6 Step Client Activation Strategy

1. **Getting the Client**

   We get a number of leads through our website, existing membership and word of mouth. When we get a new client we select the trainer who's best suited for that person. Variables include location, goals, training experience and any preferences.

2. **Arranging Consultation**

   Once a client has been assigned to you your job now is to arrange a consultation & free taster session. Email the client and be specific about the dates/times your suggesting.Copy Sam in on this email. Generally speaking, if you don't get back to them within 24 hrs, they're gone.

   As soon as you get a confirmed time and date for the consultation, let Sam know, so we can keep communicating with the client. This isn't an automated process, so don't forget to keep us in the loop.

3. **The Consultation**

   Meet with the client in a cafe, juice bar, or the local park. Get to know them, by going through the consultation form provided. Get a feel for what they are looking to achieve. Then take them through a 30 minute taster session in the park, showcasing what you do as a personal trainer. Finish the session by asking how they found it, it's not a hard sell, inform them that Swift will be in touch for feedback and hopefully arranging payment.

   As soon as you've completed the consultation and taster session let Sam know ASAP, so we can start the process of getting them all set up.

4. **Sales**

   At this point, we speak to the clients on the phone and email, finding out how they got on. We ask various questions about the session, and you the trainer. If positive, we will get the payment activated. At this stage, we also get them to fill in our online disclaimer form for your and our insurance.

   As soon as we have this feedback, we will report back to you with the results, and hopefully to get their first paid sessions booked in.

5. **Members Area**

   When a new client signs up with us, we give them access to our members area. It's purpose is to give our clients everything they need to succeed. We provide things like healthy recipes, mind training tips, and food diaries for them to fill in. It's your job to guide them through this starter pack, helping them with their food diaries, and ensuring they are doing the work required to get the results. Make sure you are familiar with the members area.

6. **Ongoing Feedback**

   As a company, we regularly communicate with the clients, from letters, phone calls, and emails. The purpose is to ensure they're happy with everything you're providing, and to see if there's anything else we can do to help. This will happen most weeks, so should we need to address anything with you, we will be in touch throughout their personal training Journey.