

Improving your Sales: Strategies for attracting more of your ideal client

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FAI President



Photo: Health Canada/Santé Canada





Cody Sipe, PhD

20 years industry experience

Over 100 presentations internationally

Over 30 published articles

2005 IDEA Program Director of the Year

Advisory Boards for National Posture Institute, International Council on Active Aging, Act!vate Brain and Body, ACSM, CFES, WCAA

Editorial Boards: IDEA, Faith and Fitness Magazine, Boomerbloomer.com

FAI

Dan Ritchie, PhD, CSCS

16+ years experience – personal trainer,
manager, owner

Certified Strength and Conditioning
Specialist

FallProof Balance and Mobility
Enhancement Specialist

Enhance Fitness Master Trainer

2014 PFP Personal Trainer of the Year

Act!vate Brain and Body Advisory Board



FAI

Zig Ziglar Quotes

- If you go looking for a friend, you're going to find they're very scarce. If you go out to be a friend, you'll find them everywhere.
- If you can dream it, then you can achieve it. You will get all you want in life if you help enough other people get what they want.



- Info Products
 - Sales Products
 - Marketing Strategies
 - Conversion improvement
-
- More Customers or More Dollars per Customer



- So How do we get More of our Ideal Customer
- Ideal Customer: The one who pays double what we charge, always shows up with positive energy and refers their friends who really want to pay triple.



- Your Target or Ideal Client
- Define them as detailed as possible
- Age, Gender
- Income, Education
- Where they live, shop, eat, play, church, etc
- How many kids, married, divorced, single, widowed



My Ideal Client

- White, Woman, 57
- College Degree (grad degree preferred)
- 2-3 kids out of the house, 5-6 grandkids
- Income over 100k household
- Married
- Live in U-Farms, Hills and Dales or Winding Creek



- Stop Thinking Right Now, I can train anyone who comes in. (sure maybe you can, but you shouldn't)
- Start focusing on who you train best, who you want to train and focus all your energy and marketing dollars there.



- Examples of unique Niche Clients
- Samantha Taylor....Christian Women
- No Men allowed, and strong emphasis for Christian Women.
- High Income



HomeWork

- Your To Do List
- Think of your 5-10 Absolute Best Clients
- Your most valuable, but also your most enjoyable.
- Assignment: Write down everything you know about them, and then learn more....survey them, ask them.



Get Targeted

- Stop Trying to be average to everyone.
- Start being extraordinary to your select few.
- Niche: a position particularly suitable for the person occupying it: *he found his niche in politics*
- relating to or aimed at a small specialized group or market
- a distinct segment of a market.



Diversity is the Rule

- Aging Processes
- Functional abilities
- Disease conditions
- Gender
- Life experiences (cohort effect)
- Socioeconomic status
- Marital and living status



