

Fitness Centre Sales

There are a range of qualities that are required to be a successful membership or sales consultant within the fitness industry. Communication is one of the most important factors as this person is the front line of your facility. The following are a range of communication skills that will assist sales consultants within the fitness industry.

Be enthusiastic

Smile, be happy and cheerful ... this enthusiasm will rub off on your client and they will look forward to getting started at your facility.

Listen

Your role is to ask questions to uncover the needs of the prospect – and then listen to what they say and encourage them to speak further. You will never create or uncover a need if you are the one doing all the talking.

Get them involved

Try to encourage the prospect to become involved during your sales process –use phrases such as - “try this”, or “let me show you” or “see how easy this is”

Be confident

It will make them feel at ease. If you do not look or act confident then the prospect will become uneasy and this may build a barrier to buying from you.

Recognise that objections are often buying signals

Often objections can be signals that your client wants to buy from you. It is up to you to reassure them that they are doing the right thing and to make it as easy as possible for them to make that decision.