

Sales and
Marketing



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What can cell-IQ™ do for your club?



cell-IQ™ is a valuable sales tool that can be used to maximise revenue potential and drive membership sales.

cell-IQ™:

- can drive membership sales and generate revenue.
- offers free trials as an incentive to get memberships over the line.
- increases revenue to the club by selling treatment packs to members.
- sets you apart from your competitors – none of your competitors can offer such a great value add to memberships.
- entices non-members into the gym and creates extra leads to sell memberships to.

How to successfully implement cell-IQ™ into your club



cell-IQ™ should not be considered a separate entity from the club. It is just as much a part of Fernwood as Food Coaching and Personal Training and should be sold as such.

Keep staff informed

- **Ensure every staff member understands how cell-IQ™ works** and the benefits to members. It is vital that all staff have solid knowledge of cell-IQ™'s features, benefits and promotions for it be successful within your club.
- **Keep a cell-IQ™ folder at reception that includes all cell-IQ™ information** that is important for all staff to know, including current promotions that are in place.
- **Ensure everyone in the club can sell a treatment pack**, not just the cell-IQ™ consultant.
- **Combine the cell-IQ™ consultant role with other roles at the club.** The cell-IQ™ role combines well with the Reception, Sales, Member Motivator or Food Coach roles. It's best not to have your club's cell-IQ™ consultant doing treatments for her whole shift – it's just as important that she spends time outside of the consultant's room in the club making contact with members, generating leads, and working on outreach initiatives to generate new business, which is why combining her duty with other roles works really well.
- **Have as many staff as possible aware of how to do the treatments.** That way, in case of staff turnover, you will always have staff members that can do the treatment.
- **Give your staff a course of 8 treatments.** A staff member's own satisfaction will be the best word of mouth to your members. Their testimonial and before and after pictures will make a great selling tool.

Follow up leads immediately

- **Keep a cell-IQ™ consultant tray and folder at reception** for all leads and other important information, so the cell-IQ™ consultant can follow up leads ASAP.
- **Respond to every phone or web enquiry on the day of receiving them.** When clients make an enquiry they are ready to purchase. The more time there is between the enquiry and the contact, the less chance they will commit to purchasing a pack of treatments.

Keep cell-IQ™ on your members' radars

- **Display before and after photos in areas your members use.** Take as many before and after photos and get as many testimonials from your clients as you can. Place these in your consultation folder and create posters to display in the members' areas of your club, or anywhere that you feel will gain the most interest.

How to successfully implement cell-IQ™ into your club



- **Set up a cell-IQ™ results poster in the change room.**
Post weekly results to spark interest.
- **Ensure plenty of cell-IQ™ brochures are displayed in the club** at all times.
- **Use branded t-shirts.** Try a whole month where all the staff members wear the cell-IQ™ t-shirts to generate interest for cell-IQ™.

Generate leads at every opportunity

- **Outreach material should always be available to generate new leads.**
- **Keep cell-IQ™ lead boxes displayed at reception,** and in the change rooms and the breakfast area.
- **Use the cell-IQ™ lead box artwork from VCM.** There are two great lead box artwork designs with a strong call to action available on VCM.
- **Use the cell-IQ™ Consultation Questionnaire.** This form allows you to gain information about the client so you can successfully convert her to a cell-IQ™ customer. All clients must fill out this form. This will give you vital trigger points to use when closing a sale.

What makes a good cell-IQ™ consultant?



- Someone with a sales background with the ability to SELL.
- A Food Coach, Receptionist, Membership Sales Consultant or Member Motivator who is already aware of the cell-IQ™ product.
- Someone able to identify customer trigger points and motives to buy.
- A good listener who can understand the client's goals and what they want to achieve.
- Someone who can present a solution to the client's goals that will close the sale.
- Someone that is aware of their monthly target and has a plan of action to achieve this.
- Someone who believes in the product – if you believe in the product it will sell itself.

Generating leads for cell-IQ™ is a constant process. All staff members should be looking for opportunities at all times to talk about the cell-IQ™ benefits and up-sell a treatment pack. Leads can be generated in a number of ways.

