



HOW TO GET YOUR TEAM TO SELL LIKE YOU



**5 STEPS TO DEVELOPING A HIGH
PERFORMING SALES TEAM**

1. FOSTER THE RIGHT MINDSET



It's common for team members to experience mindset obstacles when learning how to sell. Sometimes this is caused by lack of proper training; sometimes it's from not wanting to come off as a "used car salesman;" sometimes it's from a lack of perceived value (ie. team members may believe your training services are too expensive for prospects because it feels too expensive for them) etc.

HERE'S HOW TO FOSTER THE RIGHT MINDSET

CLARIFY WHAT YOU'RE SELLING:

Newly-trained sales staff may have a difficult time identifying the benefits of the programs and training packages they are selling. Rather than selling programs, terms, and appealing prices, your staff should understand they are selling more than a training program or gym membership; it's something truly valuable to another human being: support, accountability, being understood, and helping to develop an action plan. When sales staff understand what they are selling (the benefits of your programs, not just the programs themselves), they'll be set up for success.

CLARIFY HOW YOU'RE SELLING:

Your prospects have three options. The first is to buy from you to solve their health problems/pains. The second is to buy from a competitor/alternative to solve their health problems/pains. The third option is to stay in the same place and experience the same pains they do now. When your sales team sees these three options with clarity, it's much easier for them to see their role in the sales conversation as solution-providers and problem-solvers (whether the prospect buys or not), not slimy sales people looking to make a quick buck. When you sell to provide a solution and to genuinely help the prospect, it not only shifts the mindset of the seller, but also increase the authenticity and effectiveness of the sales conversation. Clarifying how you're selling especially relevant if your sales team consists of your trainers; it is a great opportunity for them to "showcase" their craft and the ways their expertise can solve prospects' problems.

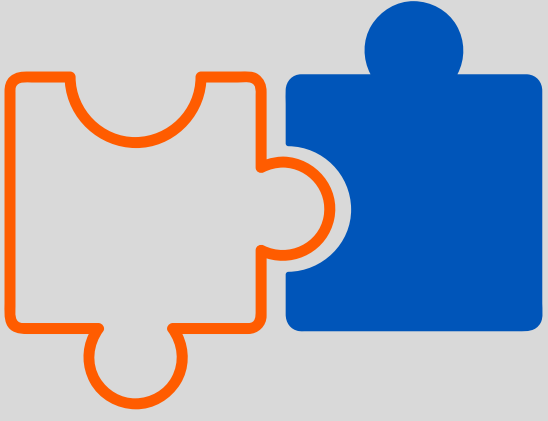
CREATE A SAFE ENVIRONMENT TO FAIL:

We're not looking for perfection. Instead, you need to create a sales training space for mistakes to be made, reflected upon, learned from so each team member can make improvements to their sales skills.

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2. HAVE AN AIRTIGHT SALES STRATEGY



It's imperative you establish a sales strategy that everyone can and does follow. Everyone using the same sales strategy allows you to identify what is working and what isn't working in your sales process. Consistent execution creates a path to measure and ensure the success of your sales team.

HERE'S HOW TO ESTABLISH AN AIRTIGHT SALES STRATEGY

ADOPT A PROVEN STRATEGY:

We recommend Fitness Revolution's 5-Step Sales Process. This process uses behavior change science principles to build motivation, and to help prospects understand why they need to make a change so you have the opportunity to show them why you're the best solution.

ASSESS WHAT YOU'RE DOING WELL:

What small wins can you give them right out of the gate? Do you have a specific language that works well when you ask for the close? Do you feel particularly strong in your ability to develop rapport? etc. Share your best sales practices as well as those used by your other strong sales staff.

PREPARE THEM TO EXPECT THE UNEXPECTED:

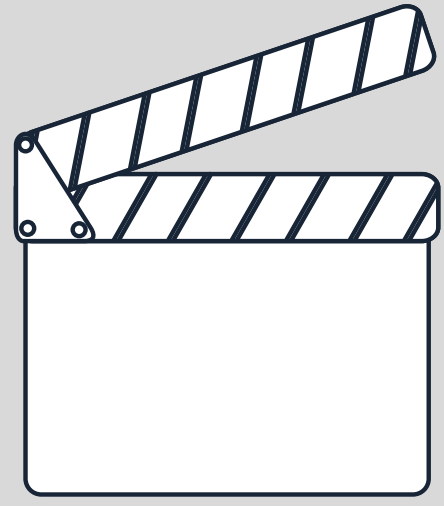
Having a strong sales strategy will diminish the volume of buying objections. However, your team will still encounter them. When your staff understands and even anticipates objections, they can then prepare responses and feel more comfortable and confident in their ability to handle them.

