



## 8 Sales Skills Every Personal Trainer Must Master

### Webinar 1

#### **Topics: Effective Client Consultations & The “Why” Is Why They Buy**

The webinar starts the series from the beginning of the sales process where you will learn to facilitate an effective client consultation by building more rapport, ensuring proper aesthetics and more – a consultation that leads you down the path closer to a sale but you must also find your client’s “why” during the consultation, one of the most important aspects of selling fitness.

#### **VIEW WEBINAR**

<https://attendee.gotowebinar.com/recording/6867902966990759427>

### CEC Quiz

<https://www.surveymonkey.com/r/NQYW3RG>

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### Webinar 2

#### **Topics: N.P.T.S.M. & Qualifying Questions**

This webinar continues to build on the concept of finding the “why” by demonstrating the top 5 objections you absolutely must overcome prior to pricing (N.P.T.S.M., needs, procrastination, time, spouse, money). You will learn the importance of qualifying your client and at the same time overcoming those 5 objections as you go. “The why is why they buy” will be the most important topic of your career to master.

#### **VIEW WEBINAR**

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### CEC Quiz

<https://www.surveymonkey.com/r/GF3RR2B>

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## Webinar 3

### Topics: Pricing a Client & Overcoming Objections

Once you uncover your client's "why", it is now time to price. In webinar 3 of 4, we will review several methods to price individual packages for 1:1 sessions, group rates and EFT packages. However, your job is not done because sales would be the easiest job in the world if everyone said yes, right? Your client will object. What do you do? It is crucial to be ready for all objections and have the necessary "chops" (or comebacks) to overcome them all and move closer towards the sale, to a yes!

### VIEW WEBINAR

<https://attendee.gotowebinar.com/recording/7796947411815587075>

### CEC Quiz

<https://www.surveymonkey.com/r/PDX7M78>

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## Webinar 4

### Topics: Using Habit Trackers & Closing Statements

Did you know that most people spend about \$7-10/day on unaccountable items that every day? This is money they could be saving and using towards buying a package from you! In this final webinar, we cover the final part of the sales process. Here you will learn to use a Habit Tracker which is a useful tool to uncover other objections that appear after you price your client. We will also discuss several different methods to closing your sale and which method is for which sales scenario.

### VIEW WEBINAR

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### CEC Quiz

<https://www.surveymonkey.com/r/7FPSSLY>