Generate leads with Personal Training & Food Coaching

cell-IQ™ can provide leads to Personal Trainers and Food Coaches and vice versa.

- cell-IQ™ > hot leads to PTs & FCs
- PTs & FCs > hot leads to cell-IQ™

Members place a significant amount of trust in their Personal Trainers and Food Coaches and are inclined to listen to what they say, so cell-IQ™ recommendations from these sources are strong leads.

cell-IQ™ clients are either members that have committed to a program and want to get the best results, or are non members that will more than likely buy a membership when they have an understanding of what Fernwood offers.

Setting targets for PTs, FCs and cell-IQ™ consultants for leads and vice versa will help generate sales.

Generate leads with the database

The database allows you to keep track of all members and enquiries and offers and offers an opportunity to track cell-IQ™ leads. There should be a consistent system in your database for your phone calls, appointment booking and member outreach:

- Make phone calls during quiet times in the club.
- Always have a call to action planned to book an appointment.
- cell-IQ™ staff should be on the phone making appointments if not in a consultation or treatment.
- cell-IQ™ staff must always look ahead for empty appointments and be proactive in filling them.

There are a number of ways you can use your database in the club to generate leads for cell-IQ™:

- Use the 1-31 folder to follow up all new members one month after joining.
- Print out your active member database from A-Z, and use this document to ensure you are not phoning the same people all the time. Whenever you are lacking appointments, use this database to call people with offers, such as: 'you've won a treatment!' or 'bring a friend for free.'

- Have systems in place to follow up all club enquiries, Tours Not Joined and cancellations – a tantalising cell-IQ™ offer could be just what they need to get them back into the club.

Generate leads through outreach material

Outreach material helps you generate interest and leads for cell-IQ™ outside of the club:

- Make sure you always have a call to action with an expiry date on your outreach material or promotion to create an urgency to take up the offer
(Example – *First 20 people to call/book/join will receive a free cell-IQ™ treatment valued at \$250 or First 20 to book a cell-IQ™ treatment will receive 4 weeks free gym membership valued at...*)
- Always include a cell-IQ™ treatment voucher and 7 day pass with your cell-IQ™ brochure.
- Develop strong relationships with other businesses so you can cross promote and swap outreach material.

Outreach tools available:

- VCM
- SFM
- Impact Data – bring a friend
- Lead Boxes
- Fernwood Magazines
- In Club Newsletters
- Welcome Pack
- Networking with other Businesses
- Local Advertising

Generate leads through referrals

Referrals can provide great leads. For example, you could offer cell-IQ™ treatments to reward members that introduce their friend to cell-IQ™ and Fernwood. For example:

- “FAB for 2 \$99” Offer 1 treatment for the member and 1 for her friend (not a member) if the friend buys an 8 pack or joins the gym. Reward the member with a cell-IQ™ 2 pack for having her friend sign up.
- Offer current members a 2 pack if they introduce a friend to join or a cell-IQ™ 4 pack if they refer 4 friends to join.

Generate leads through launches

Launches offer a great opportunity for lead generation. If you have the type of club that club launches work successfully in, plan a cell-IQ™ launch:

- Know and research the market you want to target.
- Have a 4-6 week lead-up plan in place for advertising the event.
- Give a member a course of 8 treatments for free and get her to do a presentation about her experience at the launch.
- Gather as many before and after photos and testimonials as possible to display on the night.
- Group similar personalities together in smaller groups to guarantee a successful sales result.

Generate leads on the gym floor

Countless opportunities will present themselves to sell cell-IQ™ while you are walking the gym floor. Here are some questions and answers you could ask to generate interest in cell-IQ™:

Q: How is your gym program going? Are you getting the results you wanted?

A: cell-IQ™ can help get you there faster, immediate results after just one session and all you need to do is maintain them.

Q: How are you feeling with your program so far?

A: cell-IQ™ can help get rid of any lumps and bumps that just won't budge with regular exercise.

Q: Do you have trouble spots that you want to work on?

A: We have a great product called cell-IQ™ that gives results immediately after just 1 treatment. Let me book you in for a free consultation.

