

Secure your Personal Training Business with Life Coaching and Follow Up

People Don't Buy What You Do, They Buy Why You Do It

Simon Sinek and other motivational speakers, coaches and industry leaders talk about the value in sharing WHY you do what you do. When businesses, no matter the size, can connect with their clients based on alignment of passions, purposes and missions, there's a special bond that is formed. Some of the most profitable companies in history know this and practice "leading with why" in all that they do.

NOTE: 3 must Watch Ted Talks: <http://bit.ly/59Minutes>

"Success comes from taking the initiative and following up... persisting... eloquently expressing the depth of your love. What simple action could you take today to produce a new momentum toward success in your life?"

– Anthony Robbins

Robert Dilts '6 Neurological levels'

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

5 Phases of the Buying Cycle

1. _____ recognition
2. _____ search
3. _____ evaluation
4. Purchase _____
5. _____ action and behavior

3 Bases of Rapport

1. _____
2. _____
3. _____

Language

Your Personal Assistant is always listening.

Avoid _____ words

Instead, use _____ and uplifting language.

Use Milton Erickson model: Place them in the future having already reached their goal or make them chose between two things with indirect suggestions.

YOU and your YOU-niqueness

Answer the following questions:

What's your job description? (*What 2 or 3 things must you do to keep doing what you're doing?*)

a) _____

b) _____

c) _____

What's Your Mission, vision, and / or passion?

a) What do you do?

b) How do you do it?

c) Whom do you do it for?

d) What value are you bringing to the market?

e) Why are you doing it?

Now write out Your Mission Statement:

Keep it simple, memorable and achievable.

Check out the following link for 50 examples of Fortune 500 mission statements: <http://bit.ly/500MS>

The Voice inside your head

Control it with the DNA System

D _____

N _____

A _____

Use the neurological levels

- Where are the greatest personal trainers?
- What is their E_____?
- What are they doing? What are their B_____?
- What are they good at? What are their S_____?
- What do they Believe? What are their B_____?
- What is important for them? What are their V_____?
- Who are they? What is their I_____?
- Who else are they serving? What is their L_____?
- How does it _____ to be one of the Greatest Personal Trainers?
- What does it _____ like?
- What are people telling you? What do you _____?

Why Aren't People Buying From Me? 5 Common Reasons...

In theory, everything in step 1 is fantastic. However, at the end of the day, people make buying decisions for themselves, families and businesses – and not always with the brands or people that lead with WHY. This begs the question “why don't they buy from me?”

Brand _____ .

Brand _____ .

Misunderstand _____ .

Needs _____ .

No _____ .

Mastering the Art of the Follow-up in 3 steps

According to Harvard Business Review, the biggest complaint that customers have when dealing with any business is poor follow up. Fifty six percent complain that they need to re-explain their issue when calling back. Sixty two percent report having to repeatedly contact the company to get their issues resolved.

As a result, 65% are likely to speak poorly about the company and 48% of customers go on to tell 10 or more people about their bad experience.

-- Forbes.com

Rule of 3

Reconnect via the following 3 mediums:

1. _____
2. _____
3. _____

Create "Prospect" Files

Leveraging Evernote, Dropbox, Google Docs or other cloud based, mobile friendly organizational tools, create a "Prospect" File for ever potential new client.

Take note of the following 6 aspects:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Give First.

Here's 5 ways you could possibly share something of value with your "prospect"

1. _____
2. _____
3. _____
4. _____
5. _____

At the End of the Day remember the following...

When it boils down to it, 2 main reasons people don't buy from you are:

1. People don't _____ ; and,
2. People don't _____ , _____ or _____ you enough to buy from you.

Set an Intention

Note that there's 5 Phases of the 'buying' cycle for most prospects/clients:

1. Problem Recognition
2. Information Search
3. Alternative Evaluation i.e. I want a 2nd opinion
4. Purchase Decision i.e. 5 W's and an H
5. Post-purchase action and behavior i.e. buyer's remorse or rejoice

Being able to identify what stage a prospect is in will allow you to set an intention behind your follow up. Always have a reason for reaching out and touching base. This will provide you clarity, confidence and build trust with your potential client.

Looking for more help with your biz development?

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