Build Trust and Rapport

Get to Know the Client

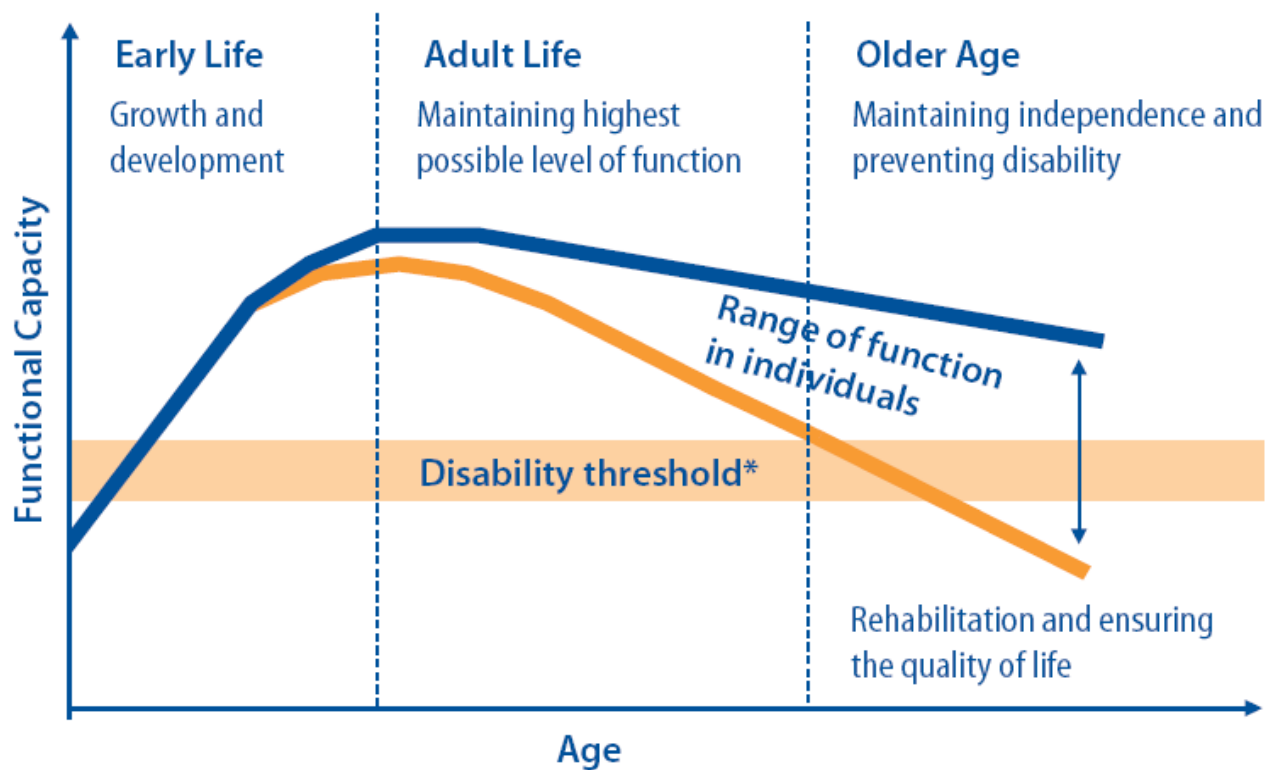
Ask Questions and Listen

You should be interviewing them.....not vice versa

