



How to close a client once you get them excited about your services and how you can help them?

By Robert Raymond, CPT

Every fitness professional has met a perspective client who becomes very excited about using you for your services and then disappears. This is very common for a lot of personal trainers and I hear about this happening all the time.

This is the point most trainers are very good at reaching with clients. “I see trainers able to get someone excited all the time but they don’t have the skills or the system to close them.”

Unfortunately most trainers are horrible at actually converting this excited perspective client into an actual client. The reason is because the trainer does not have a system in place to obtain them as a client and convert them from excited perspective to money in the bank.

They do have the presentation in their mind for when they meet the client but they don’t have the system in place to develop them into a client.

So how do we do it?

It is imperative you have structure in place for this client. First you, must earn there respect for you as a professional and understand how important your time is. This is a professional service and not a game. A lot of perspective clients leave under the opinion you are a luxury that will be available to them anytime. They don’t feel the urgency to sign up with you.

In all situations I change this by turning the interview process around on them. As most of you know anytime you are talking about your services to a perspective client it is an interview. I actually interview them and determine if I want them as a client. I discuss how this is a team-work effort and we have to become committed to each other to obtain their goals.

If they see you are trying to team-up with them to obtain their goals rather than you just hire them it makes it personal and they understand you have involvement in this partnership rather than an employee- employer relationship.

I do not do this in a cocky or arrogant way but I do it with confidence and I make them feel my services and time is very valuable and they would be lucky to obtain me as their fitness professional.

By doing this I gain respect immediately and they become less likely to give me the cold shoulder or put their start date off.

Gaining respect for your services is one of the first steps.

Next you need to have a system in place to follow-up. Follow-ups should be done until you get a NO! It is not disrespectful or negative in anyway continue to contact them. "I even say to them that if they are not interested just let me know and I will stop contacting you but until then I expect you are interested from our discussions."

Industry leaders tell us that it takes an average of 7-9 contacts before you can convert this lead. If you give up after one or two calls you will be highly unsuccessful.

Now you have planted the seed, developed a respectful relationship with the client and your follow-up schedule is in place. This is going to allow you to convert this perspective client into money or at very worst you will get a NO which is hard to take but is part of business. If you get the NO it is actually a good thing because it allows you to move on quickly to the next perspective.

When I am trying to obtain a client I follow the following protocols

In order:

- 1) Plant the seed in the first meeting.
- 2) Gain respect and develop a team environment with the perspective client rather than a hire me environment.
- 3) Put your follow-up plan into action.
- 4) Secure the client or work loyal to your business plan until you hear a NO! Do not stop trying to obtain this perspective as a client until you hear the words NO!

Last: Have fun and challenge yourself! If you make it clear to the perspective client that you are a professional and you show a professional system you will be treated like one. Use your systematic approach to obtain them as a client or keep training until you hear them say NO. It's not rude- It's good business!