



SALES SCRIPT · FREE VAULT DOWNLOAD

Fitness Sales Script: High-Ticket, Online



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FITNESS SALES SCRIPT –

HIGH TICKET – ONLINE SALES

Keep a jovial conversational style... laugh, feel free to ad lib sections, this is not a script but rather a series of points you need to hit to determine what is REALLY holding them back!

Hi (NAME) it's X from the SportsModel Project

How are you doing today?

Great, we are calling so we can go over your individual fitness and weightloss goals, and how to get your ideal body.

Just a few questions so we understand, what your current activity level is and what your nutrition looks like, so we can see what we can do to get you that body you really want.

What do you do for work? (Sedentary? Active?)

Do you cook at home a lot?

How many times do you eat out per week?

Where do you eat out?

\$ Weekly: *THIS IS NOT A QUESTION NOTE YOUR ESTIMATE*

The dreaded question (haha) Alcohol,? How many drinks would you have a week?

\$ Weekly: *THIS IS NOT A QUESTION NOTE YOUR ESTIMATE*

Now a big part of the weightloss battle for girls is stress!! It is a wildcard for your hormone levels.

Are you a bit of a work-alcoholic

Do you get much time off work? Holidays?

Any planned? – if going away Where? When?

(NOTE FOR SALES ONLY - If going on holiday no problem note up to 4 weeks suspension of payments – added to their program length)

What do you do for fun? *(Hobbies/ Sports ?)*

Are you currently training/ working out?

What are your biggest goals for your body/ fitness?

If I could give you 3 wishes about your body what would they be, if you could change 3 things?

2

3

Why are these important?

If you achieve them how would you feel?

How would it change your life?

Would your wardrobe change?

What diets have you tried in the past?

Have you been a member at a gym before? (YES – how long – what part of the gym did you use, classes, cardio machines or free weights?)

Have you had a PT before?

Over how many years?

TRAINER NOTES// Not a question just make NOTES

*What were they and how much did they cost,
list each and total cost for each.*

How much money have you spent? pre frame like 2k - 3k (most people)

What results did you get from

- Diets?
- Gym?
- PT?

If achieved results>> Did you maintain your results?

Did the diet/ gym/ PT guarantee your results?

Crash Dieter// So I want to explain to you a little why you may have gotten results with the “Insert Diet”

Basically the body is designed to adapt to whatever calorie intake you provide GO INTO DISCUSSION ABOUT METABOLIC ADAPTATION – LEADING TO DRAMATIC FAT LOSS AND SUBSEQUENT FAT GAIN – AND HOW WE REVERSE DIET OUR GIRLS, SO THEY MAINTAIN WEIGHT LOSS BUT ARE NOT LEFT TO LIVE THE REST OF THEIR LIFE IN A CALORIE DEFICIT –

THAT MEANS THEY CAN ENJOY (INSERT THEIR TREAT OF CHOICE EG.. CHOCOLATE, ICECREAM, COUPLE OF GLASSES OF WINE) AND NOT GAIN WEIGHT.

MYTH OF FAST METABOLISM/ SLOW METABOLISM

If also had a trainer// This also applies to a lot of PTs, they are awesome trainers, but they don't really understand nutrition so while you are with them you lose weight, but as soon as you stop training, or binge eat you gain the weight

Did that explanation make sense? Do you understand why it is so bad for you to crash diet?
You would be surprised how many girls under eat certain key macros nutrients.

So back to where you are at now...

What do you think has stopped you from achieving your goals (insert 3 goals from above) in the past?

Why is today different?

How important is it to reach these goals - 1 - 10 (remind them in this sentence why they said today was different)

Why didn't you pick 3 out of 10? why is it so important?

So you can see we are currently at ____KG and your goal is that we need to get to ____kg which means your fat loss in kilo's is ____ kilo's

What do you think the gap is between right now being _____ kilos away from your goal and getting it?

Is it nutrition knowledge? training knowledge? accountability?

Elaborate:_____

So do you think if we can (restate their answers) then you can close the gap between point A and B and you will definitely achieve your goals? Yes?

Right now we are at a cross roads:

The mindless margin for weight is, females on average, gain 3kg every six months, that is just change in routine, new job, moving, relationships starting, ending. Nothing specific just the mindless margin.

When health and fitness is not a priority, 3kg every 6 months

That is 6 months 3kg, 1 year – 6kg , 3 years – 18kg

Which way at the crossroads do you want to go today to get you feeling great about yourself?

Perfect, then we have the exact solution for you do you want to hear it?

In our program we we kick start your metabolism with training, start to create the habits that change your life.

We then go into a calorie deficit for 6 -12 weeks (STATE CORRECT NUMBER BASED ON THEIR WEIGHT GOAL), where we individually go through your perfect nutrition plan for your body that we build out together. We teach you how to strength train so you are confident with what you are doing and we guide you every step of the way to get to your goals and those (insert 3 wishes).

Sounds great right?

After we are in the calorie deficit for 6-12 week your body's metabolic rate actually decreases and slows down, which is why crash diets go wrong, and leads to binging (eating a tub of ice cream or block of chocolate) and we end up putting the weight back on, has this ever happened to you?

