

mindbody

# Perfecting Your Sales Process: A Guide for Fitness Businesses



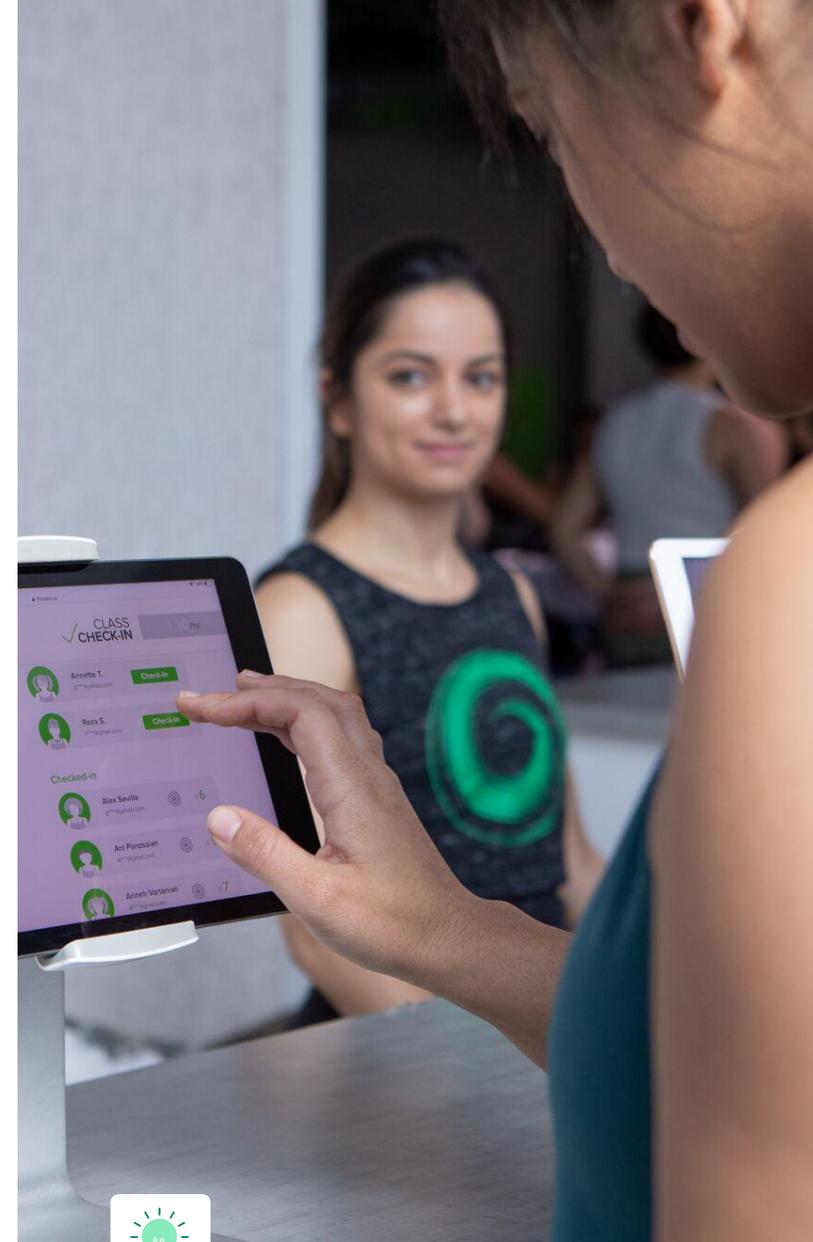
## How you sell matters

It's not just about generating revenue—making a sale is an opportunity to create connections and provide exceptional customer service. That's where having a defined sales process comes into play: to help you effectively manage your team, retain clients, and grow your business.

### Your sales process should be:

- **Defined:** Outlined in a document or on paper
- **Systematic:** Organized and easy to follow
- **Scalable:** Can adapt as you grow
- **Trackable:** Can be measured

Overall, your sales process should be a living system that you constantly improve.



**Ready to create your sales playbook?**  
Download our free template to get started.



## Set your team up for success

### Create a sales training manual

You don't have to be a seasoned salesperson in order to close a deal. A written training manual and a formal training policy can help support your staff and make sure everyone is on the same page.

### Here are some tips to help you get started:

- **Explain why sales training is important:** Remind your staff that selling isn't about convincing people to buy—it's being so enthusiastic and authentic they want to purchase.
- **Encourage staff to meet their goals:** Create leaderboards in your break room or host contests to boost motivation and performance.
- **Make sure everyone is trained:** Instructors, coaches, front desk staff, managers, and advisors should all receive formal training so they're aligned with your brand.
- **Create sales materials:** Provide resources that concisely break down each of your products, services, and prices.
- **Write a "perfect sales script":** Give employees an idea on what to say and help them practice rebuttals, so they're not caught off guard.
- **Act it out:** Help your staff practice their pitch using role-play with you acting as the client.
- **Be transparent and consistent:** Selling might feel out of some of your staff's comfort zones, but if your message is genuine, it'll become natural.