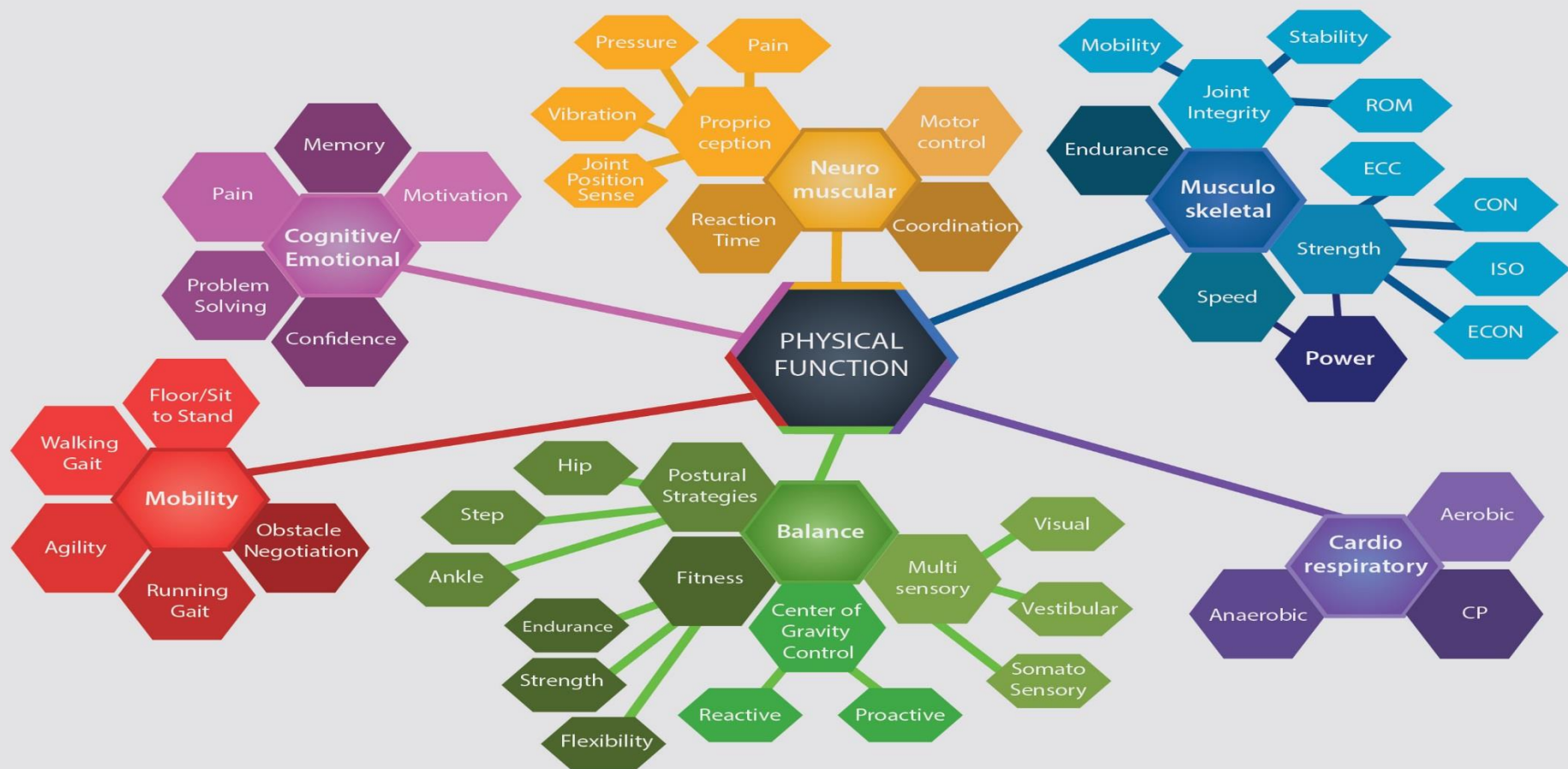
Talk less, listen more



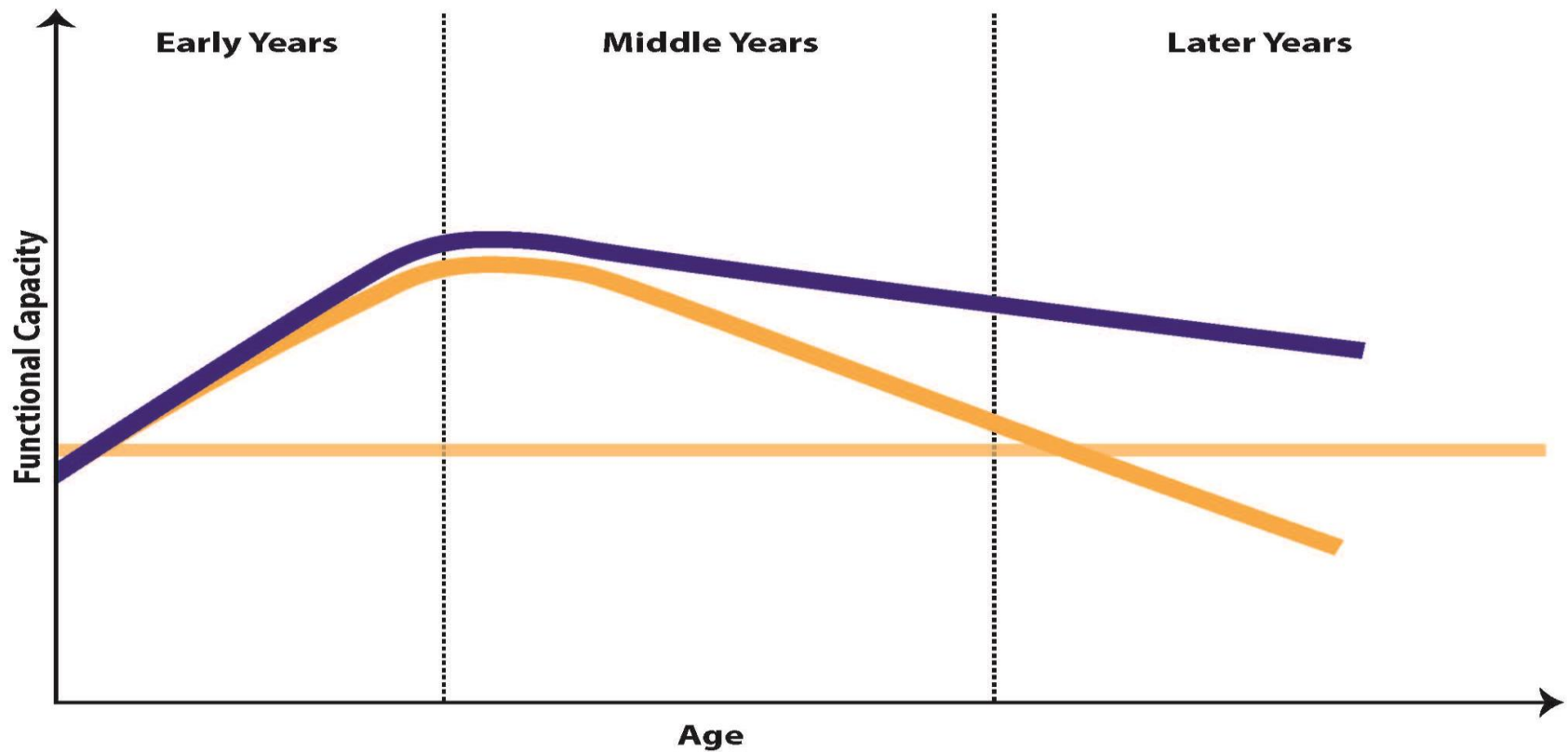
Figure 4. Maintaining functional capacity over the life course



