

Speaking Sessions

8 SALES SKILLS EVERY FITNESS & WELLNESS PROFESSIONAL MUST MASTER

Students will learn valuable skills and tools necessary to be successful in the fitness & wellness space including the most valuable sales skills to master in order to excel in the industry. Topics include how to deliver effective client consultations, finding the "why", the "why" is why they buy, delivering qualifying questions, overcoming objections, best strategies when pricing a client, using habit trackers and closing more memberships.

RAISING SALES & SERVICE AWARENESS

Students will discover various sales and service strategies to increase selling opportunities and improve member satisfaction with every guest and member interaction. Students will also identify where the most common sales and service holes are in the industry and how to remedy each situation leading to increased sales and improved member retention.

MINDFUL SELLING FOR EVERY BODY, MIND & SOUL

Students will learn to practice the art of mindfulness and how it relates to the fitness & wellness industry and one's own personal happiness factor. Practicing mindful selling will not only contribute to increased sales but also offer a way to help stay positive in these challenging, competitive and often stressful times in the fitness & wellness industry.

CREATING A BETTER BUSINESS CULTURE

Students will understand how creating a better business culture by developing a company mission statement and creating employee core values within their organization is critical for long-term success, and when doing so will ultimately lead to better results, more refined processes and improved collaboration built on team work and respect.

Bio

Suzanne Rich is a fitness & wellness sales consultant with 20 years of fitness sales, gym owner for 10 years, holds a masters's degree from Rowan University in Wellness & Lifestyle Management. Suzanne also holds multiple personal training certifications, group fitness certifications (including 3 Les Mills programs), weight management/health coach certified as well as other advanced certifications in the industry for 20 years.



Testimonials

"Suzanne presents the material in a charismatic and engaging manner which helped me gain confidence in my sales ability."

Francesca Merendino, Personal Trainer

"Suzanne commands the room and uses role-playing to help students overcome their fear of sales."

Don Andretta, Owner, Paragon Athletic Club

"Suzanne is highly skilled in sales and was eager to help me overcome my fear of selling."

Sonia Whyte, Personal Trainer

PREVIOUS SPEAKER GIGS