Q: Would you like sculpt your body for summer?

A: cell-IQ™ is exclusive to Fernwood and can reshape your body in just 4 weeks.

Q: What are you aiming to achieve?

A: cell-IQ™ can help you in the following ways...

The **cell-IQ™ Consultation Questionnaire**, is a powerful sales tool, and should not be overlooked when talking to a prospective cell-IQ™ client.

This form must be kept at reception and all staff made aware of its location.

All potential members should fill out the Consultation Questionnaire so it can be kept on file in the client's folder. That way, even if the member decides not to purchase a cell-IQ™ treatment pack, you will be aware of their trouble areas and be able to enquire about the results the member is achieving with diet and exercise alone. Knowing these areas means an opportunity to up-sell cell-IQ™ could present itself later.

The answers to the questions in the Consultation Questionnaire will give you your client's **trigger points**. The trigger point is the client's incentive for cell-IQ™. For example, if they've mentioned they want to reduce the flabby parts on their arms before their wedding, mention this in your sales presentation to successfully close the sale:

Trigger questions:

- If you were to use cell-IQ™ what areas of your body would you like to work on (Tummy/Back/Arms/Legs)?
- Why is this important to you?
- Will you be able to commit to at least 2 sessions per week?
- Have you engaged in a fitness program before?
- After you see your results from cell-IQ™, are you looking to maintain them?

You need to be aware of ALL their answers on this form to sell a cell-IQ™ treatment pack, upgrade their current membership, or sell a membership.

Using cell-IQ™ to increase sales in the club



cell-IQ™ is a powerful sales tool that can be used to drive memberships and upgrades in your club. The incentive of a free trial or discounted course of cell-IQ™ could be just the thing that gets a prospective member to join the club, or gets a current member to upgrade their membership. All prospective members and current members should be viewed as potential cell-IQ™ clients at all times.

What sales do you want to increase?

Take a look at your business and decide which areas you want to build and improve on:

- Joining fees
- Membership sales
- Upgrades
- Fixed memberships
- Sapphire/Emerald/Diamond memberships
- Fernwood National Promotions (eg Foxy Challenge/Beach Bod Boost)

cell-IQ™ can be used as an incentive to increase sales in all these areas.

New membership sales

cell-IQ™ must be included in the tour to each prospective member when they come into the club.

Talk about cell-IQ™ benefits

- Explain cell-IQ™, its benefits, and the results members have achieved by undergoing treatment.
- Explain that cell-IQ™ is a treatment for trouble spots that do not respond to diet and exercise, and that it can reshape and contour the body in just four weeks to help them achieve their goals faster.
- Mention that cell-IQ™ is exclusive to Fernwood - there is no other gym that offers this service.

Show the cell-IQ™ facilities



- Ensure the cell-IQ™ room is set up for treatment (ie. music, low lighting) and show it to the prospective member during the tour of the club.

Using cell-IQ™ to increase sales in the club



Discuss cell-IQ™ in the Member Goal Timeline

- When talking the new member through their timeline, include a discussion of cell-IQ™ in the SEE section of the Feel/See/Best Self Ever/Maintenance. (Below)
- Use the 'Getting to know you' form to show a prospective member how cell-IQ™ fits in their goal timeline.

FEEL GOOD	SEE	BEST SELF EVER	MAINTAIN
Energy levels increase 	Tone & Results		cell-IQ maintenance 2 or 4 packs
Stress levels decrease 	Definition		
Sleep Better	Cell-IQ		
Feel Good	Others		

- Have prospective members fill out the cell-IQ™ Consultation Questionnaire form so that you have all their trigger points. Use these trigger points and the offer of a free trial of cell-IQ™ to get the sale over the line.
- Discussing cell-IQ™ in the appointment can also result in an 8 pack being sold immediately at time of joining.

