

CBCS Personal Trainer's Action Tracking Guide

Greg Justice's



Corporate Boot Camp System

How To Launch a 5 Figure Corporate Boot Camp Profit Center

Learning Companion to the CBCS Webinar Series
www.corporatebootcampsystem.com

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Corporate Boot Camp System

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How to Use Your Action Tracking Guide

We have set the stage for you to achieve massive success when you follow this program step by step. You will continue to learn long after, as you work the system and fine tune it specifically for you, your fitness business, and your market.



I'd like to share one major secret to success with you now: Your brain won't make you a liar. It will agree with your thoughts & speech.

My son, David, and I work out regularly together. I asked him one day how many times he could flip the tire. He thought about it and said, "Four". David is an athlete, strong and quite capable. He flipped the tire four times and was spent.

I felt I could do ten. As I completed the tenth flip I decided to go for one more. It was difficult, yet I achieved it, and decided for yet one more. As I was flipping that tire for the twelfth time, I remembered the strength of the

brain. What we speak is what happens. What we think and speak becomes our reality. This is a simple truth. David has upped his thinking, and is flipping more and more, though it will be a while before he catches up with his old man! This little lesson will help you focus your perspective on success.

How busy are you? I hope never too busy to learn. I hope never too busy to grow your business.

What are your plans for taking this course? Two hours of quiet, focused time each week for 6 weeks, plus the time it takes you to complete your professional sales presentation one step at a time.

Why are you taking this course? You want to add another profit center to your business, you have a service that your community needs and you are the one to provide it, you want to maximize your time and leverage your skills...you want what you want for your future and the future of your business.

Your **Action Tracking Guide** is your learning companion. This guide follows the webinar sessions. You dreamed, you dared, you risked by taking this course. You are a TEN. Go for it! I look forward to hearing about your success. After you watch your first session, complete the first section in this guide.

Each section provides a recap of important information and action steps to help facilitate your individual learning process. You will find quizzes and resources to help expand your knowledge in each section.

It is recommended that you print out your **Action Tracking Guide** and keep it available for future reference. It contains important information for your Corporate Boot Camp Program.

Webinar Session One

Session One Learning Objectives:

The Trainer will gain a clear and comprehensive knowledge of what Corporate Wellness is and the basic elements most commonly included in these programs.

The Trainer will develop a clear understanding of the issues facing businesses that precipitate interest and need for implementing wellness programs for their employees.

Notes from Session One

Defining Corporate – Any organized group of like-minded individuals that comes to us as a whole in pursuit of health and fitness.

Defining Wellness –

- 1. the quality or state of being healthy in body and mind, esp. as the result of deliberate effort.
- 2. an approach to health care that emphasizes preventing illness and prolonging life, as opposed to emphasizing treating diseases.

Defining Corporate Wellness –

Corporate Wellness in a general sense is a concept of creating awareness of health status, healthy lifestyle choices and promoting health risk prevention to employees which in turn, theoretically will decrease illness and the need to use their insurance, thereby lowering costs, among other things.

Common Basic Elements of a Corporate Wellness Program –

- | | |
|--------------------------------|-------------------------------|
| • Health Risk Assessment (HRA) | Clinical Testing |
| • Health Promotion | Intervention/Lifestyle Change |
| • Exercise and Nutrition | Wellness Culture |
| • Program Incentives | Measuring Results |

The Plain and Simple Truth – a description/definition of body mechanics

Here is the simple truth of how our bodies work and what they need, plain and simple. We worked with Dr. Alicia Johnson, a naturopath in Mission, KS to develop a professional, accurate, and very clear picture...

The good news is that our bodies have dynamic and powerful self healing mechanisms that are fueled by vitamins, amino acids, and fatty acids.

That means that when we eat nutritious food we give our bodies the tools it needs to repair and heal its self.

Systems that depend on this nutritious food for fuel include our brain chemistry, inflammation levels, blood cell quality, digestion and elimination, blood flow, concentration, and sleep.

Our bone and muscle system requires regular use, especially since our lymphatic flow completely depends on regular muscle contraction to function. The lymph system is part of our immune system, helping defend against disease and sickness.