Source: Kalache and Kickbusch, 1997



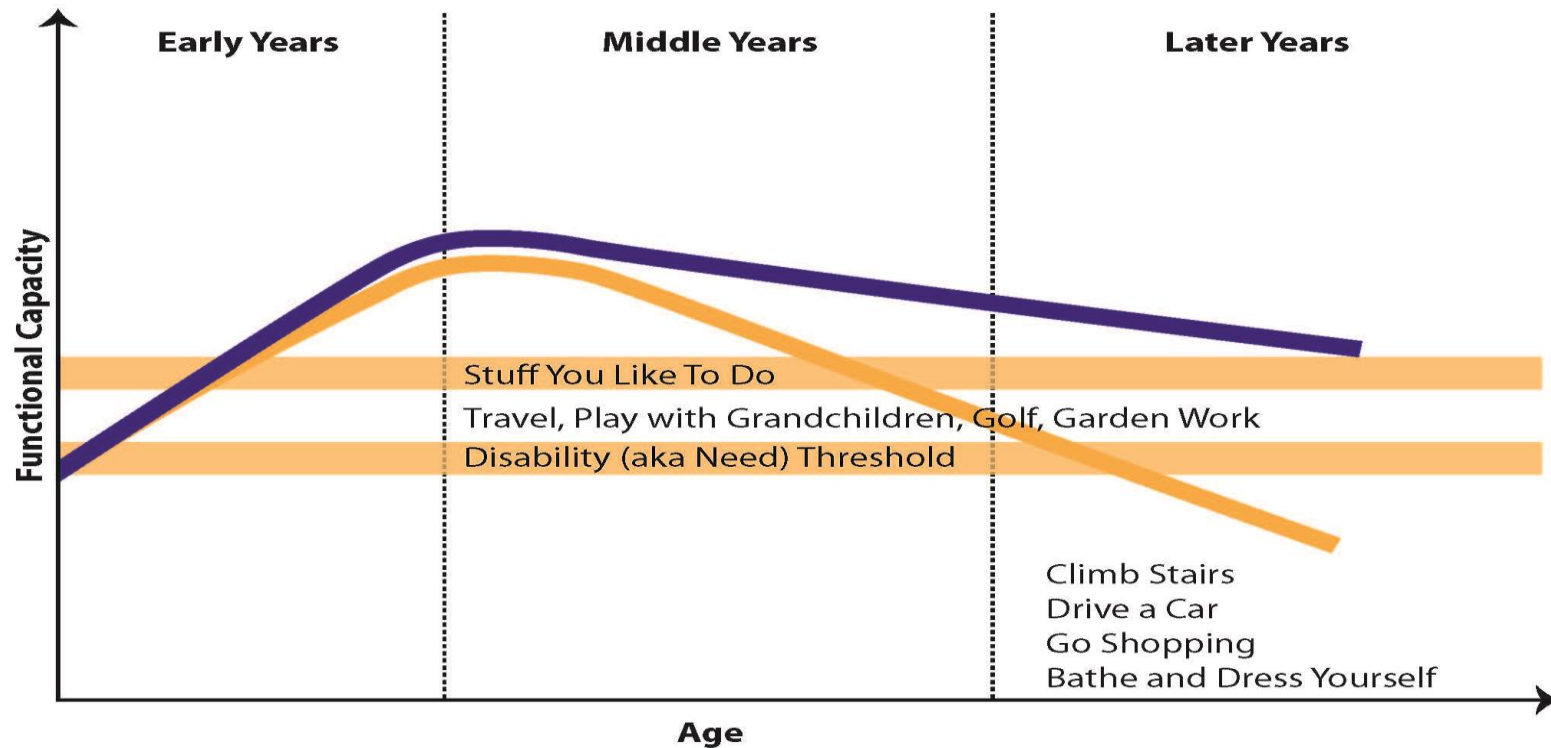
Functional Trajectory of Aging



Source: Kalache and Kalache, 1997
