

SALES PITCH PT. 1

We're firm believers in question-based selling since it shows your future members that you have a genuine interest in their needs and goals. When they show up for their interview they don't want to just hear how great the challenge is, but why it will be great specifically **for them**. Every lead will have their own story and it should be your #1 goal to get them to tell it.

To help you reach this goal we have put together a list of some of the most important questions you should be asking when you meet with each lead based off the feedback we've received from some of the most successful gyms we have had the privilege of working with.

1. What's your motivation for being here right now?
2. Why do you want to change?
3. Status quo - Where are you right now?
4. Vision - Where do you want to be?
5. What programs have you done in the past?
6. What worked for you in those programs?
7. What didn't work?
8. Why now?

SALES PITCH PT. 2

Once they've told you their story your next goal should be showing them what we briefly touched on above: why your challenge will be great **for them**. While each person you meet with will have different needs/concerns, the root for the majority of them are typically pretty common and in most cases can be pinpointed to accountability, insecurities, and resources. Here are a few key talking points you should be covering to show them that they'll be set up for success by joining your challenge.

1. Hands-on coaching for every single class they attend over the course of their challenge.
2. Make sure to explain that each workout is scaled to their individual abilities so they'll never feel like they're in over their heads.
3. They'll be working out in a small group class with other members that have similar gym experience to them. They'll never have to go at it alone.

4. Walk them through the app to show them how easy everything is to manage when they're not in the gym, especially the Meals and Macros sections since diet is what most people struggle with.
5. Breakdown the value of what they'll receive when they join your challenge vs going anywhere else. Most personal trainers charge north of \$75/hour just for training, but depending on the cost of your challenge they'll be able to train, create custom meal plans, have access to mobility routines, and more for less than \$10 a day.