OBJECTION HANDLING FOR PERSONAL TRAINERS

A Guide to Overcoming Client Objections about Time, Price, and Commitment
OVERCOMING CLIENT OBJECTIONS [SCRIPTS]

If you’re unsure how to handle objections during the sales process, then you’re not alone. It’s natural for some prospective clients to have reservations, whether they’re about time, price, commitment, or family.

The key to successful selling is being prepared, so you know what to say when faced with objections. The scripts in this bundle will provide you with **exact phrases** that can be used to confidently overcome objections. They also serve as templates that you can **adapt and customise** into your own style.

These scripts are taken from our [online training course](https://www.wellnesscreatives.com) and will help you overcome common objections like...

- “I don’t have enough **time**”
- “I don’t want to sign up for **that long**”
- “It’s a bit too **expensive**”
- “I’m **too busy** to fit **that many sessions in**”
- “It’s **pricier than I expected**”

On the following pages you’ll find a script template along with several pre-customised scripts that can be used to overcome specific objections around **time, price, and commitment**.
Here’s the core script that you can use to address any type of objection. It’s known as the FEEL - FELT - FOUND method because these are the key elements that it involves...

“*I understand how you feel, I've had other clients who felt the same way in the beginning and were concerned about (insert objection).*

*What they found was that* (insert success story)

Respond with a story about how someone similar to them overcame their concern
OVERCOMING OBJECTIONS

SCRIPT #1 - TIME

Here’s a script you can use when potential clients tell you that they haven’t got time to train:

“I understand how you feel.

I’ve trained with other working mums who felt the same way in the beginning, and were concerned about finding time for workouts.

What they found was that because the sessions were pre-scheduled, it pushed them to plan ahead and make health a priority. I also tailored the workouts to be just 45mins long, so they could be done during a lunch break. They didn't think they had enough time to train either, but together we worked out a plan that got them the results they wanted in the little time they had.”
Here’s a script you can use when potential clients tell you that they think the price is too high:

“I understand how you feel.

I’ve trained with other clients who felt the same way in the beginning, and were concerned about the affordability of PT.

What they found was that the initial results they saw with PT, actually motivated them to make healthier decisions in other areas of their life. So they ordered fewer takeaways, swapped cocktails for group classes, and reinvested the money they saved into training. Initially they didn’t think they could afford it either, but the new healthier lifestyle was actually cheaper than their old one.”
Here’s a script you can use when potential clients tell you that they don’t want to commit to many sessions:

“I understand how you feel.

I’ve trained with other clients who felt the same way, and were initially concerned about committing to a block of sessions.

What they found was that signing up for a block meant that they quickly developed a regular workout routine. Having 3 sessions per week instead of just 1 meant that training became a habit, instead of something they had to force themselves to do. Initially they were worried about the commitment, but they soon found that it actually made it easier and quicker to get results.”
Here’s a script template that you can use to develop your very own objection handling phrases:

“I understand how you feel. I’ve trained with _______[insert similar types of clients]_______ who felt the same way, and were initially concerned about _______[insert objection]_______

What they found was that _______[insert success story]_______

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OVERCOMING OBJECTIONS

These scripts will help you to overcome objections from potential clients and convert more enquiries into sales. They will also help you feel more confident during initial consultations because you’ll know that you’re capable of handling any objection that is raised.

It’s important to customise them to your own style - don’t try to memorise them word for word. You’ll only end up sounding like a robot if you do. If you ever go blank and forget what to say then simply remind yourself of the core three elements...

FEEL → FELT → FOUND

If you don’t have any success stories or aren’t sure how to explain them clearly, check out this article on creating fitness testimonials. It’ll walk you through the entire process so that you have a bank of stories to use in objection handling situations.

To learn more about successfully selling your personal training services check out our PDF ebook or online course.
HOW TO SELL PERSONAL TRAINING

Learn the exact steps to finding profitable, long-term clients (minus the old-school, sleazy sales tactics). It's a sad fact that 90% of personal trainers leave the industry within their first year. Many struggle to get enough clients to earn a decent wage, and quickly become disillusioned with their dream career.

That's why we created a comprehensive ebook and online course. They'll teach you how to improve your sales skills, get more clients, and increase your income way above the depressing industry average of $31,250.

Whether you're a newly qualified PT or veteran trainer, 'selling' can be the most daunting and confusing aspect of the job. We break it down into simple, actionable steps, and remove the 'hard sell' aspect.

These educational resources are 10+ years of fitness sales and marketing knowledge, condensed into bite-size lessons. They contain all the info we wish we’d known when first starting out, including;

- Why You ARE Cut Out For Selling (Even If You Think You Aren't)
- Essential Selling Skills For The Ethical Fitness Pro
- Profitable Pricing Strategies (online course only)
- Identifying Your Ideal Client
- Establishing A Client Base
- Networking & How To Approach People In The Gym
- Creating Effective Testimonials
- Closing The Sale & Handling Objections

They also include practical templates, scripts, and worksheets to help you put what you learn into practice. Get the PDF ebook or online course today and start applying your new sales skills immediately!