



Set Your Prices

Use the following key points to set prices for the services you have chosen to provide.

- In what city or location are you training? What is a normal price for personal training in this area? (Google search for prices)
- How are the economic conditions in your area? Is there currently fear of an economic downturn?
- Describe your personal branding and relate what that says about how much you can charge.
- What is the financial status of your chosen niche? What price can they afford?
- How much will it cost to train a client at your chosen training location? (Travel? Gym Fee? Equipment?)
- Based on your belief of your current education and experience levels, how much do you believe you are worth? Refer to the “Self-Worth” section for more insight.



Discussing Prices

Choose which method of pricing you will use to discuss your prices with clientele. If this method requires you to create a table, brochure or pamphlet, create a rough draft below customized to your chosen prices. Refer to the “Discussing Prices” section of the text.



Barriers and Solutions

Use the “Identify Barriers, Create a Solution” section and an internet search to respond to the following barriers to exercise.

“I don't have the time to work out”.

“I don't have enough money to purchase training”.

“I would work out, but my knee hurts when I do”.

“After work I am so exhausted I can't bring myself to go to the gym”.

“I know what I'm doing in the gym. I mean, look at me”.

“I need to see if this is okay with my husband”.

“Running on a treadmill is boring”.

“No matter how much I exercise, I just can't lose weight”.



Sales Stories

Use the “Sales Stories” section to create a story to build confidence towards the purchase for the following client:

“I get really self-conscious about my weight when working out in a big gym environment like this.”



Closing Statements

Use the “Closing Statements” section and choose two methods of closing that you will attempt when ending the new client consultation. Explain why you would use each method and how it aligns with your sales personality. If needed write a closing script to use for practice.



Last Effort Services

Write down a list of services you would like to present to someone that declines one-on-one private training. Include prices and a description of each service. Use the “Be Sure They Don’t Leave Without Your Help” section for guidance.