

What does Personal Training have to do with Customer Service?

Knowing how to cope with the needs of your clients will make the difference between a long career in the Fitness Industry or having you wondering what career path you should try next.

A Personal Trainer can be an expensive asset these days and your clients need to believe that they have made the right decision in choosing YOU as their trainer.

How many Personal Trainers:

- Send clients a birthday card on their birthday?
- Congratulate clients on their wedding anniversary or even send flowers or a card to their home?
- Give out a special award every time they lose kgs or drop a % of bodyfat?
- Attend a Fun-Run, Triathlon or similar sporting event there clients have been training for?

When I first started working in a gymnasium these were compulsory for new clients when they joined a gym:

- First time client packs-with current timetables, personal training vouchers.
- Newsletters-Reminding clients to make an appointment for a new program, re-assessment.
- Haven't seen you letters.
- Thank you letters.
- Calls to clients to see how they are liking the gym, classes etc.

Where did this service go?

But then again, when I started there was no competition, but now that we do, it has to be more about service. Most clients will see you 2-3 times a week, but if you stay in contact with your clients in between training sessions either by email or a simple text message to their phone the increased attention will remind them that you are committed to them one on one, and don't just stand there and count repetitions while they exercise like most people think we do as trainers. I can promise you that if you do what 90% of all all trainers DON'T do-which is to show the client that you value him or her by staying in touch-your business will grow and grow. Your clients won't forget this service you provide when it comes to deciding whether or not to keep working out with YOU. Hopefully this helps you realise how important your clients are and these days as trainers we need to find different ways to "WOW" your clients before somebody else does. Over delivering value to your clients is the most important customer service secret and is one that will make you stand out from other trainers.

Lastly, if your title is "**Personal Trainer**", just take a moment to re-read the first word.