

Shape up your sales!



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Have the sales in your club dropped off along with the New Year's Resolution enthusiasts?

Do not accept excuses for low sales numbers. It is the weather. It is the time of year. People are busy. Be proactive not reactive!

The first thing that will make a difference in your sales results is knowing your numbers. Have all sales staff track their activities every day. How many phone calls did they make? How many tours did they book? How many tours did they deliver? How many first time sales did they sell? How many call-back sales did they sell? How many people just walk in the door for a tour?

Once you have all of the numbers, it is best to calculate some ratios. How many tours does it take to get a sale? Do all of your staff have similar numbers? Share the best practices of the person with the best sales ratios with everyone. Reward the person for sharing their best practices. How can you help the person with the poorest numbers?

Reviewing the numbers will also give you a guideline to identify any gen-

eral weakness in the sales process. If you sell a membership to almost every person who takes a tour but you do not have enough sales then the numbers tell you that you need more tours. How are you going to generate more tours?

Selling the tour should be an easy process. The person is standing in your building and offering to give you the time to sell your membership to them. Now the sales staff has the job of helping the person buy a membership. Their job is not to sell them a membership.

Have you ever said "Just looking" when a sales person approached you in a store? The reason that you react this way is because you feel like they are trying to sell you something. People prefer to make their own decision and buy what they need and/or want. To help someone buy a membership at your club your staff should do a needs analysis. A needs analysis will help you to identify the benefits that your club's memberships and services match this customer. If you do not identify the customer's needs then how do you know what service will help them? Ask lots of open-ended questions about the person. Tell some stories about other members you have helped because sometimes people will relate to the situation and then reveal more about their own story.

Now the big thing is using the needs analysis to help you ask for the sale. Be sure to ask for the sale with the assumption that they are joining. "When did you want to book your first appointment with a trainer?" "How did you want to pay for your membership?" Now include the benefits of your membership in solving a need for them. "When did you want to book your first appointment with a trainer so we can get you started on your weight loss program?" "Let's get you started on your

stretching program so your back feels better. How did you want to pay for your membership?"

For a free template on tracking your sales numbers, please e-mail your request to fitforbusiness@rogers.ca.

Fit For Business is a business consulting and training company. Hiring Fit For Business is like hiring a personal trainer for all aspects of a small business. Cheryl Rankin, President of Fit For Business, has over twenty five years of experience in a variety of positions in the fitness industry including sales, marketing and management. She brings a diverse array of skills to assist her clients in improving their performance.

As a trainer, Cheryl has presented at national and international conferences on sales and marketing topics. As a manager, she has doubled the EBITDA (profit) of a Health & Fitness Centre in Boston, MA and helped increase the fitness membership from 200 to 3,000 in five years at a multi-purpose centre in Ottawa, Ontario.

Fit For Business currently serves clients in numerous industries including: accountants, computer repairs, clothing design, automotive, human resources, personal training and of course fitness centres.

Fit For Business can help businesses get started and/or make the leap to the next level.

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