



**The Personal Training Sales Education Textbook:
A simple and effective sales system designed
specifically for the personal trainer in the health
club.**

Tim Tierney

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This book contains a simple and effective sales system for the personal trainer. Whether you're a seasoned health club veteran seeking some innovative sales techniques to add to your bag of tricks or you're brand new to the personal training industry and are in need of a complete personal training sales system that will hand you the tools to rapidly generate a top level income in your gym, you've come to the right place.

This entire system is designed to be easy to use. It's not just some book full of sales techniques that have been randomly thrown together. Instead, it's a complete step-by-step system that has been carefully broken down into bite-sized chunks that are easy and fun to do.

Here is just some of what you'll find inside this book...

- EXACTLY how to overcome objections before they even come up
- How to get your client to attach an enormous amount of amazing feelings to your training, and yourself (be careful with this one, its powerful stuff!)
- Exactly what to say when your client says "I need to think about it"
- How to associate buying personal training sessions as the perfect solution to their reason for joining the gym (more specific to the point, how to do it in the first ten minutes of meeting them!)
- A detailed 5 step sales process designed specifically for the health club environment
- How to close the deal without having to ask for the sale (this legendary technique will have your clients already planning their next 20 sessions in their mind before their first sessions is even over!)
- The only two prospecting techniques you'll ever use in your club & a secret weapon that will give you a month long waiting list of motivated gym members dying to workout with you!
- How to uncover the client's true emotional reason for being here & how to use their answer to gain a client for life!
- How to raise the value 100 times higher than the price by using these few simple words
- Why your clients will lie to you about why they're really here, and the ONE questioning technique that will create instant rapport and an ever-lasting trust.
- Word-for-Word, how to overcome objections when they do come up
- Exactly what to do when you've run out of new members in your gym to approach (Some trainers keep their hours over-booked consistently using nothing else but this method)

If you are a trainer who works in a health club and possesses that rare deep down burning desire to be the very best at what you do, then prepare yourself to enjoy the rewards that are limited to those few people who never allow themselves to settle for anything less than the very best of who they are, and who they know they can become.

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Ruth Ford:

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Jesus Rhode:

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