Include cell-IQ™ in the new member's pack

- A cell-IQ™ brochure and a voucher for treatment should be included in ALL new members packs.
- All new members should receive a free or discounted (eg. \$49/\$59/\$69) cell-IQ™ session worth \$250 with their membership.
- Make it clear to all staff what cell-IQ™ incentive will be offered with each membership option.
- Member packs should always include:
 - Health Screen Questionnaire
 - Product Disclosure Notice
 - Sales Checklist
 - Pricelist
 - cell-IQ™ free treatment voucher or discount voucher (depending upon the membership/club decision.)
 - cell-IQ™ tri-fold information brochure
 - cell-IQ™ DL Flyer
 - \$99 cell-IQ™ voucher for a friend

All new members must be offered a free cell-IQ™ treatment voucher or discount voucher with their membership. What you offer at your club is up to you.

Some ideas:

- Pay the \$199 Joining Fee and receive a free cell-IQ™ treatment
- All new members receive a free/discounted session or pack
- Some options could be:
 - Flexi (opal) memberships: a \$49/\$99 discount voucher for a cell-IQ™ treatment
 - Food Coaching (sapphire) memberships: a free treatment or a \$49/\$99 voucher
 - Personal Training (emerald) memberships: a free two pack of treatments.*
 - Food Coaching + Personal Training (diamond) memberships: a free four pack of treatments.*

Note: These are just suggestions. What you offer with each membership sale at your club is up to your discretion.

*When offering free trial packs to new members, delay the start of the trial pack by at least one month after their joining date. You would not want a new member to enjoy 4 free treatments of cell-IQ™, only to cancel their membership after a month.

Turning a trial session into a purchase

Use the end of the cell-IQ™ treatment (when the client has seen the results for herself) to explain the benefits of a full 8 treatment pack.

Ensure the member understands the benefits of cell-IQ™ and the results they will be able to achieve in a limited timeframe by using the product.

Every member receiving a trial session of cell-IQ™ must be made aware that 8 treatments are required to give the full result, and the biggest results occur between the 6th and 8th session.

- Ask your client about their goals, where they're at in their timeline and where they want to be.
- Ask her **what** she wants to achieve and **why**, and **how** it will make her feel to achieve these results with cell-IQ™.
- Use her consultation form to identify **what** is important to her and use these triggers when closing the sale.

Although the member has had an initial treatment, we only sell packs of eight treatments, not seven. Let her know that her ninth treatment that she will purchase can be used as a maintenance treatment.

If the client doesn't immediately purchase:

- Have a system in place to follow up each member after their initial trial or trials.
- Place the member's name in 1-31 folder and the cell-IQ™ folder to remind you to contact them following their treatments.

Member Special 8 Pack Prices to convert trials

- Have a special set price in place to promote to members when they have their free treatment.
- Have a **call to action** with a **limited** time frame for them to be able to take up the special offer.
- For example – “Half price 8 pack for \$800(Winter)/\$1200 (summer)”. Tell her if the sale is not closed on the day she has 3 days to take up the offer due to limited amount of these special offers available to members.
- Place member's name in the 1-31 day folder if they did not purchase on day, to be called on day 3 (last day of offer) to take up the offer.
- Ask if she wants to put a deposit down.
- **Always** let them know the full value of the special offer and their discounted rate.

Non-member Special 8 Pack Prices to convert trials

- Have a special set price package in place to promote for non-members when they have their free treatment from outreach.
- Have the same **call to action** in place as that of your member's special.
- You will want to make the most of turning this client into a member as well, so ensure that you use the 'Getting to know you form' as well as the cell-IQ™ Consultation Questionnaire to gain a clear understanding of their goals.

Example of pack offers for non-members:

- 8 pack for \$800/\$1000/\$1200/\$1400 including the value of 4 week gym membership.
- 8 pack for \$800 if they sign up as a member.
- \$1000/\$1200 pack with 2 PT & 2 FC + 4 week gym membership incentive to then sign up as Sapphire/Emerald/Diamond member.

It's important to have identified your clients' buying motives so you can tailor an offer that will guarantee a sale:

- **Prestige Buyer?** Likes latest/newest/to be the first
- **Economical?** Wants value for money
- **Sceptical?** Wants technical information, facts and testimonials
- **Emotional?** Wants treatments/products that make her feel good
- **Time Poor?** Has limited availability/time

Ask 'Power Questions'

Power Questions start with **What/How/Why/When**. They identify the needs of the client, build rapport and help you to work out their triggers so you can use these in your sales presentation to close the sale.

