



Sell More PT

Simple Marketing Tactics That Will Help
Growth



SELL MORE *Personal Training*



Let's Talk About Personal Training! How can we increase our Personal Training sales?

Personal Training Sales to current or prospect members is one of the quickest ways to increase revenue without having to increase floor space. All that needs to occur is time needs to be carved out for trainers to facilitate said sessions.

Launch the NEW PERSONAL TRAINING in club with a Bang! Increase the talk and ensure mass awareness. This will come down to us doing the following item really well- **Marketing**.

Marketing

Firstly, we need to discuss the Marketing strategy behind the Personal training programs. This will underpin what we do with it, this is how we want the Personal training to be perceived. Do we want them to see it as an extra support tool for members or as someone to give you the kick in the backside when you need it. Once we have our marketing strategy in mind we then break that down into marketing tactics, these are little things we can do to make the big goal happen.

Please see below **our top 13 marketing tactics** to help you sell more training to current and prospective members.



MARKETING TACTICS TO SIMPLY SELL MORE PERSONAL TRAINING

1. **Talk about P.T. From contact one** which actually happens before they are ever in a club. Think about it on the phone, on email on text. **Script should look like something as follows:** *OK Shane, well great to chat and find out a bit more about your training. We have lots of options here to suit and also some personal trainers that can actually help guide you and ensure that you get your goals earlier. We find that most of our members take a trainer and their results skyrocket because of it. But look we can chat about that when your in later on anyway....*
2. Each new client should hear the term personal trainer (or whatever word you use) **at least 7 times!** BEFORE YOU OFFER IT. This is pre framing them for success.
3. Have it as an **option on sign up**, this is probably the best way to straight up sell P.T from day one. ***If you do anything please do this.***

Please see attached adjusted price card for reference.

We talk about it being the best thing for someone who is starting out in your facility regardless of past experience.

Would you let someone jump out of a plane without a parachute? Well why are we letting people jump into our clubs without some guidance?

Have it as part of your onboarding
4. **Incorporate PT Packs into challenges** and get clients used to paying for PT. So Have a PT pack optional as part of the Challenge. Eg if your 8 week challenge is \$200 then reset and charge it out at \$299 and add in a complementary group training session to all each week.
5. **Spin & win Games day in club** -<https://wheeldecide.com/> and adjust for you
 - i. Add in a Personal Training Session as a FREE Prize (the big prize)
 - ii. See image below





6. **Have a Personal Trainers Board in club** - See image below. This is a great talking point in club. Reference this board on each and every presentation at the start and finish of tour.



7. Get some **custom branded shirts** created on 'vistaprint' easy/cheap and have them read 'GET A TRAINER?' or similar. This can be worn for the first month we really BOOST the Personal Training packages



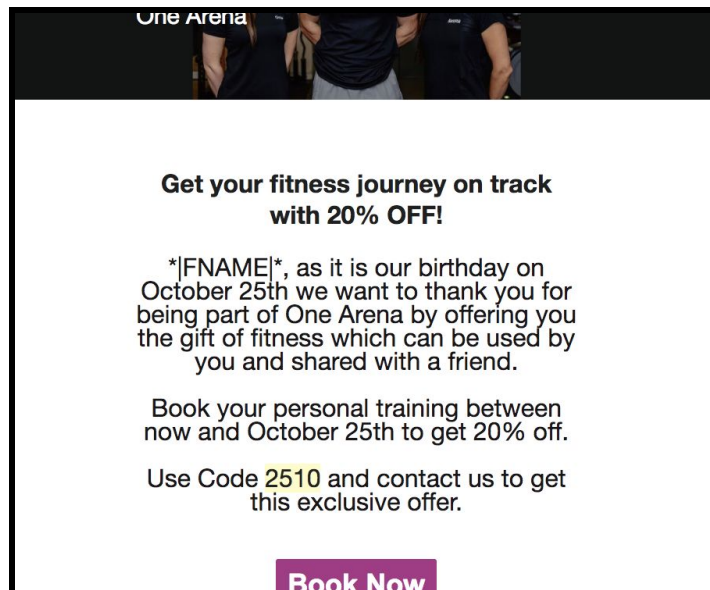
8. Sell it as a **Christmas Gift** - Sell a full Christmas gift with a card and wrapped up inside is a voucher for 5 PT Sessions and do this gift for a discounted price of say \$150. This will ensure that members



SAOR Resource Hub

get access to PT (better retention) but also they could buy for a friend/family. *Eg. Get yourself a little gift from you to you - the gift of health!*

9. **Visitation based rewards** - now that you have trained 10 times Mary you get access to a 20% off Personal Training session. We do this first to make sure you hit the first 10 sessions on your own and show how motivated you are.
10. **Quarterly Coaches Catch Up** - Every Quarter for those that want to, add in a quarterly measurements and coffee chat. See how they are going and advise P.T at this stage.
11. Produce high end **video which is aspirational!** See the link below, it is this type of messaging that will draw a lot of interest and show who you are, I recommend the interview style too think it works well as a subtle sale
 - a. <https://www.instagram.com/p/BqNmGLFI6jc/>
12. **Write a letter to yourself from yourself**, great for retention and can be good for P.T.
 - They post date it 6 to 9 months from today
 - Outlines 3 fitness goals they will be doing in that date in future tense language
 - You then make a note on CRM to send a letter to their mailbox on that date
 - They do one of two things: Feel great and post on social media etc... Or feel not so great and hopefully we rekindle the flame and can sell PT or if they have dropped off as members, they come back!
13. **Get your eDMS ready.** Ensure that you have some clever and well timed Mailchimp messages ready to go to market that create a call to action see the below example:
 - a. We can create a well styled message to go out to your current, previous and prospect member on email and trust me this one works!



So now that you know what you can do? Let's see you pick a few off this list and slowly but surely make your way through all of them. Go get it!!!



Finish this Training Session By Completing the Following Questions:

1. Have you tried to use 1-13 tips?
2. Could you revisit some of the steps and do them better?
3. What is stopping you from pushing Personal Training?