



## **8 Sales Skills Every Personal Trainer Must Master**

**Register in advance of each webinar separately using the links below.**

**NOTE:** All webinar registrations are confirmed via product orders prior to approval. Be sure to **register using the same name and email address used for purchase.**

### **Webinar 1: Wed, Feb 6, 2019 3:00 PM – 4:00 PM EST**

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.

<https://attendee.gotowebinar.com/register/2527477461655015427>

### **Webinar 2: Wed, Feb 13, 2019 3:00 PM – 4:00 PM EST**

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.

<https://attendee.gotowebinar.com/register/7341631949267645699>

### **Webinar 3: Wed, Feb 20, 2019 3:00 PM – 4:00 PM EST**

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!

<https://attendee.gotowebinar.com/register/3705534901584521219>

## **Webinar 4: Wed, Feb 27, 2019 3:00 PM – 4:00 PM EST**

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.

<https://attendee.gotowebinar.com/register/4373701520714267907>