

The 90s Rule.

It is imperative that opportunities for private training are:

- a) identified; and
- b) acted upon – especially when the client asks/gives clear signals of interest!

For Coaches that want to build their Personal Training client portfolio, group classes offer a forum to showcase you as a coach alongside other channels such as social media accounts.

People pay for Personal one-to-one Training primarily due to:

1. Coach knowledge, credentials, expertise, skills, experience of the coach; as this will:
2. Deliver results in a shorter timeframe. While anyone these days could spend time online and work out sensible programming, nutrition, rest & recovery etc. this would take many hundreds of hours. Economically, it makes sense for the CEO client you have to simply pay an hourly rate to fast-track access to optimal approaches etc. and have someone skilled/experienced get them training properly/safely – as their time is better utilized running their business (they earn several time PT hourly rate!)

The 90s rule is a zero pressure, proven sales technique

The rule:

We will help anyone with anything they need help with in a class for 90s. Anything more than that, the member should be paying for your skill, advice, expertise and time!

If engaged in discussion in a class for 90s and the member wants to continue, offer to book them into a 30-minute one-to-one session where you can address specific needs they have. This is a low-cost, no-commitment offer that is solely in the best interests of the member!

Script:

"<<Name>>, this is an interesting area and I'd love to help you more, why don't we schedule a 30-minute one-to-one session this week to get into it. I'll coach you through the key movements, provide a few accessory exercises to do on your own and we can shoot some video or I'll refer you to some credible to enable you to practice".

Explain cost (just \$47.50) and schedule **it there and then using Gravity app**. This is **important**, it's better to get a no than "I'll sleep on it". >60% of clients not booked at time the offer is raised will not commit later!

If member **not interested right now**, just agree to discuss in a couple of weeks and see how they are going - fist pump and move on. Done. Diarize quick touch base two weeks later and ask them again for 30 min session if they still show a need.

Administration:

We can add charge to account after conversation.

Target:

Secure at least 2, 30-minute one-to-one sessions by end January!