## Draft your perfect sales pitch

An effective sales pitch starts by understanding your clients, their needs, and how your business fulfills those needs. Listen—and effectively respond—to your clients. Ask them about their goals, challenges, and motivations to learn how you can best serve them.

Define your end goal and the different ways you can get there. Start by keeping your pitch short and sweet. You can do this by simplifying your point of sale, price points, and options. Then, streamline your sales process so you can easily train your team on what to do.

## Outline your sales process

Consider all the potential ways that clients can find your business and sign up for services (e.g. member referrals, social media, events, etc.). Then, build a defined process and scripting for each—including how your staff can best approach a potential client.

## Create sales materials

Your team needs resources to help them collaborate with clients to find which services best meet their needs. From packages to memberships, outline each of your business's pricing options as simply as possible. Be sure to include any specifics, like available discounts and promotions when it's applicable.

Not sure how to pull it all together? Check out the examples to the right.

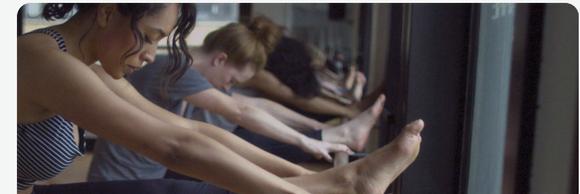


### New Client Special

The following offer is only valid on the day of the client's first visit.

**25% off our new client special**

Original Price \$100	Original Price Per Class \$12.50 if attend 8	With Discount \$75	If attend 8 classes \$9.38
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### Membership Packages

Monthly autopay membership (best value for those who want to commit at least 2-3 classes per week).  
Renews every month for a minimum of six months.

Monthly 6-session \$100/month	Monthly 8-session \$130/month	Monthly Unlimited \$130/month	1 Month Unlimited* \$250
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## Write your sales scripts

Sales scripts help your team members effectively engage with potential clients. Brainstorm the different ways customers come to your business and the sales processes you've defined for each. Then, write accompanying scripts for each step of the process.

### Step 1

Decide the primary pricing option you want to focus on (e.g., your introductory offer, a membership, etc.).

### Step 2

Outline the benefits of your service and the specific pricing option. Harness your business's "niche" and highlight what sets it apart from other providers.

### Step 3

Link those benefits to pain points (e.g., inconsistent schedule, money constraints, etc.) and customize your sale according to their needs.

