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The Fitness Business Guide to Perfecting Your Sales Process

Sales is the engine that drives your organization

Having a defined sales process for your fitness business can help you effectively manage your team and create consistent, high-quality experiences for your clients. Over time, it can also maximize client retention and grow your bottom line.

Your sales process needs to be:

- Defined (on paper)

- Systematic (organized and easy to follow)

- Scalable (can train to it)

- Trackable (can be measured)

But, above all else, it should be a living system that you constantly improve.

An effective sales process starts with a detailed sales training manual. Download a copy of our _free template_ to fill out as you read through this guide.

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Setting up your team for successful sales

Start with a sales training manual

With a written training manual and a formal training policy in place, you ensure all of your staff is on the same page. Refining your sales training isn't easy, but it makes all the difference.

Here are some tips to help you get started:

- Explain why you're implementing your sales training. Remind your staff that selling isn't 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.

- Train all staff on how to sell—including teachers, trainers, front desk staff, managers, and advisors. Every team member represents and "sells" your business; make sure they're in alignment with your brand.

- Create sales collateral that walks employees through the sales process. Don't leave your employees guessing; provide a resource that breaks down each of your products and services (and their prices) clearly and concisely.

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- Write scripts to educate employees on the "perfect sale." Practice rebuttals to keep them from being caught off guard.

- Use role-playing (with you as the client). Practice makes perfect, after all.

- Remember to stay transparent with your team, and keep your message consistent. Selling can be uncomfortable for some, but if your messaging is genuine, it will feel natural.

Don't forget to download our [free template](#) to fill out as you read this guide.

Know your perfect sales pitch

Listen—and effectively respond—to your clients. Ask them about their goals, challenges, motivations. Learn how you can best serve them and their needs.

Define your end goal and constantly think about how you'll 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.

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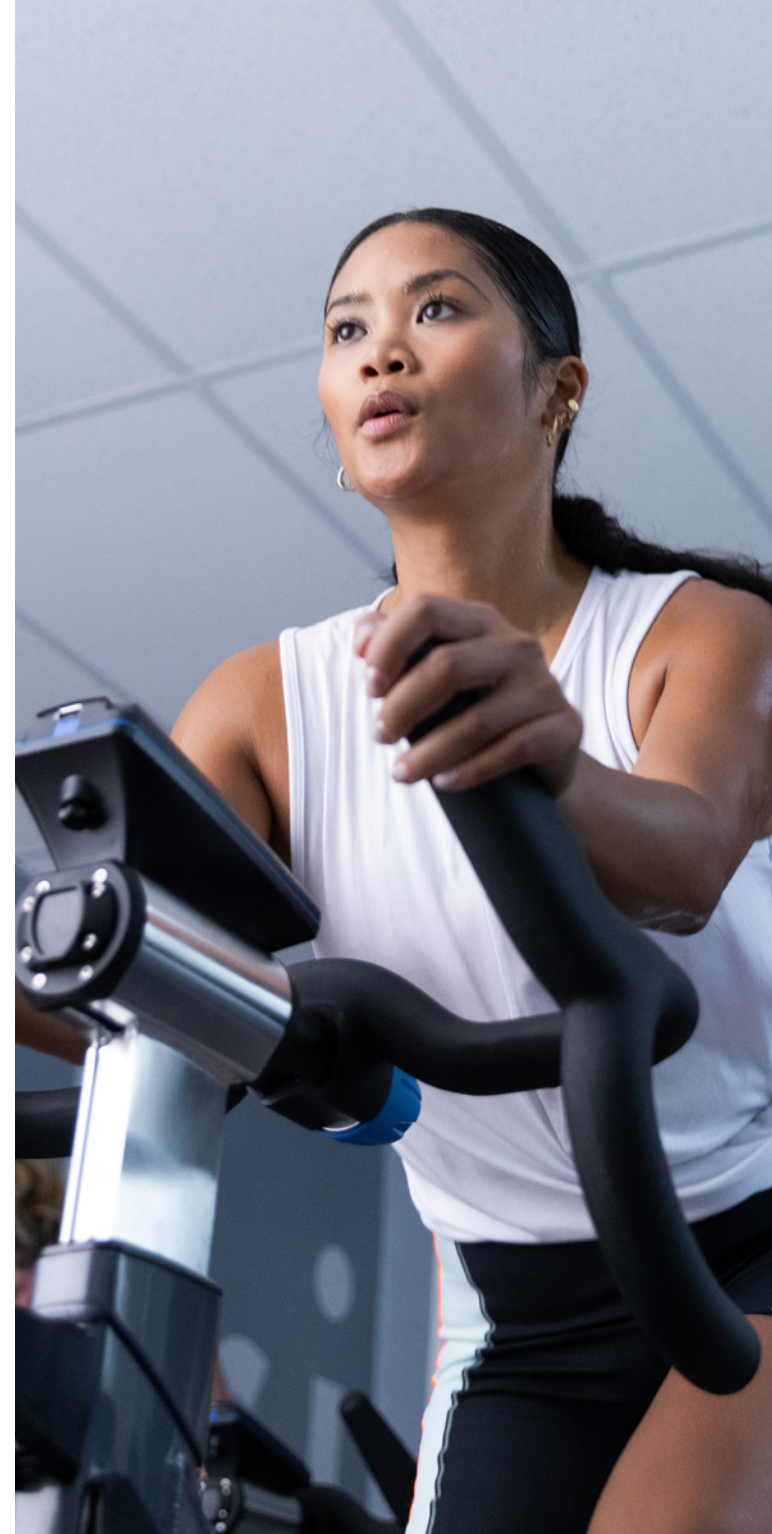
Define your sales process

