

mindbody

TEMPLATE

# Sales Training Manual for Your Fitness Business



# Create your perfect sales pitch

For any business, your sales pitch can make or break a deal. It's a condensed presentation that your employee gives to a prospective customer about the nature and benefits of your business. Think of it like a compelling hook that grabs your audience but doesn't reveal too much, so it can leave customers wanting to know more.

Starting with the sales pitch is the hardest part. Think of it like this:

- **Start with the problem:** What problem are you trying to solve? How does your product or business solve this for your audience?
- **Tailor the pitch to your audience's vertical:** Create the pitch to be as specific as possible.
- **Offer stakes:** If clients don't solve their issue with your solution, what do they have to lose? This will help you think of how valuable your business can be to your clients.

## Here's an example:

Transform your life with [Your Business Name]! Our expert trainers, personalized programs, and vibrant community will help you achieve your fitness goals faster than ever. Get fit, feel great, and join us today for a healthier, stronger you!

With this example, you can write your perfect sales pitch by defining your end goal, keep your pitch brief.



**Pro Tip:** Try adding a value proposition. The value proposition should come after the identified problem and demonstrate the benefits clients can expect to impact your prospects.

## Define your sales process

Your sales process is the roadmap to engaging with your audience at every touchpoint. It gives you structure and reference points for selling thoughtfully.

### Here are some points to think about:

How do you follow up if someone books their first class from your website? Is your staff alerted when a new client books a class? Does a staff member personally reach out via email or phone, or do you have automated emails? Who greets new visitors to your studio? What if someone visits with a family member or friend?

Write out the sales process for the touch points listed below.

Website:

Social channels:

Mindbody app:

Referral:

Walk-In:

Groupon or ClassPass:

## Create your sales collateral

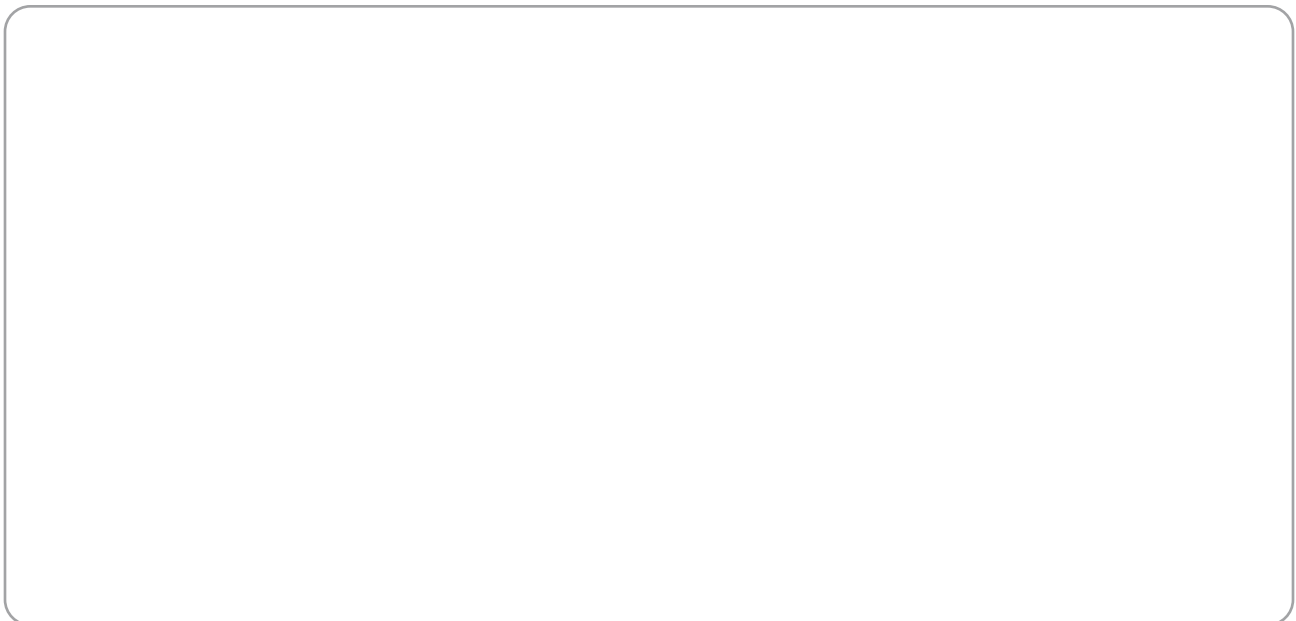
Sales collateral is a document or media that helps support the sales process and moves leads through the sales funnel. Look at the questions to get started below:

