

OVERCOMING OBJECTIONS

PAGE 1

- An objection is another great opportunity for us to gather more information about this person and what they need.
- Don't view it as a negative - it doesn't mean you have lost the sale, so don't PANIC!
- Maintain your confidence, you know what amazing facilities and services we provide.
- Understand and be prepared for the most common objections.

In order to be great at handling objections we need to fully understand the wants and needs of the person and angle our product in a way that suits them.

OBJECTION	WHAT TO SAY..
Price	<ul style="list-style-type: none"> • Isolate if the objection is the start-up fees or ongoing cost. • Offer reduced joining fee (at club discretion).
Activation Kit	<ul style="list-style-type: none"> • Reiterate how much is actually in the Activation Kit and how crucial it is for their success. The value is amazing! • 24-hour access is better value for money on their membership.
Talk to husband	<ul style="list-style-type: none"> • Find out if he knows she is enquiring and if he is supporting it. • If yes, ask if this is within the budget (they will have discussed this). • Tell her she's welcome to give him a call now.
Commitment	<ul style="list-style-type: none"> • Relate commitment back to their goals and the benefit they will get from committing. • Remind them it's about commitment, not motivation. • If this doesn't work, ask how long they are willing to commit for as a minimum.
Want to think about it	<ul style="list-style-type: none"> • Relate back to their goals and how long they have already been thinking about this. • Confirm that the price and membership term are okay. There may be a bigger issue going on than just wanting to think about it.
Trial	<ul style="list-style-type: none"> • Explain a trial won't benefit them and they are wasting time when they could be getting started with all the benefits of being a member straight away. • Highlight that a 7-day trial will not tell them what their schedule of the next 12 months will entail. • The way they feel in the gym on their own versus having the help of Fitness Coach or Personal Trainer will be totally different. • Offer trade in option.
Mother and daughter (mum paying for daughter but not wanting to pay for herself)	<ul style="list-style-type: none"> • Remind the mum it's an awesome way to spend quality time together. • Needs to be looking after herself as well. • What a great example she is setting for her daughter. • Think of how a small price per week will benefit the two of them by doing it together. • Assure her we have loads of mums and daughters that join together.
I work long hours, don't know if I will have time and I'm tired all the time and don't want to waste my money	<ul style="list-style-type: none"> • 24-hour access will be fantastic for her. • She can attend on weekends, public holidays etc. • Attending only once or twice a week working on your health and wellness is never a waste of money. • Remind her she needs to prioritise her health. • Exercise will give her more energy and help her cope.
Gym shopping	<ul style="list-style-type: none"> • Know the competitors, what they offer and their prices. • Understand and be able to explain how our service and facilities are better than that gym. • Isolate what will be the deciding factor for them, e.g. price, classes, 24-hour access, and adapt accordingly