This is why we, as we discussed above, start to reverse taper your diet, adding more calories in every single week over the next 12 weeks, monitoring your weight loss, and measurements, ensuring you hold your goal weight but making sure your metabolism is lifting so we can go back to eating more whilst maintaining your amazing new body and achieving your fat loss and fitness goals.

It is safe for a female to lose, between 0.5 - 0.75kg Fat loss Weekly depending on the amount of weight you have to lose.

So for you to lose X kgs it will take X weeks, then X weeks to reverse taper you out of your diet

Sounds pretty good right?

X weeks to goal plus X week maintenance?_____

So by INSERT DATE HERE, you would have your ideal body!

How will you feel?_____

What happens if we don't smash it over the next X weeks and you just keep doing what you are currently doing?

How does that feel?

So Are you ready to smash it and get these goals _____, and get (insert 3 wishes)

1 _____

2 _____

3 _____

So we agree that it is going to take _____(time) to get your goals, maintain them and keep them for life, yes?

So we can get you started right away, you go straight into the Facebook group, it's a private group, just for the girls in the program, and access to the SportsModel Project Membership site.

You start tracking your food straight away, basically, we do not mind what you eat, there are no rules, eat like you normally do, don't try to behave, don't do anything different. If you eat it or drink it, put it into My Fitness Pal. Don't worry there are videos on the site if you haven't used it before.

Using this we understand what you are eating, what your preferences are, fats or carbs, and we can see how this compares to what you should be eating. It's not a test, it is just REALLY important that we understand where your nutrition is now.

You will meet the other girls and you will receive a welcome call from your Personal Trainer during the week. You get to speak to them once a week, just to see how you are going, make sure you don't have any questions about training, nutrition, anything really. This is in addition to answering all your questions in the Facebook Group.

So are you ready to get started?

Awesome!

Did you have any questions at this point?

Girls// Maximum 25 per group this is so you get the individual attention you deserve to ensure you get your guaranteed results.

PRICE//

Oh of course! It's JUST 67 per week (less than \$10 a day) for all your workouts for X weeks, plus personalised nutrition, weekly bonus education videos, heaps of bonus information on the membership site, weekly calls with your personal trainer to overcome any problems and your guaranteed Dream Body.

So is it Visa or Mastercard?

OBJECTIONS.....

too expensive - go back to what they spend on food weekly, drinks etc. add that up to their weekly and monthly spend.

Say (insert name), you are currently spending \$X to move AWAY from your goals, I am asking you to spend less to get your goals and even save money as you will with the nutrition plan, wouldn't you rather save money and get your goals and increase your confidence? WAIT FOR ANSWER

(if they say overall price that is holding them back note that down)

still too expensive - we guarantee these results or it's money back guarantee, you said you spent \$ in the past and you didn't get the results and they didn't guarantee it. We guarantee these results of money back in the time frame? so is it the over all cost to get your or is it weekly cost? what do you think your goals is worth \$ wise seeing as you spent \$? in the past and didn't get it?

So if it's guaranteed or money back, have you ever had guaranteed results in the past?

So you said it was 10 / 10 importance, you (insert reasons why they said they had to do it) has that changed at all?

So what's holding us back from these goals and getting started today?

Overcome that problem and sell.

OBJECTION

I have to ask my husband?

EMPATHISE with them and say how you completely understand, the huge opportunity is only for a limited number of girls and they have 24 hours to confirm the other package if not it is \$97 per week.

As we showed you, you will be saving money, feeling better and more confident. Would your husband support that do you think? Your husband supports you on your fitness and fat loss journey, after all he benefits right haha (confidence, happy, healthy, good food, no new wardrobe, wear the clothes you like blah blah)

Great then we can just take down your credit card details and get you on the deal and if he doesn't support it then you can just call us in the next 24 hours and let us know with a quick phone call and we cancel it, no charge to you.

Awesome.

Let's get you started

Visa or mastercard.

If can't overcome PRICE OBJECTION

Drop down package –

1. Selling a 24 week as >5kg to lose drop to 12 and if they are happy with their results, which we know they will be, we can resign for another 12 weeks then. Great let's get started on 12 weeks
2. Selling a 12 week as <5kg to lose – drop to downsell
3. 24 week – fails 12 week offer – drop to downsell

Does that sound more realistic to get started with?

DOWNSELL PROCESS

If they say it's the weekly price

OK NAME – so what is getting your ideal body worth to you?

OK let me talk to my manager quickly, we really want to get you started today so are you right to hold for 2 seconds and I will see if there is anything I can do for you,

NAME – great news my manager has said we can offer you our special – INSERT REASON FOR DEAL – that means I can give you the special price of \$38.50 per week, but we need you to commit to the 24 weeks. That is just \$5.50 a day.

Need to sign today, no time to think about it

Visa or Mastercard

WANT THIS WORKING IN YOUR BUSINESS?

Book the 20-minute call.

calendly.com/jamiesonnexconsulting/30min