The bottom line is that without proper exercise and nutrition, our bodies slowly break down into a state of disease.

This is one of the most important reasons why companies need an exercise and nutrition program in place. The problems they are seeing now will only continue to worsen if regular exercise and proper nutrition does not become a part of their employees' lives.

“THE U.S. HAS THE HIGHEST RATE OF PREVENTABLE DEATHS AMONG 19 INDUSTRIALIZED NATIONS.”
-- Health Affairs

Here are two great links for you that reference this study and provide you with additional information in the area of health and wellness that you can use as you grow your Corporate Boot Camps.

<http://www.reuters.com/article/idUSN07651650>

<http://www.kaiserhealthnews.org/Daily-Reports/2009/October/06/Preventable-deaths.aspx?referrer=search>

Why Corporate Fitness is Needed

- *One in every two Americans has a chronic condition.* 96% of them live with an illness that is invisible.
- Four in five health care dollars are spent on people with chronic conditions.
- Heart disease, stroke, cancer and diabetes are among the most *prevalent, costly and preventable of all health problems.* 7 out of 10 Americans who die every year, die of a chronic disease, according to the CDC.
- 80% of all cardiovascular disease and type II diabetes could be prevented by healthy diet and regular exercise.
- Each year 550,000 Americans die of cancer - 1/3 of those deaths are linked to poor diet, physical inactivity, and carrying excess weight.

Why Employees Should Workout at Work

- In order to manage the 10,000 steps per day recommended by walking advocates, workers who remain sedentary during their work day would have to spend most of their evenings in motion.
- The U.S. Dept. of Health & Human Services has found that without access to fruits and vegetables on the job, a working adult would have to eat 1-2 cups of fruits or vegetables every waking hour after work to meet the recommended 3 1/2 to 6 1/2 cups daily.
- The employee doesn't have to "make time" and drive to a gym – they are already there – no excuses.

Statistics: in a Business with 100 employees

- 1 uses cocaine
- 5 are being treated for diabetes
- 10 drink alcohol heavily
- 10 have high blood pressure
- 10 have diabetes (5 of them don't know it)
- 25 smoke cigarettes
- 25 have high cholesterol
- 25 have heart disease
- 30 are overweight by more than 20%
- 50 feel they are under moderate stress

Source: UHF and APHA annual report December 2005

Do what you do best and job out the rest

Partner with CRL – this one important system helps you become a more comprehensive wellness provider.

If your client or prospect wants testing, laboratory analysis, health risk assessment, and intervention solutions, CRL will partner with you to get the job done. You can choose to let them handle this portion of the wellness program, or you can coordinate it and receive a small percentage of the order.

800-311-3559 When you call your CRL Rep, mention Greg Justice AYC SUMMER to get your rates. Clinical Reference Laboratory www.crlcorp.com

Lay Your Corporate Boot Camp Foundation

12 Week Complete Program

- Get your website & You Tube Channel set up and running
- 12 weeks of email topics (located in Session One Resources)
- Know your Nutrition Program (we will be covering this in Session Five)
- Design your workouts (we will be covering this in Session Three)
- Film your workouts
- Prepare a 12 week cycle calendar (sample in Session One Resources)

What is the business climate in your community?

- Political and Legal
- Economic
- Social and Cultural
- Technological

Some important workplace benefits of wellness participation

- Decreased use of health benefits
- Decreased rate of absenteeism
- Decreased number of accidents & injuries
- Reduced employee turnover
- Increased employee engagement in their work (and productivity)
- Increased employee morale

The major differences between regular boot camps and corporate boot camps

- The Paying Client
- The Exercising Client
- The Environment
- The Motivation
- The Perseverance
- The Pay Off (See the article in Session One Resources)

Your Professional Sales Kit Elements

- Bios and Credentials
- Social Proof and Testimonials
- Supporting Documents
- Your Program Summaries
- Resources, References, Data
- The Contract

Return on Investment – some definitions:

- This is a measurement which shows the current or expected future value of a project or an investment.
- The amount of value received relative to the amount of money invested.

