



MINDBODY Guide

# The Fitness Business Guide to Perfecting Your Sales Process





# Introduction

Sales is the engine that drives every organisation. 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 maximise client retention and grow your bottom line.

Your sales process needs to be:

- Defined (on paper)
- Systematic (organised 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.

# Setting up your team for successful sales

## Get started with a sales training manual

With a written training manual and a formal training policy in place, you'll 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.
- 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 a visual sales sheet 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 clearly and concisely.
- 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 to your brand, it will feel natural.







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### 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.

### Define your sales process

How do new clients reach your business? How does your staff convert them into active members? Write out a specific sales process for each new client touch point. Think about all the different ways your new clients find you and sign up for services, then build a defined process and scripting for each—including training your staff on how to best approach a potential client.

## Create sales collateral

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.

### New Client Special

The following intro offer is only valid on the day of the first visit.  
25% off any Regular Priced Package.

Package	Original Price	Original Price (Per Class)	With Discount	With Discount (Per Class)
5 sessions	£80	£16	£60	£12
10 sessions	£140	£14	£105	£10.50
Membership: one month of unlimited classes	£100	If attend 8 classes: £12.50	£75	If attend 8 classes: £9.38

### Membership 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	£186.75 (discount applied)

\*No contract agreement.

Session packages (best for those who travel often and have an inconsistent schedule). Expires in three months.

5 sessions	£100	£20/session
10 sessions	£170	£17/session
20 sessions	£280	£14/session

## 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 customise your sale according to their needs.

### Quick Tip

Sales calls are the single most effective new client retention strategy and, for class-based businesses, have proven to increase retention from 20% to 50%. Most clients like receiving calls because they feel more connected to your business.

Use the example below as inspiration for one of your scripts.

## Phone call script

### Step 1: Introduction

**Example:** "Hello, this is [staff-member name] from [studio name] here. I'm calling to check in on you after your last class. How are you enjoying your introductory month so far?"

**Example:** "Speaking of your introductory month, it looks like it'll be expiring next week on [date]. Have you taken a look at any of our packages or memberships?"

### Step 2: Benefit

**Example:** "Our autopay memberships are the most affordable options for our clients. In addition to classes, you'll also receive [list benefits]."

### Step 3: Alleviate pain points

**Example:** We completely understand a hectic work schedule! Since your schedule is extra busy the next few months, how about you start with a session package with a three month expiration? That way, you'll have more time to use your classes and won't be paying the drop-in rate each time.

### Step 4: Closing

**Example:** I'm so happy I was able to get you signed up for your first package. Please don't hesitate to reach out if you have any other questions!

# Incentivise 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 maximise 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.

MINDBODY sales reports make it easy to see how each member is doing on an individual level.

Reports » Sales » Sales by Rep ★ Add to favorites

**1 Dates**

Start date: 9/17/2018

End date: 10/17/2018

**Quick Dates**

Last

Year Quarter

Month Day

To-Date

**2 Filters**

Show tagged clients only (0)

Sale location: All locations

Products/Services: Services only

Revenue Category: Classes

Sales rep: All reps

Autopays: Include Autopays

**3 Options**

View:

Summary

Detail

Accounting Basis:

Accrual

Cash

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Show returns

**4 Generate**

**Go!**

Print this report

Export to Excel

Export to PDF

Save this report

Tag add

Think...

It's important to be clear about targets with your staff.

For example, your business could require a 65% closing ratio. That means, for every 100 new visits per location you would require a 65% conversion to your intro offer and a 65% conversion to autopay.



# 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 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.

### Quick Tip

Nothing's better than connecting in-person with a client. If doing so requires more staff at your front desk, you'll want to take that into account when calculating ROI.







## 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.



To learn first-hand how FitMetrix by MINDBODY can position your business for success, [schedule a guided tour today.](#)