

The Personal Trainers 12 Reps to becoming a Professional.

- 1) **A professional makes the difficult look easy.** They do their job well, and know so much about it, they stand out from other trainers.
- 2) **A professional provides client's with what they want.....rather than what he or she thinks they need.....they put the client first.** By putting the clients wants first and ensuring their satisfaction, they know the clients return is virtually guaranteed.
- 3) **How does a professional find out what clients really want?** During the session the professional asks often, listens carefully all the time, talks least, and watches for body language. Understanding what the client wants comes from listening with ears and eye's.
- 4) **A professional projects confidence with a smile.** ☺ They look you straight in the eye and inject confidence in a friendly way. Always remain eye contact when communicating with the client.
- 5) **A professional remembers that clients don't know as much about gym exercises or technique.** Professionals should always use non-technical terms in sessions with clients. Professionals keep their technical abilities in perspective and don't try to bamboozle clients with the science of exercises or muscles.
- 6) **A professional always looks at improving their communication skills with clients and other trainers.** Top professionals have great communication skills, by doing workshops / courses such as this workshop. Then put into practice continuously.
- 7) **A professional quotes prices of their services confidently when asked.** That's 80 and that will include.....Notice the dollar sign was left off to soften the money component. Whenever prices are quoted clients need to know what they get for the price.
- 8) **A professional always presents well and looks good.** Remembering that our industry is for the looking good.
- 9) **A professional remembers it's the client's time.** The client doesn't want to be told about your relationships, past vacations, what junk food you just ate, personal tragedies or your all weekend alcoholic benders. It's not about YOU!
- 10) **A professional is always punctual with clients.** This doesn't mean you have to be their 1 hour before your clients session but always leave 10-15 minutes to get organised.
- 11) **A professional offers more than the client expects.** Clients who get extra attention from their trainer feel special. The difference between ordinary and extraordinary is that little bet extra.
- 12) **A professional remembers client's names.** A professional who remembers clients names and uses it throughout the session can be guaranteed the client will return.