How do new clients reach your business? Then, how does your staff convert them into active members? Think about all the different ways your new clients find you and sign up for services (e.g., member referrals, social media, events, etc.), then build a defined process and scripting for each—including training your staff on how to best approach a potential client.

Create sales collateral

During follow-up conversations, your team needs collateral to help them pick the best offer for each client. Whether you offer packages, memberships, or both, outline each pricing option you offer as simply as possible. Be sure to include any specifics, e.g., any available discount and when it's applicable. **Not sure how to put it all out there? Check out the examples below.**

ENZO FIT

New Client Special

The following offer is only valid on the day of the client's first visit.
25% off our new client special

Offer	Original Price	Original Price (Per Class)	With Discount	With Discount (Per Class)
New client special (one month of unlimited classes)	$100	If attend 8 classes: $12.50	$75	If attend 8 classes: $9.38

Memberships Packages

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

Monthly 6-session (occasional weekend)	$100/month	Best for those who take one class per week (and an occasional weekend)
Monthly 8-session	$130/month	Best for those who take two classes per week
Monthly unlimited	$190/month	Best for those who take three or more classes per week
One month of unlimited classes*	$250	Best for those who can't commit to a long-term contract

*No contract agreement.

Write sales scripts

Sales scripts help your team members effectively engage with potential clients. Consider 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

