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Welcome to **THE ISH-U**

If leads don't grow on trees why do we put up posters, don't posters come from trees?

The quality of your leads makes a difference in two ways. One: What you can charge and Two: How long it takes to convert a lead into a client.

Imagine a lead scale that runs 1 – 10.

A 10 is a lead that rings you up and says "I need a trainer, you train my friend he tells me you're awesome; I understand you charge \$80 per hour and I would like to train with you twice a week, when can we start"?

And a 1 being someone you call out of the phone book, asking them if they want a trainer and they don't think they even need to exercise let alone use a trainer.

Your success as a trainer and doing sales can be very much dependant on where your leads are coming from and how you are getting them.

Think about how long it takes to convert your leads; is it 1, 2 or more sessions, or do you charge from session 1? Depending on how warm the lead is or where it came from will often determine how long the conversion will take, but often trainers just have one style and one system that they use for all sales, (that is if they even have a system). Once you start thinking like this you will be able to adjust your process depending on your lead source.

Offering free sessions on a poster may generate leads that are a 3 or 4 on the warm scale, they may just want a free session or try it out to get some ideas.

5 - 6 may be a club lead, they are someone who may have inquired about getting a PT and were directed to you.

7's are someone who may have purchased a PT trial pack of 2 or 3 sessions.

8's are referrals from a professional that has directed them to you, like a Doctor or Physio.

9's are referrals from your clients who have approached you directly.

10's are people that have found you due to your brand and word of mouth marketing; usually these people have already made a decision to train with you.

Where are the majority of your leads coming from?

There are 3 types of trainers out there

Some trainers can't sell!

Most trainers don't sell!

And a few trainers can and know how to sell?

The reason I say that some can't and some don't is that a lot of PT's up to now have been lucky. They just happened to be standing at reception when someone came in who was looking for a Personal Trainer and that person got directed to them and that person became a client. Well that's not selling that's being lucky, that's just being in the right place at the right time and warming up to room temperature. Sales is about generating your own leads and referrals and then convincing them you have the solution to their fitness goals then delivering on that solution.

Those trainers who know how to sell are the ones with stable and successful businesses. I could take all their clients off them put them in a new gym and 6 weeks later they will be back up and running.

Well the market is shifting which means your ability to sell will soon be exposed and you will either be left with a fragile ineffective business or you will just grow within the new trends.

Ish



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