

Article: Double Your Training Sales in Three Steps

The secret to doubling or even tripling your training sales isn't as difficult as you may think. Most trainers, including yours, inherently tend to do what they like to do instead of doing what they should be doing. At FITx we believe performing the basics consistently over time can produce amazing results. We guarantee if your staff follows these three steps over the next 60 days, you will double your training sales. Step one: Don't discriminate and assume members you see every day won't purchase training, or worse, don't assume your only option for new training sales comes from new memberships. As a trainer, learn to become friendly with everyone, help someone every day on the gym floor without the pre-conception or first impression of selling them. Over a short period of time, you will start to develop friendships which in turn develop into leads. If done right, these leads become new clients. Step two: Stop discounting your price. Stop jumping right to a discount as your sales pitch. During your next sale opportunity, keep the price "as is" and don't discount it. Try adding value by offering additional training or a complimentary membership for the same price. As a result, your sales will increase immediately. Step three: Ask for referrals, offer free training to everyone, and always tell your clients to bring a friend for free. At FITx our motto is "why not turn one client into two." Always be in sales mode and offer your clients the opportunity to train with a friend, family member or co-worker; and always give it to them for free. If you're already training in groups, it won't cost you anything more to train two or three more people at a time. If you're smart and have a good sales system, potential referrals become new clients overnight, immediately adding even more steady revenue to your training sales.

At FITx our goal is to improve your training sales by adding consistency and structure to your entire fitness training department. We provide a turnkey, licensed program, which provides everything including themed training programs, marketing, and sales tools. FITx offers a fresh new approach toward fitness training in health clubs. The days of independent, inconsistent, freestyle training over. Contact us today for a FITx presentation.

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