- Who are you selling to?
- What questions do your customers have, and when do they ask them?
- What kind of content will help answer these questions?

Sales collateral can be created in the following formats:

- Datasheets
- White papers
- Brochures
- Proposals
- Pitch decks

Your team needs collateral to outline pricing and select the best offer for each client. Add links to your sales collateral below.



## Write sales scripts for your staff

A sales script is a written dialogue your staff uses during customer interactions. The dialogue may change depending on the touchpoint, whether it's via phone, social channels, etc. Either way, it should be concise and informative. Here are some steps to follow before creating your script.

- 1. Choose one focus:** Pick one product or service and determine how you want your staff to explain it to the client. For example, you may want your staff to use your business's brand voice.
- 2. Know your target audience:** Learn their background to help you determine how to speak to them.
- 3. Introduce yourself:** Prospects need to know who you are and what you represent.
- 4. Build rapport:** Build a relationship with your audience so they can get to know your business.
- 5. Ask questions:** It'll be helpful to consider why clients want to join your fitness business.
- 6. Use a positioning statement:** This will show that your staff understands your prospects' challenges and how to solve them.
- 7. Close with a call to action:** This will help you drive your clients to schedule that appointment or that call with you.



**Pro Tip:** Keep details relevant to your client and their needs or pain points so you don't overwhelm them.

### Here's an example:

#### Introduction:

"Hi there! I'm Jessica from [Your Business Name]. Thanks for taking the time to chat with us today. Are you looking to elevate your fitness journey?"

**Identify needs:**

"Tell me, what are your current fitness goals or challenges? Are you looking to build strength, lose weight, or stay active and healthy?"

**Present the solution:**

"Based on what you've shared, we have tailored solutions just for you. Our programs offer personalized training with flexible scheduling. We also provide a supportive community to keep you motivated and accountable."

**Highlight unique selling points:**

"What sets us apart is our certified trainers and variety classes personalized for everyone. Plus, our clients often see results within just a few weeks!"

**Call to action:**

"I'd love for you to experience this firsthand. How about we schedule a free consultation or a trial session? It's a great way to see if we're the right fit for your needs."

**Close:**

"Does that sound good? Let's set up a time that works best for you. I'm excited to help you start this journey towards reaching your fitness goals!"

Include a simple library of sales scripts for the scenarios listed above (website, social channels, Mindbody app, etc.).

Website:	<input type="text"/>
Social channels:	<input type="text"/>
Mindbody app:	<input type="text"/>
Refferal:	<input type="text"/>
Walk-In:	<input type="text"/>
Groupon or ClassPass:	<input type="text"/>

## Establish a staff incentive plan

An incentive plan is a motivational tool for encouraging your staff to perform well. Strategize ways to reward your staff that will benefit them and boost morale. Start by evaluating your current compensation structure and creating goals to achieve with this plan. Do you want to increase revenue by rewarding individual employees, or do you want to improve the work culture?

Describe your incentive plans for your staff and make them simple. Be sure to outline any differences in incentives for front desk staff versus instructors or trainers. Include performance expectations, required sales quotes, and implications if performance expectations aren't met.

Here are some incentive ideas to consider:

- Performance-based bonuses
- Additional PTO
- Public rewards
- Professional development opportunities
- Fun work activities

Write out an incentive plan that you think will work best for your team.



**Mindbody has everything you need to help  
implement sales training for your team and  
boost revenue for your fitness business.**

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