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# **AUTO-CLOSER**<sup>TM</sup>

## **7 STEP FITNESS SALES SYSTEM**

By Sean Greeley

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# **“7 Steps To Becoming A Personal Training Sales SUPERSTAR!”**

**By Sean Greeley**

Selling is one of the greatest skill sets you'll ever learn. When developed, the selling “skill set” has unbelievable power to explode your business (and therefore your life) in an unbelievably powerful direction.

Yet selling isn't taught in school, in college, or in any fitness certification course.

And that's a real shame. Because by NOT teaching you how to sell, our educational system and certifying organizations therefore leave you with the impression that sales “just automatically happen” when you do a good job delivering results for your clients. And I hate to break it to you, but the reality is... that's just not the case.

Sure you can (and will) create a “buzz” about your services by being good at what you do. And getting referrals are an offshoot of that “buzz”. But even with a referral, if you assume that people will just walk up to you, hand you their wallet, and automatically purchase a package of training sessions (and as big a package as they really need to reach their goals), then I'm sorry to say...

## **You're Living In Fantasy Land!**

NOBODY just walks up and throws money at you. If you're not just really good, but exceptionally good at being a fitness coach then you'll probably have some experiences *close* to this every once in a while in your career. But “hoping” prospective clients will walk up to you and hand you their wallet is NOT a business strategy.

When you're ready to get serious about growing your business, then you must commit to learning and mastering the selling “skill set”. And you must commit to mastering it with the same intensity and commitment to discipline that you would in learning how to coach a new fitness skill or movement.

## **What Good Sales Is Really All About**

Another common mistake most fitness professionals make is thinking that good sales people are “born”. Often you'll hear people make comments like “if you're good at talking, then you'll be good at selling” or “if you're a ‘people’ person, then you'll be good at selling.” Well very often the complete OPPOSITE is true. To be good at selling you must be better at LISTENING than you are at TALKING.

Because ultimately that is what being a good sales person does. You must listen to the needs of your prospect and help them to gain clarity on the problems they want to solve or the goals they want to achieve. After that, it's just a simple matter of presenting them with the right solution and... tada!... a sale is made!

THAT'S what sales really is. “Connecting” your prospect with the solution he or she is already looking for. Don't foolishly think that you ‘create’ demand. That's silly. Your prospect already has an emotional desire, your job is to simply help them gain clarity on what it is, why it's important, and how to fulfill that desire by investing in your program.

## **A SYSTEM To Selling**

Over the last several years I've developed a ‘system’ for teaching anyone how to sell personal training services. And it IS a true ‘system’. If you've got a high school education, and some basic communication skills down, then you too can master the system to have consistent and predictable results in selling your professional services every single time.

And because it is a true 'system' when you get to the point in your business growth that you're ready to hire a manager or full time salesperson to work for you, then you can train them how to use the system to get the same consistent and predictable results that you would get using it. It is NOT 'personality dependent'. You simply follow the system, use the tools, and it works.

## I call it the **Auto-Closer™ Advanced Personal Training Sales System For SERIOUS Fitness Professionals.**

The system involves seven (7) defined steps. Think of them as your roadmap. When you learn the points on the map, then you have a reference point to always know where you are, at any given point in time, in the sales process. Let me walk you through them.

⇒ **Step ½ Pre-qualifying:** This a step that MUST occur before you get face-to-face with a prospect. For that reason, we call it step 0.5 (since it's not really step 1). Failure to complete this step every single time is at your own peril. I can't tell you how many people I've trained on this system that every once-in-a-while get lazy and skip this step, and then it comes back to bite them in the ass later. And these folks know better! So listen up and pay attention here, this is VERY important! The two most common objections you'll ever get in selling personal training services are "that's too expensive" (price objection) and "I need to talk it over with my husband" (spouse objection). And you have the power to take these objections out of the way, before you ever meet with a prospect, by making sure to address them upfront in the "pre-qualifying" step.