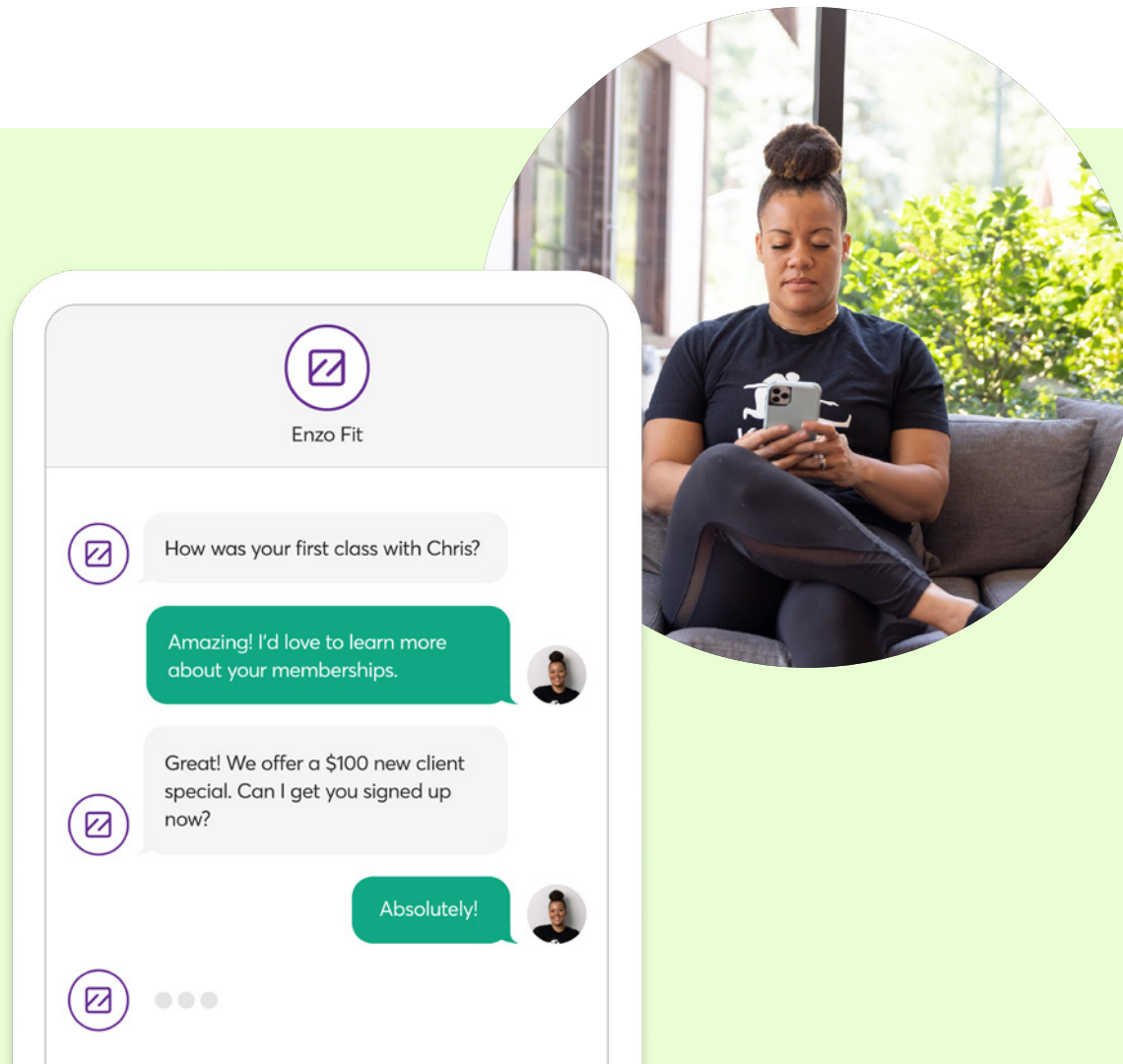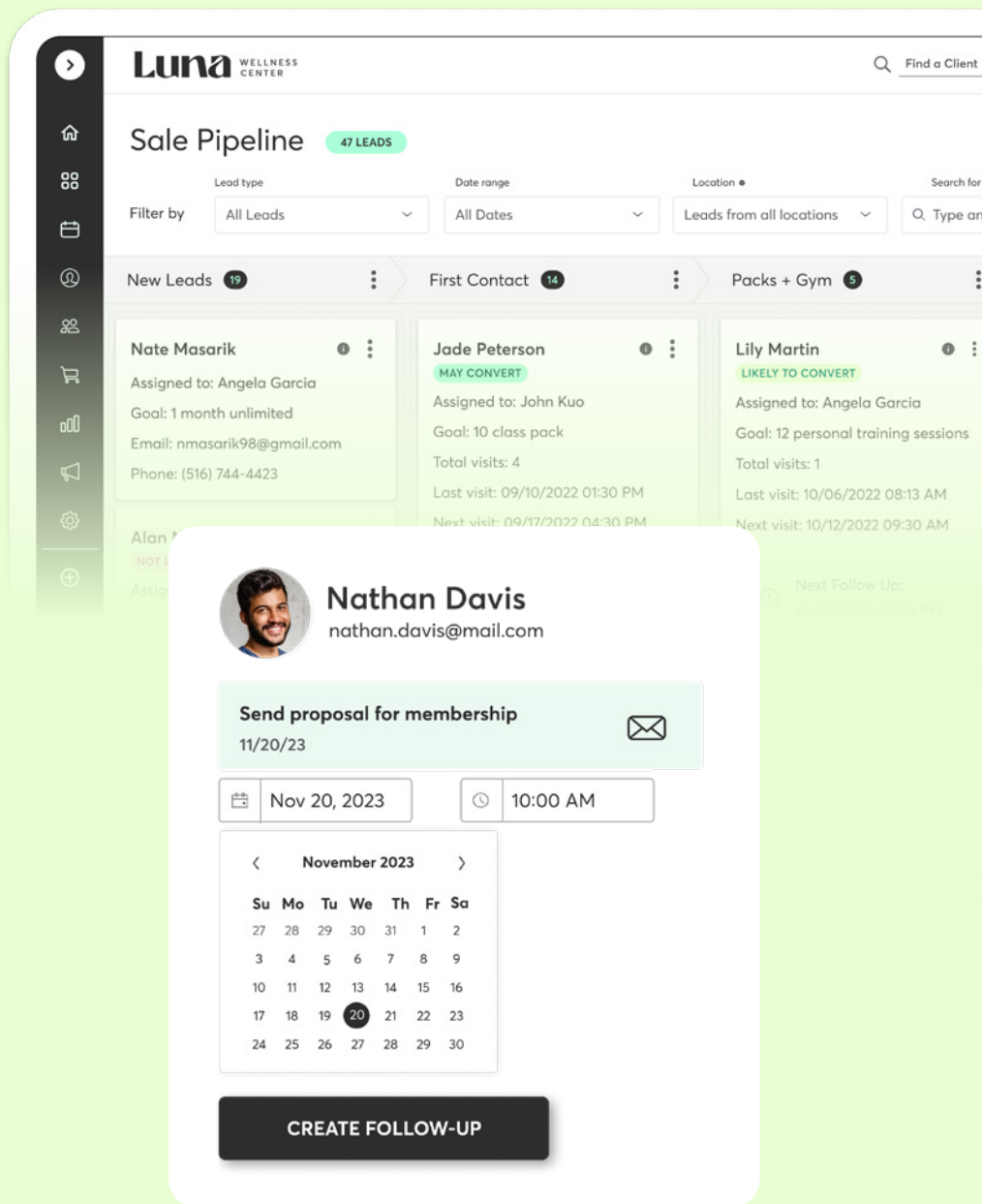Outline the benefits of your service and the specific pricing option.

