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**TEMPLATE**

**Sales Training Manual for**

**Your Fitness Business**

**(Your Business Name)**

**Sales Training Manual**

**Your perfect sales pitch**

Write your perfect sales pitch by first defining your end goal. Keep your pitch short and sweet.

**Define your sales process**

How do new clients reach your business? Write out a specific sales process for each new client touch point.

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

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.

Website:

Social channels:

Mindbody app:

Referral:

Walk-In:

Groupon or ClassPass:

**Create sales collateral**

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

**Write sales scripts**

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

**Staff incentive plan**

Describe your incentive plans for staff—make them simple and straightforward. 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.

Mindbody has everything you need to run your fitness business and achieve your goals.   
Visit <https://www.mindbodyonline.com/fitness> to find out more.   
   
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