



Sales Certification Programs

HealthClubSupport.com is the only organization in the fitness industry to offer a full sales certification course to develop a complete health club sales system.

This program is ideal for an individual who might be looking to acquire a certification in order to become employed in a health club or an existing employee who would like to increase their own value by developing additional skills.

They are also ideal on a club level to implement a complete system to develop and train the club's staff to increase closing ratios and ultimately sell more memberships.



Outline

Module 1

1. Introduction
2. The Coaching Modules
4. The Term "Sales"
5. Types of Sales
6. Types of Sales II
7. The Brady Bunch
8. Greg
9. Bobby
10. Peter
11. Cindy
12. Marcia
13. Jan
14. Summary

Module 2

1. Working in a Fitness Business
2. False assumptions about the fitness business
3. Three functions of staff
4. Teaching a system

Module 3

1. The Telephone Inquiry
2. Conditioned VS. Deconditioned
3. The Prospect's Needs
4. The First Impression
5. Why The Phone is so Important
6. Summary

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Module 4

1. The Questioning Process
2. Vague vs. Personal Questions
3. Scripts
4. The Telephone Inquiry Script
5. Following Booking the Appointment
6. Summary

Module 5

1. Telephone Inquiry and Walk In Logs
2. Tracking Telephone Inquiry Calls
3. The Greeting
4. The Greeting II
5. Summary

Module 6

1. Removing Obstacles and Entry barriers
2. Pretour
3. Transition Statement
4. Trial Membership Transition Statement
5. Welcome Station Transition Statement
6. Summary

Module 7

1. The Welcome Station
2. Trial membership card
3. Tools of the trial membership
4. The intricacies of the Welcome Guide.
5. Definite do's and definite don't's
6. Summary

Module 8

1. Fitness Analysis Guide
2. Sales hot buttons
3. Gathering info from the prospect to use later to overcome objections
4. Personal vs non-personal questions.
5. Word-for-word scripts on how to ask the questions and why
6. Preparation for the tour
7. Summary



Module 9

1. Transition to the tour
2. Developing a system that can be duplicated
3. Building rapport and relating using stories
4. Solution Stations
5. Developing an education-based tour.
6. Benefits vs features
7. Summary

Module 10

1. Price Presentation Sheet
2. Different types of memberships
3. Presenting Prices
4. Making the “pitch” or “presentation”
5. What if they say, “yes”?
6. What if they say, “no”?
7. Summary

Module 11

1. Overcoming the objection softly
2. Gift Certificate
3. Loot Wall
4. Activating the Trial Membership
5. Setting the first appointment
6. Summary

Module 12

1. The trial follow-up process
2. Running an effective trial program
3. The different appointments during the trial
4. Forfeit gifts letter
5. Occasional soft closes
6. Summary