are your shoulder blades, or scapulae. Training this region has a lot of value for posture and performance”.
- Example two is *WORDIER*, but it provides a TON of value. It front loads the stuff the client knows and provides some small educational tidbits throughout.

Rule 2: Prescribe EVERYTHING

- Understanding how to prescribe fitness plans is the foundation of good fitness selling. If you can define the clients goals, and lead with integrity when you present a solution (coaching package) you are hardly even selling. You are telling them what they need to know to be successful and offering to help them along.
- Prescription based selling is FAR AND AWAY the fastest way to eliminate the fear most trainers have associated with the sales process. IF you can reframe the way you look at sales I guarantee you will 2-3x your business.
- If you don't like to sell, get nervous, and lose confidence - so will your potential clients. Reframing how you look at it will keep you in your element.

Rule 3: Not Communicating Like a Professional

- Bad Example 1: *client texts about scheduling, trainer forgets to check schedule and confirm.* (this is perhaps the fastest way to lose a client).
- Good Example 1:*client texts about scheduling, trainer responds as quickly as possible, schedules client, texts confirmation of appointment time (software helps here).
- Bad Example 2: “Hey suzie I know you bought 20 sessions, lets just schedule your first one and well schedule the rest w hen I see you for your first appointment” (this shows you don’t care very much and lack professionalism).
- Good Example 2: ”Hey suzie, I know you bought 20 sessions, lets schedule all of those out. I would love to get you a running appointment time so its easy for you to remember.”
- Bad Example 3:
Client:* expresses concern*
Trainer: “This is fine, don’t be a baby.”
- Good Example 3:
Client:* expresses concern*
Trainer: “I can see why you would feel that way. Allow me to put your mind at ease why explaining my rationale”

Rule 4: Ears and Mouth

- Listen **ACTIVELY** when your clients speak. If you want to build trust and client buy in, that starts with listening to what your client has to say and taking inventory of how they are feeling.
- Try to limit how much you talk about yourself early in the training relationship. Let your clients ask for those insights.
- If a client wants to talk about things you are not interested in, respectfully re-focus the session, do **NOT** blow them off.
- The more you know where your client is at, the easier it is to get them where they want to go.

Understanding and Reframing the dreaded S word. . . SALES

- Sales has a negative connotation societally. When people here “sales” or “salesman” they often think of.
 - Telemarketers
 - Used car salesman
 - Scammers.
 - THIS IS WRONG
- Everyone sells something at some point:
 - Sitting for a job interview? Selling yourself.
 - Convincing someone to try a new restaurant? Sales.
 - Offering someone who otherwise would be lost your services to lead them to better health? You guessed it - SALES.

- When YOU, the trainer, reframe the way you look at the act of selling your ability to make a profit doing what you love increases exponentially.
- Understand this: IF your sales process adds value to people, be that through communication about goals, a sample workout/ mobility session, a nutrition consult - etc YOU are doing them a service. Remember that. You are giving your time, energy, and expertise to help this person in the short run.
- So long as you make a QUALITY, INTEGRIOUS prescription you are well within your right to extend and offer services (sales) to the client. Not doing so would be doing the potential client a disservice.

Imagine the following scenario . . .

- You sat down with a wealth manager and asked “what should I do with this money”. After asking
- The wealth manager provides you with a TON of great advice from investment strategies to consider and even investment products for you to put your money into today.
- You thank them for the advice and think about how valuable those insights will be to your long term financial health.
- Before leaving the Wealth Manager offers to help you implement the strategies you talked about and make things easy for you by putting your investing on “auto-pilot”. He charges a small fee.
- You say yes because he FIRST, provided value. And SECOND, has an expertise you don't.



HOW IS THAT VERY DIFFERENT FROM SELLING PERSONAL TRAINING, NUTRITION COACHING, OR ONLINE COACHING?

IT'S NOT!

SELLING IS JUST COMMUNICATION