Listen carefully to the answers to each power question. Remember, not all answers will be verbal. You will need to look for visual buying signals as well as verbal. When power questions are used correctly, you will have no trouble closing the sale – it will most likely be closed for you!

- **Why** did she walk in?
- **Why** did she enquire about cell-IQ™?
- **What** attracted her to cell-IQ™?
- **What** does she want to achieve and why?
- **What** specific area does she want to work on?
- **How** would she feel if she achieved the results she was looking for with cell-IQ™?
- **How** long has she been thinking about doing something about these areas?
- **Why** is it important to her?
- **When** did she decide to get serious about her trouble spots?

Close the sale

- **Understand** what your client wants and needs – understand their motives
- **Recognise buying signals** – verbal/visual
- **Close the sale** with casual confidence
- **Don't change** when you begin closing

When closing a sale, ensure you ask the following questions:

- **When** did you want to get results?
- **When** did you want to get started?
- I have 2 spots available...today and tomorrow, which one suits you best?
- **How** can I help you get started?
- **How** would you like to start achieving your goals today?
- Identify her **trigger point** and tailor your closing question:

"You have 6 weeks before you head off to Bali – perfect amount of time to get you looking fabulous in your bikini – what days suit you to have your treatments done?"

Handling objections is an opportunity - not a barrier to sales!

The Feel, Felt, Found Technique

One of the hardest things about dealing with customer objections is not making the customer feel like you are dismissing them. After all, what they are saying is their opinion, and no one likes to have their opinions dismissed.

Feel

“I understand how you feel, Ms A...”

This is where you acknowledge that the objection your customer has is valid, and that you understand where they are coming from. After all, no product is perfect, and trying to pretend it is only makes you look like the worst kind of pushy sales rep to any potential customer. The important thing is to turn any perceived negatives into positives, which is exactly what this technique helps to do.

Felt

“... in fact a lot of my customers felt the same way when they first heard about this product...”

Here, show that the customer that they are not alone, and that other people have had the same objection. The past tense is the important part, as it suggests that this is a belief that is no longer held, and that the other people have since changed their mind. This subconsciously suggests moving on from the belief, before you even get to any overt redirection of ideas.

Found

“... but they found that in the long run this product recouped the purchase price in a month.”

Finally, you turn that negative into a positive, move the customer through the process to the end result, giving them reasons to view their objection in a more positive light. From here you can continue to list other advantages that out-weigh the disadvantages, ask them for a few minutes to explain your product more fully, or give them statistical evidence of tangible benefits.

The best thing about this technique is that it can be applied to any objection that may be raised and ensure all objections are dealt with swiftly, without making the customer feel they are being dismissed. It is the most important sales advice you will ever receive.

How it works

By empathising with how they feel, you are building harmony with them to create rapport. When you talk about how somebody else felt, you move the focus to a more objective place, which they are likely to trust more. This also makes them a part of a group such that they do not feel alone. When they are attached to that group, then you move the whole group by telling how the person in the group changed their mind. The buyer, being attached to the group, should change their mind at the same time.

Objection - Price

- If a woman wants something, she WILL pay for it.
- Price is not an objection that cannot be overcome.
- If the price is the objection then there is something wrong with the procedure and the power questions asked.
- Use the feel/felt/found technique.
- You must always work through the cost with them and overcome the objection:

Eg. "If it wasn't for the price would you get started? YES. OK let's look at the price and break it down, how close can you come to it today?"

Objection - "I have to think about it"

- If you have asked all the power questions this one is an easy one to address.
- Use the feel/felt/found technique to handle this objection.
- Ask: "Can you share with me what you need to think about, as I want to get you started on achieving your desired results?" Talk about what they want to achieve.
- Ask how long they have wanted to have a result in those particular areas, and how they will feel when they work towards this. How will they feel if they don't do anything?