We have a tested and proven script that we spend a lot of time training on in our Auto-Closer™ classes, but the short version of the story is you need to describe you program, give your prospect a price range for program, and then just ask the simple question "is that in your budget?". If yes, great! Continue on in the pre-qualifying process. If no, then offer them information about a lower priced program you offer (like group training or program design) or refer them on to someone else. There is no value in wasting your time (or your prospects time) in meeting for a consultation when even if they *like* your program and everything you have to offer... they can't afford you! Being broke is NOT an objection, it's a condition. And you can't fix that.

The second most common objection "I've got to talk it over with my husband/wife" ( the spousal objection) and this should be addressed after you've already established your program is in the price range your prospect can afford and is comfortable investing in.

An easy way to handle the spouse objection is to use a qualifying statement first like, "Mrs. Jones, when many of our current clients first made the decision to join our program they preferred to review the information with their spouse or family member. And frankly, we encourage it because having a good support system at home is important to making a lifetime commitment to your health and fitness goals. So, may I ask if you like our program and we have a good fit, is there anyone else involved in the decision of you joining our program?"

That qualifying statement, and the following question, allows your prospect to feel comfortable admitting to you that investing in your program *is* a joint financial decision in their household. Which is great! You WANT to get that on the table up-front, before you even begin your consultation or ever try to close the sale. And it's the truth! Having a spouse or family member involved in the decision of signing up for a personal training IS great because it can really help with the support system at home that ensures your client gets the best results from their program and your services!

And the 'bonus' to all this is when you have both a husband and wife in front of you for a consultation, and you do a good job showing them you're a professional and really care about helping them achieve their health and fitness goals, then VERY often BOTH of them will sign up for your program! Now you've just doubled your sale and helped them support each in their program and instilling the habits into their lifestyle

necessary to get (and keep) great health and fitness results!

Commit to properly pre-qualifying a prospect... before every single consultation (whether they called you on the phone or just 'walked-in' for more information)... and you'll set yourself up for sales success - right from jumpstreet!

⇒ **Step 1 Rapport:** Rapport is a very simple step to perform correctly, but it's also a very easy step to screw up. What is rapport anyway? Well, establishing rapport is really just about helping your prospect to get comfortable. They've just driven to your facility (or you've just arrived to their home and if you offer in-home training services) and it's a little awkward at first. They don't know you, and you don't know them. And you *both* know you're about to get into talking about some very personal stuff- their health and fitness goals! It's your job as the professional to address this.

Think of yourself as the host of a party, it's your responsibility to ensure that when your guests arrive they relax, enjoy themselves, and have a good time. Same here. Help your prospect get comfortable and relax before you begin the consultation. You can do this by paying attention to a few key items. First, your appearance. You should be dressed professionally and well groomed. Wear a polo shirt and a pair of khaki shorts or pants. Be clean. DON'T show up sweaty, in a cut-off t-shirt, having just finished a workout and then expect your prospect to feel comfortable forking over a big chunk of money to you. If you want to earn top dollar, you've got to look top dollar. Think about a golf-pro or high level tennis coach. You should have a similar appearance. Imagine walking into an attorney's office and he's wearing jeans and a t-shirt, would you feel more comfortable giving him your money or an attorney who's dressed in suit and tie? All things being equal, you'd say the well-dressed professional.

Second, SMILE! It's such a simple thing to do and it sets the tone for everything. Look your prospect in the eye, smile and greet them! It's probably the easiest thing you can do, and it goes a very, very long way to set things up right from the start.

Then simply ask your prospect a couple simple questions like "Welcome, Mrs. Jones did you find the gym/health club/studio alright?" and make a little small talk. If you can mention something that came up in your initial pre-qualification phone call even better. Remembering the "little details" they may have shared with you about themselves shows you actually listened to them and remembered the conversation... which *instantly* separates you almost every other service provider out there today!

⇒ **Step 2 Probing/Discovery Questions:** After you've established good rapport with your prospect, and made them feel comfortable, it's time to begin your probing/discovery questions. This is the most time consuming portion of a consult, and you shouldn't rush it (but you do want to control and direct it). You're going to be asking a series of questions about your prospects goals, motivation, level of commitment, current exercise and nutrition habits, etc. We have a tested and proven worksheet of questions, delivered in a very specific order, we provide as a tool in the Auto-Closer™ system. But basically you're going to be asking a question, and then allow your prospect to do all the talking.