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Functional Trajectory of Aging



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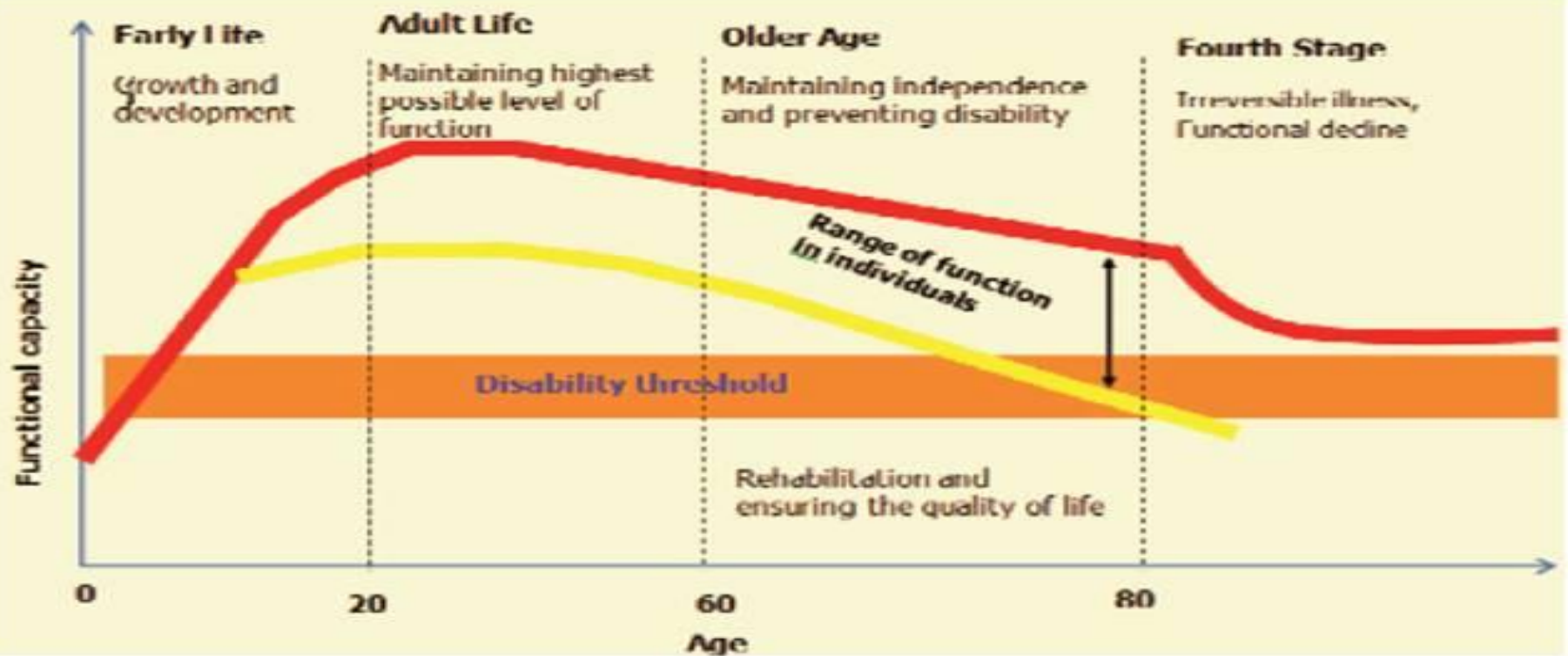


