

Triggers & Responses for Personal Trainer



Sales Team Leader Name: _____ Month Year: _____

Triggers to listen for to help find me business.

1. Trigger: Someone who doesn't want to work out at a big box gym,
they might find it intimidating or feel it is too expensive

Response : I know the most amazing trainer that works at a smaller more private gym, \
the downers of a big box gym. There is no intimidation can I give him your name and num

2. Trigger Someone who says I want to get in shape, but my gym membership and
personal trainer are too expensive

Response I know a fantastic trainer He is so affordable and great a what he does.
May I give him your name and number?

3. Trigger: Someone who may have previous injuries or health problems and need
to start out less intense

Response : I know the greatest Personal Trainer who does "beginner" based work
outs with low-impact and low intensity He also makes sure you are physically able to
do the work outs before even getting started. May I give him your name and number?

4. Trigger So many Personal Trainers come with a plethora of hidden fee's

(such as gym fees or supplement fees) and I just can't afford it.

Response I know a Personal Trainer who is a top of the line rock star at what he does, but with less than average prices and no hidden fees. He is amazing and extremely affordable. May I give him your name and number?

5. Trigger: I want to start working out with weights, but I would rather do it in a group setting instead of by myself

Response I know the best trainer who hosts strength camps throughout the week and not only do you get weight-based workouts, _____ makes sure you are educated and supports you throughout your journey. May I give him your name and number?

6. Trigger: Some Personal trainers just tell me what to do but do not provide much support or education.

Response I know a trainer who is spectacular at making sure his clients are well educated and have the support they need throughout their physical journey. May I give him your name and number?

7. Trigger _____

Response _____