



WORLD FITNESS EXPO

BUSINESS

THINK Yourself[®]
A SALES PRO

THINK Yourself[™] DNA System
DNA

WORLD FITNESS EXPO BUSINESS

25th ANNIVERSARY
WORLD FITNESS EXPO
BUSINESS

PERSONAL TRAINING MARKETING TRENDS SALES
 MANAGEMENT SERVICE GROWTH LEADERSHIP

Friday August 10th - 2:00 p.m. to 3:30 p.m.

Session 3319

by Nathalie Plamondon-Thomas

Transformation Expert

No.1 Best Selling Author, Master Coach, Speaker, Publisher

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PROBLEMS

- Not good at sales
 - o Sales skills: Relationships – Networking – Rapport – Confidence & Focus – Elevator Pitch – Referrals – Special Offers – Funnel Marketing – Follow up – Niching
- Fear
- Stress
- *Knowing and not Doing is like not Knowing at all!*

NOTES: _____

YOUR BRAIN POWER

- Logical Mind
- Unconscious Mind
- Personal Assistant
- Self-Sabotage

NOTES: _____

THE D.N.A. SYSTEM

DESIRE (Environment & Behaviours)

NEW YOU (Skills & Beliefs and Values)

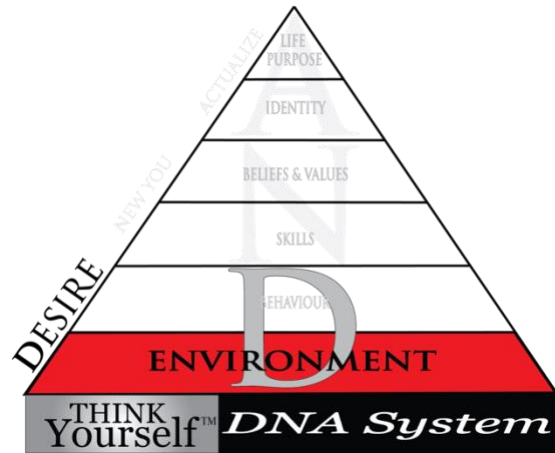
ACTUALIZE (Identity & Life Purpose)

NOTES: _____

THE “D” - DESIRE

ENVIRONMENT

- Who are you Talking to?
- STYLE-L.I.S.T. Assessment Tool
 - o Leader
 - o Influencer
 - o Supporter
 - o Thinker
- Funnel Marketing
- Networking
- Elevator Pitch
 - o Curiosity – Problem with a compliment – Be the Solution – Call to Action



NOTES: _____

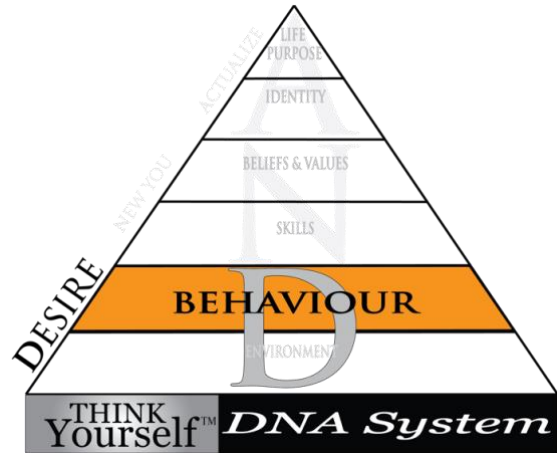
What or who in your environment supports you in your sales?

Who or what should you surround yourself with? Be specific (locations, names).

Who is your ideal client?

BEHAVIOURS

- Make a customer, not a sale
- Don't sell anything – Respect & Trust
- Rapport & Client Retention
- Positive Outcome
- Reticular Activating System



NOTES: _____

What behaviour do I need to do more of?

