

Selling for Exercise Professionals Course Description

The Selling for Exercise Professionals Course is built to help owners and staff to build high quality and successful professional practices. The course teaches exercise and fitness professionals to be just that – professional. The philosophy and methodologies help you to find and build lifelong professional relationships with the individuals in your local community. Although the course is framed in terms of selling it is about developing the intrapersonal and interpersonal communication skills that will result in win-win transactions. It is not a course that teaches “selling” in the traditional sense, but one that encourages you to think about, and approach, the transaction as a series of strategic interviews that progressively qualifies the potential client for each step leading towards the final decision to hire and retain you as their personal professional coach for life.

The course addresses 1) your own fears and anxieties about talking to strangers, 2) helps you to develop specific skills to negotiate the aggressive “commodity” minded customer who pushes you to give prices, service features, and service benefits before value is truly established and understood, and 3) tracking the behaviors necessary to reach your financial goals.

You are in the human service business. It’s a shame when passionate and committed owners and coaches simply cannot stay in the business because they lack the competencies necessary to meet humans, and tactfully and purposefully interact to get to a win-win decision about engaging your professional services, or not. The course teaches you key communication skills on how to build a quality practice that will last beyond your lifetime, which is based on the quality of the people, and the quality of the relationships, that you allow into your practice.

Selling For Exercise Professionals
Course Manual Table of Contents

TAB	VOL	TITLE
1	<i>I</i>	<i>Selling – What’s it all about?</i>
2	<i>I</i>	<i>Sales – Don’t Take It Personally</i>
3	<i>I</i>	<i>Ego Matters – The Transactions of Selling</i>
4	<i>I</i>	<i>Keeping the Prospect Comfortable</i>
5	<i>I</i>	<i>Strokes</i>
6	<i>I</i>	<i>Questions are the Answer</i>
7	<i>I</i>	<i>Don’t Let the Prospect Break Your Pinata</i>
8	<i>I</i>	<i>Your System</i>
9	<i>I</i>	<i>Selling Rules</i>
10	<i>I</i>	<i>Practice, Practice, Practice</i>
11	<i>I</i>	<i>Lessons Learned</i>
12	<i>I</i>	<i>First Contact</i>
13	<i>I</i>	<i>The Initial Consultation</i>