Here are some examples of promotions you could run for cell-IQ™. Don't feel limited by the examples below – your only limit is your imagination:

- Discounting packs with a call to action and limited time frame.
- Value adding 8 packs with Personal Training and Food Coaching offers.
- Offering a discount at the time of joining.
- Value adding 8 packs with a bonus 2 or 4 sessions for maintenance.
- Value adding with National Promotions (Get Foxy Challenge/Beach Bod Boost/Operation Wedding Dress).
- Value adding with local businesses.
- Seasonal promotions and packages.
- Bring a Friend offers.
- Welcome packs at Real Estate Agents – for new people moving into the area.
- Cross promoting with local businesses.
- Free treatments for staff in local businesses in your area to generate word of mouth.

Complete a 12 month marketing plan so you can look at the year ahead and plan your promotions around the seasons and special events. For example, a Festive Pack, New Year New You, Spring Racing Carnival Pack, Winter Warmer, Summer Sizzle, Spring into Spring – marketing activities for these should start at least a month prior to each promotion.

Please note: If you are doing a special price with an 8 pack please do not advertise this special on Facebook or anywhere else that will affect other clubs in your area that are not offering that deal.

Promotional ideas:

FIT & FAB

1 x cell-IQ™ Treatment

1 x Personal Training Session

\$99 (value \$290)

\$59 in POS under cell-IQ™

\$40 in POS under PT

*artwork available on VCM

A great promotion if you have a new Personal Trainer and you need to build her clientele.

FAB for 2

Bring a friend offer

2 x cell-IQ™ treatments for \$99 –

1 for the member and 1 for her friend who is a **non** member

\$99 in POS under member – discount single cell-IQ session to \$99 – discount reason FAB for 2 – friend's treatment goes in as a complimentary.

*artwork available on VCM

A great opportunity to get a lead to sell a membership and create two new leads to sell cell-IQ™ to.

Value adding to cell-IQ™ treatment packs allows you to sell a course of treatments at full price, but give the client added value with extras to make the offer extremely attractive. This method also promotes the services you have value added with, paving the way for you to up-sell later.

Discounting has its place in filling appointment gaps or quiet times and using it as a limited offer as a call to action or to close the sale immediately. But discounted packages, if advertised frequently, can cheapen the service. It is much better and more successful to value add the package and only offer the package at a discounted price to a limited amount of people.

How to value add

- Decide on what you want to build on and promote within you club and value add to your package based on that.
- Use products/services that you want to increase as a call to action – so that you can later up-sell from introducing that to the client/member
- Network with other businesses and swap services with them to value add to both your business and theirs.

Always have a call to action:

Special Offer Example 1	Special Offer Example 2	Special Offer Example 3
Special offer for non-members:	Special offer for members:	Special offer for members:
<ul style="list-style-type: none"> - 8 cell-IQ™ treatments (value \$1600/\$200) - 6 week gym membership (value \$150) - 4 x Personal Training (value \$160) - 4 x Food Coaching (value \$80) - Napoleon Gift Pack (value \$250) 	<ul style="list-style-type: none"> - 8 cell-IQ™ treatments (value \$1600) - 4 x Personal Training (value \$160) - 4 x Food Coaching (value \$80) 	<ul style="list-style-type: none"> - 8 cell-IQ™ treatments (value \$1600) - Manicure (\$45) - Pedicure (\$75) - Spray Tan (\$40) - Napoleon Gift Pack (\$250)
Just \$2000	Just \$1600	Just \$1440
Total value \$2640.	Total value \$1840.	Total value \$2010.
Your call to action:	Your call to action:	Your call to action:
First 10 to purchase receive a free 4 pack of Personal Training valued at \$160!	First 10 to purchase receive a free Napoleon gift pack valued at \$250.	First 10 to purchase receive a free 4 pack of Personal Training & 4 Food Coaching sessions valued at \$240
OR	OR	OR
A free maintenance 2 pack valued at \$500	A free maintenance 2 pack valued at \$500	A free maintenance 2 pack valued at \$500
	OR	OR
	Pay only \$1200	Night in a Hotel/Dinner for 2 (valued at...)

Customers will only buy if they like you

People will form an impression of you, based on how you look, before they even say hello to you. Your appearance then should be designed to help you look confident and competent.