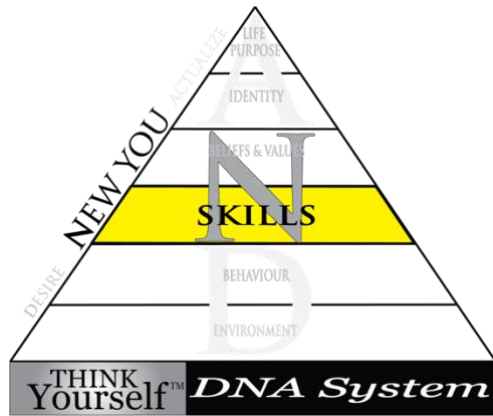
What behaviours or bad habit do I need to do less of, change or stop?

Your Positive Outcome:

THE “N” - NEW YOU

SKILLS

- Selling
- Follow up
- Niche
 - o Market
 - o Skills
 - o Passion
 - o Sweet Spot
- Solve something
- Free Gift
- Cash is King (referrals)



NOTES: _____

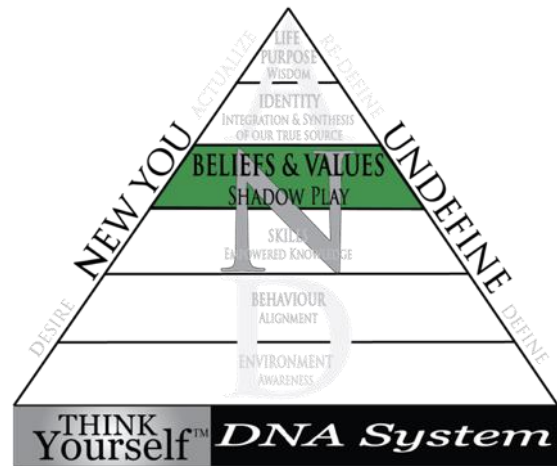
What skills come easily and are effortless for you?

Define your niche (ME ONLY)

What skills do you need to practice to be a better Sales Person?

BELIEFS & VALUES

- Self-Sabotage
 - o Intention Behind the Behaviour
 - o Language
 - o Limiting Beliefs
- Negative to Positive
 - o Sales People are Bad
 - o Selling my services is hard work
 - o When you make more money you spend more and always live paycheck to paycheck
 - o I am just not good at selling



NOTES: _____

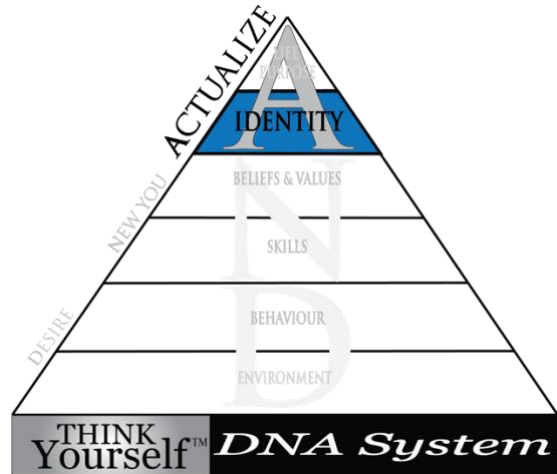
What are your limiting beliefs about Sales?

How can you re-phrase them?



THE “A” – ACTUALIZE IDENTITY

- I am SHY



NOTES: _____

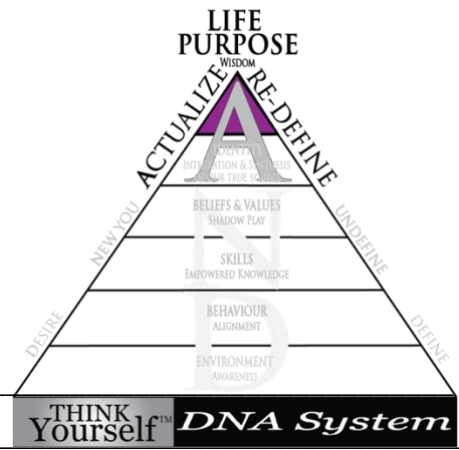
What do you love about who you are?

