

SALES SYSTEMS

It is crucial to have a well-documented sales process designed to assist in signing up new members. A quality sales process will uncover the goals, and underlying motivation, of prospective members, and will allow you to demonstrate how your facility can assist them in achieving their goals. The following is an 8-step system for uncovering needs and offering appropriate solutions.

Build Rapport

Your first task is to begin to gain the prospects trust. To do this ask them questions to make them feel at ease. If you gain the trust of the member you will not need to justify payment options later in the presentation.

Discuss Goals

A specially designed guest register will give you the ability to uncover information on the prospects exercise history, fitness goals, motivation for attending the facility and other relevant information. A well designed guest register will also assist in uncovering objections which can be overcome early in the sales process.

Qualify Prospects

It is important to uncover objections that may come up as an issue later in the sales process.

Tour

Take your prospect for a tour around the facility. Show them the areas of the centre that will assist them in achieving their fitness goals. Do not tell them what the equipment is, explain how it will assist them in achieving their fitness goals.

Overcome Objections

At this stage ask if there are any questions. This is a chance to see if any further objections re surface. If you have been thorough in qualifying your prospect early in the presentation then all objections at this stage should be easily overcome.

Price Presentation

Present the most attractive payment option to the prospect. Is this affordable? At this point do not ask if they would like their membership and do not justify the price to them. An agreement on price indicates a commitment to buy.

Close Sale

Begin completing the required membership forms to get the prospect started.

Gain Referrals

At this point ask if the prospect has any friends that may be interested in a free trial workout, or in training with them. Write these details down. Discuss your referral programme.