The way you are perceived by your customer determines how much resistance you will encounter as you sell. Learn to project a positive feeling among those you communicate with. **Become a partner in problem solving**, not a sales persuader. By being able to **adapt your personality** to that of your client, you will be able to create and **build a rapport that enables the client to feel comfortable** and will lead to a much more effective sales interaction.

It is important to note that your cell-IQ™ client will be stripping down to show off her problem areas and will feel a lot less vulnerable and more at ease if she has begun to build a positive relationship with you.

Give samples of the experience you represent

A movie ticket doesn't just buy you a seat in the theatre it buys you the experience of enjoying the movie. Give your customers a way to sample that experience through your presentation.

For Example:

- an exciting new body fat reduction technology that will treat your trouble spots in 8 relaxing sessions
- pain free and affordable compared to liposuction
- helps achieve goals and gets you on the right path to a balanced lifestyle with a healthy diet and exercise plan.

Prepare yourself to excel

Use a checklist to prepare your attitude, appearance, customer information, company and product information and the selling environment, so you can be at your best with every cell-IQ™ enquiry and consultation.

Notice what is working

Study yourself, cell-IQ™ and Fernwood to know what is working now. Join forces with the Personal Trainers and Receptionists as they know the members better than anyone, and are an invaluable resource to promote cell-IQ™. Reinforce the actions and tools, which are generating results. Learn from your successes as well as your failures.

Know your competitive advantage

Study your company and your products and services in relation to what your competitors offer. Know where and how you stand out, and where you don't. Be prepared to discuss these comparisons at any moment.

Improve your sales skill, not just your product knowledge.

Don't rely on product knowledge to make you more persuasive. Sharpen your skills in reading people, describing your offer in compelling ways and in asking for the sale at the right time.

Realise who is in your market

Create a profile of the ideal market for cell-IQ™. Define who they are, where they can be reached, what they care about, what they fear, what they read, whom they admire and more. Know them well.

Women will always be interested in buying 2 things –

- How to lose weight/appear slimmer/flatter stomach/smaller thighs etc
- How to look younger

Find the diamonds in your own backyard

More business exists around you than you know. Look among your friends, neighbours, existing customers, past customers, colleagues, competitors, local businesses and co-workers for the opportunities that others overlook. Network and build strong relationships with these people.

Ask for specific referrals

Tell people what your ideal customer or prospect looks like. Ask them who they know who fits this description. Then ask them to take a specific action to help you get that client by referring them to you and the club. Give them an incentive (like a free cell-IQ™ treatment) as word of mouth is by far the best way to build a business and increase sales.

Manage your sales reputation

Determine today how you want to be thought of tomorrow. Specify the reputation you want with cell-IQ™ treatments and get as many testimonials you can use to back it up.

Grow your brand identity

Get yourself and cell-IQ™ known within your market area. Build relationships with salons/schools/medical clinics/law firms and any other companies in your area that you feel will help to grow your business. Even give a consultation/treatment to someone that you know will get the cell-IQ™ word out there. Create a broad awareness of yourself as an authority on what you do.

Build a fortress of great relationships

It is not only who you know that determines the value of your relationships; it is whether they know of cell-IQ™ treatments. Define who you need to know today to start spreading the cell-IQ™ word.

Stay conscious of the meaning in what you do

When a person doesn't find much meaning in what they do, they don't bring much value to what they do. Write down specifically how cell-IQ™ treatments make life better for those who buy it. Read this description every day briefly, to keep in mind the reason behind the purchase. It's not about buying; it's about benefiting from buying. People buy not what you do but why you do it. There is nothing more rewarding than making a person feel more confident and positive about themselves.

Know when and how to get the sale

Learn to recognise buying signals, how to ask differently with different people, how to overcome objections, know what power questions to ask to identify your client's needs and how to build a strong rapport with your client. If you don't ask you don't get. But how you ask often determines success or failure.

Deserve to have loyal customers

Know how to cultivate dedicated clients. Become competition-proof by delivering more than people expect. Be the kind of person that delivers a treatment that people rave about.

AND MOST IMPORTANTLY, HAVE FUN!