This is where it's very important you learn how to become a great listener. And the benefit of selling in the face-to-face environment (like your consult here) is you can gather a LOT of information by not only listening to the words your prospects uses to answer your questions and their tone of voice, but by watching their body language. There are a thousand different ways someone can to say something and answer a question. They can be leaning forward to sitting back (leaning forward indicates engagement). They can have their arms open or folded across their chest (folded arms indicates a defensive position). And they can be looking at you or looking off to the side of the room (eye contact indicates interest and

engagement, and that's **what you want and need to sell!**). Just watch a good actor vs. a bad actor in a Broadway show. Timing and delivery of our words mean everything! You'll be able to gather a lot of information by watching and listening your prospect, then as you become as master at the selling 'skill set' you'll learn how to fine tune your questions and subtle points of the consultation based on the live feedback you're getting from your prospect.

The most important aspect of this step is that you make sure to, as we say in selling, effectively "peel the layers of the onion." You've got to dig down in your questioning until the prospect reveals the "emotional reasons why" they truly want to solve their problem or achieve their goal. Because that's the 'fire' inside us all and behind everything we do- our emotions! Goals without emotion behind them are virtually meaningless. And for you to best serve your prospect and client you've got to really understand what makes them tick.

A very important component in being a great coach is not only mastering the technical knowledge of teaching movement, but learning how to help your client get the best out of themselves. As a fitness coach, you play a vital role in motivating, supporting, and holding your client accountable to accomplishing the action steps required for achievement of their goals. Getting to know and understand them helps you better sell your program, helps them buy your program, and helps you both work best together in accomplishing the goals and objectives you've established for their program.

⇒ **Step 3 Identifying Needs:** Identifying needs is a simple, but critical, step in the sales process. We refer to it as 'holding up the mirror'. Because most fitness professionals work with a fair number of clients, you've got a pretty good idea of someone's needs when you sit down for a consultation with them. Most clients have the same pretty general 'needs'. They've all been eating crap, not exercising (or not exercising correctly), and now they've gained some weight. They want to lose some fat, build some muscle, and achieve a better level of health and physical fitness. However, the BIG mistake almost every fitness professional makes is they ASSUME that because *they* understand a client's needs, that the *client* will inherently understand their own needs. After all, it's pretty obvious, right? NO WAY! If you make that assumption, you're dead wrong. You see that's the whole problem- your prospect has "blinders" on. They don't really understand their needs because they're not looking at their situation objectively or through the same 'filter' of knowledge and experience that you have. So you've got to help them 'see the light'.

We have a very simple template script for handling this. It's basically a summary of all the answers your prospect gave in the probing/discovery question answers from step 2. You'll say "So, Mrs. Jones what I've heard you say is \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_. Is that correct?" And they have to acknowledge the 'mirror' you've just held up in front of them. This is a very big moment, and you can see the 'light bulb turn on' (even if it isn't a very pretty sight) in your prospect. This sets up you up perfectly for the next step which is...

⇒ **Step 4 Problem Building:** This is the MOST important step of all. If you want to ensure a successful consultation, you've got to get this step right. Because without a problem (or a very weak problem), it's VERY hard to establish any type of **value to your solution!** This is an area we spend a lot of time training on in the Auto-Closer™ course. We have a defined script to use, and we role play, role play, role play. The better you become at building the problem as a sales professional, the easier it is for your prospect to jump... no, RUN like the wind!... to your solution and buy what you're selling. Get this right, and closing a sale is VERY, very easy. Get this wrong, or do it half-ass, and closing a sale is like pulling teeth.

So, what does this tell you? **If you want to become really good at selling, invest in your training on the right system, Evolution Accelerator™, and then practice, practice, practice.** Top performers in any endeavor (business, sports, etc.) commit to studying mastering the "skill sets" required for success. If you want to become a good sales professional, then you've got to commit to studying and mastering this step of the sales process.