Fig. 2: A life course approach to active ageing plus a fourth age.



Leave them with poor options.

They are not saying no to fitness.....they are saying no to quality of life, they are choosing the wrong line!



You're the Expert you
help recommend the best
program....you don't
sell them on a program





Don M. Ritchie, PhD, CSCS
Owner

miracles fitness

Ordinary people. Extraordinary results.

PERSONAL TRAINING PROGRAMS

Facility Membership Included

One on One Training Packages

7-month	3 sessions per week	\$549/month
7-month	2 sessions per week	\$449/month

Small Group Training Packages

7-month	6 sessions per week	\$299/month
7-month	3 sessions per week	\$249/month
7-month	2 sessions per week	\$199/month

Sign up for 11 months, get 1 month FREE!



Johnny Henry, BS, FAS
Personal Trainer



Sarah Begley, BA, FAS
Personal Trainer



Kyle Pannabaker, BS, NASM, FAS
Personal Trainer



Amanda Stoller, BS, CPT
Manager



Meghan Berner, BA, CPT, CSCS FAS
Personal Trainer



Gabbie Hamilton, BS, FAS
Personal Trainer



Kyle Schwipps, BS, CSCS
Personal Trainer



Eric Purcell, BS, FAS
Personal Trainer

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Membership Agreement

Treat customers as friends, not transactions



Functional Levels

- **Elite:** sports competition, senior Olympics, high-risk and power sports, performance-focused exercisers
- **Physically Fit:** moderate physical work, all endurance sports and games, most hobbies, regular exercisers
- **Independent:** very light physical work, hobbies, low physical demand activities (golf, social dance, traveling), can pass all IADL's, may be in-frequent exercisers
- **Frail:** Light housekeeping, food preparation, grocery shopping, can pass some IADL's, all BADL's
- **Dependent:** Cannot pass some or all BADL's (walking, bathing, dressing, eating, transferring), needs home or institutional care



Creating an Appropriate Environment

Understanding the Older Adult

See

Hear

Feel

Interpret







- Remember only 2 ways to make more money
 - More Customers
 - More Money per Customer
-
- If you get more of your Ideal Customer you should be able to charge more.



- Find Key Influencers
- Train TV News Anchors (trade or free)
- Train Mercedes/BMW managers
- Join BNI
- Join Networking groups



- Get to know your Ideal Customer
- Take them to lunch
- Learn their habits, preferences, pain points, motivations, dreams, goals
- This will help you sell and market to them better
- Read, Read and Read some more



- Personal Growth
- Who you are in 5 years will be shaped by the relationships in your life. People you know now, and those you meet.
- And the books you read (if you read none you will grow little)
- Audio Books are Great!



Reading List

- You didn't think you would get out of a PhD lecture without a suggested reading list did you?
- No BS marketing to the affluent, by Dan Kennedy
- Getting Everything you Can out of all you've got, by Jay Abraham



- 21 Irrefutable Laws of Leadership, by John Maxwell.
- Secrets of the Millionaire Mind, by T. Harv Eker



Contact Me

- If you have any questions for me.
- contact@functionalaginginstitute.com
- www.functionalaginginstitute.com
- Do you want more sessions next week?