Step 3

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

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Support your team with tech

Quick response times and consistent communication are essential to your sales process. With **Messenger**[ai], your staff can stay focused on personal interactions (and making sales) with the peace of mind that every prospective customer is followed up with after class. Plus, your AI can automatically sell them packages and memberships via text and webchat, which means you'll never miss a sales opportunity again.

Enzo Fit

How was your first class with Chris?

Amazing! I'd love to learn more about your memberships.

Great! We offer a $100 new client special. Can I get you signed up now?

Absolutely!

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Streamline your sales pipeline

If you're still using spreadsheets and sticky notes to track your sales funnel, it's time for an upgrade. Say goodbye to hard-to-manage tracking methods and replace them with **Lead Management**—a system that tracks, nurtures, and turns your sales leads into active members of your community.

Lead Management simplifies sales with an integrated dashboard that monitors new leads and helps turn them into members. With easy-to-access 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.

Incentivize your staff to sell

Do you have a structured incentive program in place? Bonuses are a great way to reward your staff members crushin' it with sales. 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 sales.

You may also want to reward your front desk staff differently than your instructors. 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 on a monthly basis. 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? **Insights** tracks 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.

Measuring (and improving) your performance

Use ROI to measure your performance

Converting prospects to loyal customers is tough, but well worth the effort. Take a look at your pricing and sales—the two things that affect

Gift Card Contest ∧
34 Contestants

Frank Page Austin	1st	$834.00
Jack Taylor Atlanta	2nd	$667.00
Reign Nava Seattle	3rd	$487.00
Stefan Carter Seattle	4th	$345.00

Retail Sales % Contest 4🎟 ∨

Membership Contest 6🎟 ∨

It's important to be clear about targets with your staff. For example, you might require a 65% closing ratio. That means, for every 100 new visits per location they require a 65% conversion to intro offer and a 65% conversion to autopay.

retention the most—and get a clearer picture of how you're doing by calculating a return on investment (ROI). Or, in other words, compare how much more revenue you're bringing in with your efforts and investments (and decide if it's truly worth it).

Calculating 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, you can determine the ROI, as follows:

First, calculate the additional amount it costs to pay each staff member to attend.

Next, calculate the increase/decrease in sales following the training. Divide benefit/cost of investment to determine a positive or negative ROI.

When calculating ROI, consider the staff and/or technology you'll need to create the best customer experience possible. A virtual assistant like **Messenger**[ai], for example, follows up with every new client and can automatically sell them packages and memberships via text and webchat. A tool that simplifies the process and leads to more sales? That's a worthwhile investment.

Avoid these common issues

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/not offering real value

- Giving too much information

- Assuming clients' needs

Be respectful, engaged, and genuinely invested in what clients say. You want to make them feel heard—listen, respond, retain.

Don't be afraid to experiment

Your sales process and training will evolve as your business does. Don't be afraid to change 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.

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To learn first-hand how Mindbody can position your business for success, **schedule a guided tour today**.