⇒ **Step 5 Presentation:** In the Auto-Closer™ system we recommend your presentation be visual, and we give you a pre-done PowerPoint template that's ready-to-go. Why? Because it's been proven in study after study that having a visual aid in your sales presentation can increase comprehension by as much as 400% in the mind of your prospect! That's a big impact, and you want to take advantage of it! It's akin to listening to a radio program, vs. watching a television show. Remember words on paper like your reading now are nothing more than lines that imprint to an established meaning in your brain. Words on paper are... in fact... pictures!

Before we had language, and books to communicate our ancestors had pictures on the walls of caves. In a very general sense, not a whole lot has changed in the best form of communication over the evolutionary process.

Visual + Audio sensory input = better understanding and comprehensive of your message!

If someone is going to buy (and remember when you sit down in front of someone for a consultation, your job IS to sell your program), then you'll be well served to do everything in your power to clearly communicate what you sell. Most people have no idea what "hiring a personal trainer really means." And you've got to not only clearly illustrate that in your presentation, but also 'prove your case' as to why your program is unique and different from other solutions, and why your prospect "would be an absolute fool... to do business with anyone... but you!"

⇒ **Step 6 Close:** Closing is the easiest step of all. Anything you've heard about closing being hard or "you have to be a tough closer to be a good salesperson" is B.S.. Closing is NOT something you do to someone. It's an opportunity you give to them. You offer them the opportunity to grab the solution they want and buy what you sell. And when it's done right, closing is effortless. It's simply a natural extension of your sales process. In the Auto-Closer™ system, we teach what's called the "alternate choice close". You give your prospect a choice to go with X or Y as the appropriate solution to solve their problem or achieve their goal. This is a very easy close for both you and your prospect. And it allows your prospect to feel great about the purchase because you didn't force anything on them. They got to make the choice to buy. You tossed them the lay-up, and they got to dunk the ball. There is a lot more I could talk about here in terms of packaging, pricing, and presentation to your close that affects your gross sales dollars. But frankly, it's a VERY big discussion which gets more into sales strategy rather than the mechanics of how to close. And to do the discussion justice, would require another 10 sheets of paper. Just know that we cover a LOT of this in your training in the Auto-Closer™ course, and it's true that 'little hinges' can swing open 'BIG doors' in your business!

⇒ **Step 7 Objection Handling:** If you didn't handle the first six steps right, then you get to go for a seventh round- objection handling. An objection is not a "no". A prospect's objection can mean several things. Often what the prospect is really saying to you is "you haven't proven to me that you are the best solution yet" or "you haven't shown me that I can trust you yet, so I don't feel comfortable buying right now" or even "I'm confused." We teach a 5 step-process for objection handling in the Auto-Closer™ program, and once you master the SYSTEM, it works for overcoming any objection you could every get, every single time! Heck, even if you're trying to sell the movie you want to go see tonight with your significant other and they say "no, I'd rather go see a different movie". You can use this system to overcome that objection too!

But let me share a couple things with you here. Track your consultation for a month and look at all your unclosed sales. You'll find (and we've done the research over thousands of consultations from across the country to know) that the top objections are always 1) Price 2) Spouse 3) Think it over (which is not really an objection, but more of a stall) and 4) Purchasing a low end package (which isn't really as serious an objection, because it's still a sale, but knowing how to handle this is really important- to both your sales

success and your prospect's success with your program by fully committing to the length of time required to accomplish their goals upfront!). So, you'll do well to train on these and know how to handle them every time. When you know what's going to happen, and you train on how to handle the situation upfront, then no prospect will ever 'rattle' you and you'll stay in full control of the sales process.

Also, another VERY important point on objection handling is that the best way to get really good at objection handling is to do the training required on step #3 (problem building) which will eliminate almost any objection from ever coming up in the first place!

## **Get SERIOUS About Your Professional Business Development**

Now that I've given you an outline of steps to making a sale, I encourage you to check out all the details (and read the incredible success stories) of the students we've taken through training. The results our students are getting are just incredible, and there is no other program out there that can change your business (and therefore your life) in a big way! But don't take my word for it, read and listen to the success stories for yourself at [www.FitnessProfitPath.com](http://www.FitnessProfitPath.com). When you're ready to take your business to the next level, we look forward to working with you!

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