Is there anything that you do not like about who you are and that you want to commit to change?

LIFE PURPOSE

People don't buy what you do, they buy why you do it.

- Simon Sinek

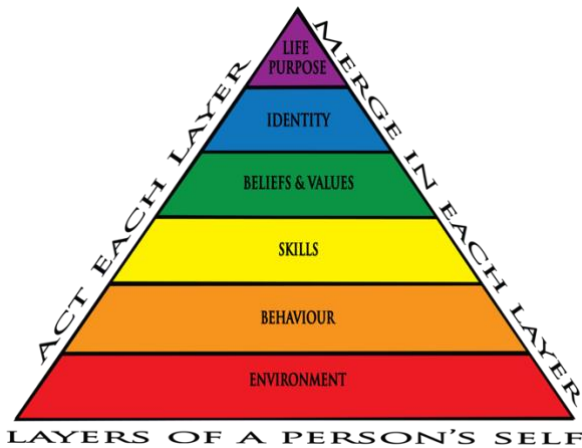


NOTES: _____

What is your purpose? How are you a contributor?

Why do you want the things that you want? What is your “Big WHY”?

ACT & MERGE



NOTES: _____

ANTICIPATE - PLAN B

What could get in the way?

What are you going to do about it?

ACCOUNTABILITY

List one thing you will do this week:

What are you going to do to stay motivated?

Write your accountability Partner's name and number:

You will be talking one week from now, on _____ (date) _____

YOUR FEEDBACK IS IMPORTANT

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Session no. 3319

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NATHALIE PLAMONDON-THOMAS



The Expert with a proven system to reprogram your brain and give you transformational results. Founder of the THINK Yourself® ACADEMY, speaker, Master Life Coach and No.1 best-selling author of seven books on wellness and empowerment.

NATHALIE P.

Transformation Expert

Master Coach – No.1 Best Selling Author – Speaker - Publisher

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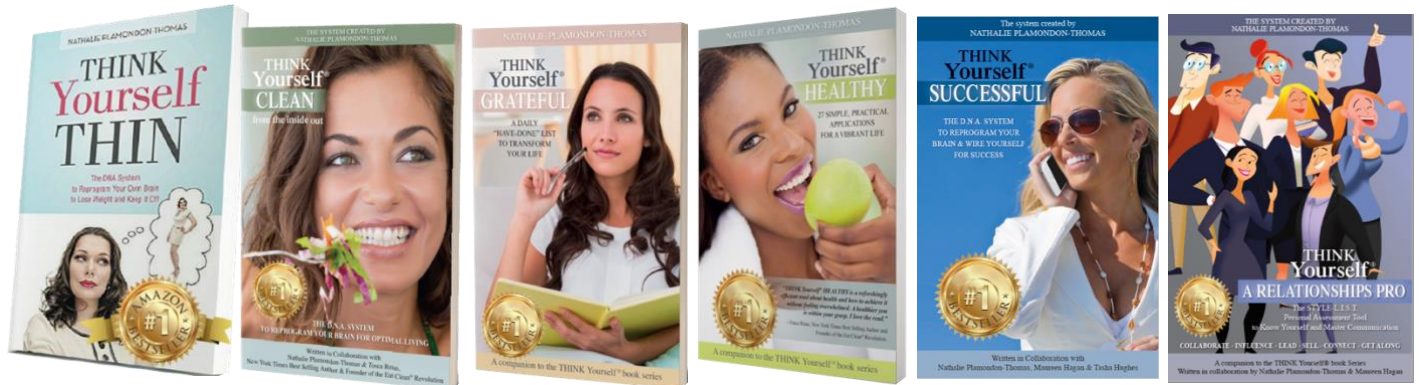
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NOTES: _____