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3. MANUFACTURE SALES CONVERSATIONS WITH ROLEPLAY & OBSERVATION



When your team members first stepped foot in the gym, they probably weren't proficient in their training skills and movement patterns right off the bat. Like any skill set, developing their sales competency is going to take sets and reps. While roleplay can be uncomfortable and not entirely realistic, it's the best way to get some experience under your team's belt before putting them in live sales situations.

HERE'S HOW TO MANUFACTURE EFFECTIVE ROLEPLAY CONVERSATIONS

KEEP IT EASY AND SIMPLE AT FIRST:

Start by letting staff get comfortable with roleplay. This can be done with other team members or with you directly, but avoid overly challenging roleplay scenarios as you're introducing them to this.

EVALUATE PERFORMANCE:

Make a point to note what they're doing well and where they need improvement. It's best practice to record roleplays when possible so you can go back and make notes, and potentially use them as a teaching tool.

AFFIRM, ADVISE, REPEAT:

Explain to team members what they did really well in a sales roleplay and provide guidance in areas for improvement. Get a consistent roleplay schedule in place for long-term sales development (ie. once a month).

SHADOWING:

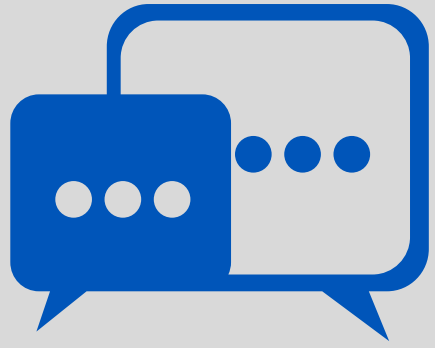
Allowing team members to shadow you during sales conversations is a great way to get them acclimated to a live sales setting and observe how you handle real prospects.

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Two horizontal lines with circles at each end, intended for taking notes.



4. PROVIDE LIVE EXPERIENCE



After completing steps 1-3, it's time to give your staff the opportunity to sell on their own. The goal here is for them to develop comfort and confidence in executing the sales process, which leads to better sales development and performance.

HERE'S HOW TO PROVIDE YOUR STAFF WITH LIVE SALES EXPERIENCE

START WITH LAY UPS:

As you get prospects in the door, try to be mindful of who you're giving newly trained staff to sell to. If you sense difficulty from a prospect or suspect there could be some personality conflict, it's wise to avoid pairing new sales staff with those prospects. We want to build sales confidence before challenging them further.

GIVE THEM THE RESPONSIBILITY OF SELLING THEIR OWN TRAINING:

If they're not doing so already, allowing your trainers to sell their own training services is a great, lower risk way to give them real-life sales experience. Rather than passing off sold clients to them, pass your trainers prospects to sell to.

DETERMINE YOUR STAFF'S LEVEL OF AUTHORITY:

What decisions and concessions are they allowed to make in sales conversations, such as offering discounts or promotional prices? What down-sells can they resort to? How else can they help solve prospects' problems without using them as a sales crutch?

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5. DEBRIEF



Debriefing sales conversations is vital for you as the business owner in order to keep a pulse on how your sales staff is performing and developing their selling abilities. It also provides you the opportunity to give feedback and sharpen their skills.

HERE'S HOW TO HOLD EFFECTIVE DEBRIEFING CONVERSATIONS WITH SALES STAFF

DECIDE WHAT INFORMATION IS NECESSARY:

Work with your team members and figure out what information is most important to relay in these debriefs and what information can be considered secondary. How will you get what you need and for them to get what they need?

NARROW THE FOCUS:

Debriefs should be used to identify areas for improvement and learning opportunities. So, spend most of your debrief time on situations that don't meet the desired outcome. This doesn't mean debrief conversations have to be focused on the negative; make a point to highlight the ways the sales person succeeded with prospects too.

COACH THEM:

You are probably the most experienced sales person at your fitness business. Because of your experience and years in the industry, you can guide your employees to become stronger salesmen and women by coaching them through challenging sales scenarios. How did you see the situation and how might you have handled it differently? Create some space for coaching and dialogue with staff.

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TIPS

Be intentional about when to start handing off sales opportunities to your staff. Ideally this happens when staff are completely trained and prepared, but it doesn't always happen that way. In instances where you can't afford to lose a sale, it's probably best you're still handling them until staff is truly ready.

Check your own mindset. The purpose of this document is to help develop your team to be sales-ready. If you struggle with trusting them to have effective sales conversations, you may need to take your time getting to step four. However, at some point your sales process will outgrow what you can handle alone, and it's important to know that threshold has been crossed.

Like rapport building, developing a sales skillset is never "done." You need to continue to invest time and attention in your sales staff's development over the long-term (hence the roleplay schedule and debriefing).

NOTES:

Four horizontal lines for taking notes, each starting and ending with a circle.