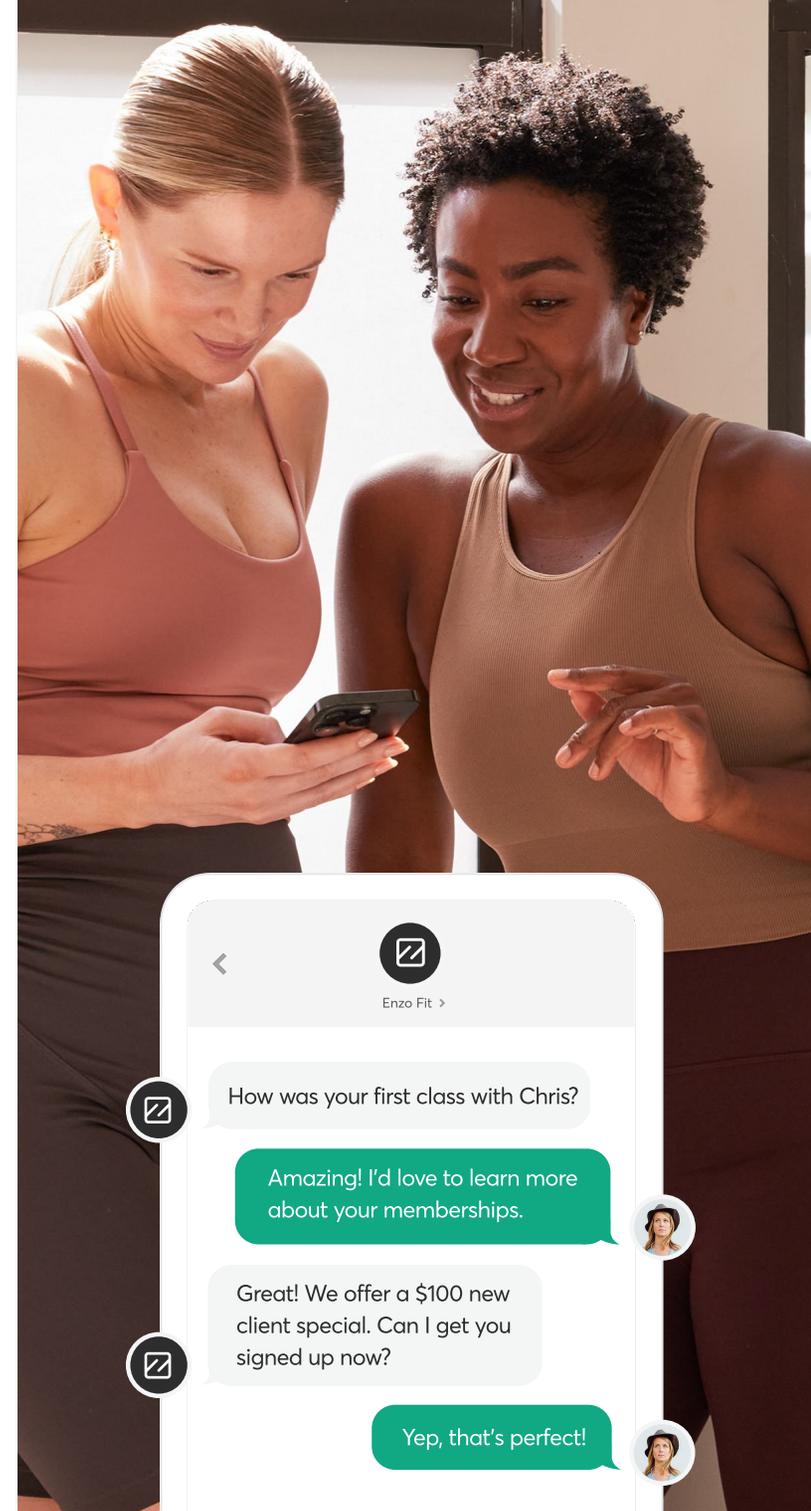
## Support your team with tech

Quick response times and consistent communication are essential to your sales process. With **Messenger<sup>[ai]</sup>**, your staff can stay focused on personal interactions (and making sales), while this front desk assistant follows up with prospective clients. Plus, Messenger<sup>[ai]</sup> can automatically sell them packages and memberships via text and webchat, which means you'll never miss a sales opportunity again.

## Streamline your sales pipeline

If you're still using spreadsheets and sticky notes to track your sales, it's time for an upgrade. With help from **Lead Management<sub>i</sub>**, you can track, nurture, and turn leads into sales using one program. This feature simplifies your process with an integrated dashboard that monitors new leads to help convert them into members.

Lead Management offers quick access to client profiles, scheduled follow-ups, and tools to measure performance. Your team can more effectively engage with new customers at every stage of the sales process.





Set clear targets for your staff, like requiring a 65% closing ratio. That means, for every 100 new visitors, 65 should be using an intro offer and 65 should convert to regular autopay members.

## Incentivize your staff to sell

Bonuses are a great way to reward your staff members when they're crushing their sales numbers. Set a monthly or quarterly sales goal (at least 7-10% higher than last year in the same month) to push everyone's performance and maximize revenue.

You may also want to reward staff depending on their level of contact with clients. For example, you may opt to give a bonus to your front desk staff for selling intro offers, but reward instructors for converting intro offers into memberships. Make sure you review your staff sales performance monthly. Be clear about targets and expectations, as well as what happens if those targets aren't met.

Want a tool to keep tabs on performance? Our [our reports can track](#) both team and personal KPIs seamlessly. That way, you can stay on top of your progress, recognize top performers, and work towards your sales goals together.

## Measure (and improve) your performance

### Use return on investment (ROI) to see how you're doing

Pricing and sales are the two things that can affect retention the most. By calculating your ROI, you can get a clearer picture of how you're doing in these two areas. This helps you compare how much more revenue you're bringing in with your efforts and investments.

## How to calculate your ROI

ROI is the benefit of an investment divided by the cost of that investment. For example, if implementing a sales training requires an all-day workshop for your team, this is how you can determine the ROI:

1. Start by calculating the additional amount it costs to pay each staff member to attend.
2. Then calculate the increase/decrease in sales following the training.
3. Divide benefit/cost of investment to determine a positive or negative ROI.

Consider the staff and/or technology you'll need to create the best customer experience when calculating ROI. Tools that simplify the process may be a worthwhile investment for your business.

## Keep in touch with leads

As a critical part of any sales funnel, you'll want to make sure you're staying connected with potential clients. One way to do that is by drafting follow-up messages to contacts right within Lead Management. Another way to do that is to implement strategic marketing tools.

Mindbody's **Marketing Suite** offers ways to grab your clients' attention through features like personalized campaigns, smart contact lists, automated messaging, and more. Marketing helps to keep prospective members engaged and assists with sales efforts by filling in potential communication gaps.



Looking for more ways to get discovered? Tap into the **Mindbody app**. With this exclusive platform, you have access to over 2.4 million active fitness & wellness consumers searching for businesses like yours.



## How to avoid common challenges

Perfecting your sales process will take time, but you can get there faster by avoiding these common sales issues:

- Not knowing when to follow up with clients
- Under-contacting clients (or not contacting them at all)
- Being too salesy, pushy, or not offering real value
- Giving too much information
- Assuming clients' needs

Be respectful, engaged, and genuinely invested in client needs. You want to make them feel heard—be sure to listen and provide solutions, so you can create authentic connections.

## Don't be afraid to try new things

Your sales process and training will evolve as your business does. Don't be afraid to shake things up with your pricing, your scripts, or your approach. The only way to find out if there is a better way to do things is to try something new.

# mindbody

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Mindbody can position your business for success.

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