Depending on which study you read, ROI for corporate wellness varies between \$1 and \$6 for every dollar invested.

Session One Review

- We've defined Corporate Wellness
- We've laid bare the truth of why exercise is needed & why companies are ideal to provide it
- We know why some programs are ineffective
- We see how to be full service while doing what we do best
- We've laid our foundation, know the local business climate, and understand the professionalism of corporate boot camps.
- We know the types of programs we will offer and how much to charge.
- We know our sales presentation elements.

Now we begin building your 5 Figure Corporate Boot Camp Profit Center.

Session One Resources

e-mail topics for 12 weeks, twice per week distribution

Use these themes and topics, or add some of your own. Write a few sentences that pull in factual information about them. Use your words and your style of speaking. This is from your heart to your clients "ears". Choose a theme or one topic per e-mail, alternate your themes and topics so you have well rounded coverage. Greg usually sends email topics to his corporate exercisers on Tuesday and Thursday each week. He uses Friday to address the questions they had during the week.

Theme 1 Perspective

- eating for nutrition, not to fill a rumbling stomach
- exercising for health and mobility, not drudgery
- top of mind awareness, decisions and choices

One you can use – an example:

If your dog is fat, you're not getting enough exercise. Sometimes it's all about how we look at things.

When we know what our body needs for fuel and to create energy and stay healthy, we find ways to supply that fuel, becoming more conscious of our choices. If we don't know about what our bodies need and we just want to satisfy our hunger - and hunger is insistent - we are tempted to eat whatever is just around the corner - whether our body can use it or not.

When you eat are you eating to nourish your body or just to stop your rumbling stomach? Eating 5 or 6 small meals throughout the day will help alleviate those insistent hunger pangs. Bring healthy snacks with you so you aren't tempted to stop at a fast food drive thru or visit the candy machine. When you can make lemonade from life's lemons, your glass will always be half full. In Health, Your Name.

Theme 2 Exercise While You Wait

- standing in the checkout line
- sitting in the waiting room
- in between activities, stretch, twirl, move, hug yourself
- fidget to burn calories -

Another example you can use:

You can burn more calories by fidgeting. It is said that people who drum their fingers or bounce

their knees burn at least 500 calories a day, give or take. If you keep a squeeze ball nearby and work your grip frequently throughout the day you'll build some muscle and burn some calories.

Swing your arms when you walk. Work on your balance (safely - have a secure handhold nearby) while waiting in line, keeping your core tight lift on foot off the ground and hold for a few seconds. Switch legs. Do this over a period of time and watch your balance become stronger and your posture improves.

Little changes and small activities that supplement your exercise time can really add up to healthy benefits for you. Laugh every day, a deep belly laugh does the muscles and the body good. In Health, Your Name.

Theme 3 Buddy Body Moves

- play with your kids, your spouse, your family and friends, get out there and be active

Theme 4 Walk Like This

- warm up before you walk
- find ways to add walking to your day, park further away, etc.
- stats on walking, 2000 steps is a mile, 10,000 steps per day recommended

Theme 5 Latest Startling Statistics

- from the news
- prevention ideas

Theme 6 Exercise Tips

- keep balance in your moves, work your bi's AND your tri's
- supplement your workouts with other physical activities

Theme 6 Personal Development

- lifestyle choices
- lead by example
- new body, new personality...better health, better outlook
- habits

Theme 7 Little Things Matter

- don't forget fingers, toes, wrist and ankle
- do you really need that extra piece, that extra sit-com, try something else instead
- goals

Theme 8 Stretching

- stretch only to the point of tension, not pain
- 2 second stretch prior to workout, longer stretch after body is warm

Theme 9 Nutrition

- use the nutrition system

Theme 10 Body Basics

- stress reduction exercises and tips
- low back pain relief
- the heart is a muscle too
- 3500 calories = 1 lb. of fat, therefore 100 calories per day not burned...

Theme 11 Preparation

- These shoes are made for walking...tips on proper footwear
- buddy system for long distance training, hiking, etc.
- know your exercising heart rate

Another example you can use:

Running and jumping can place as much as six times more force on your feet than just standing does. Your choice of footwear should ideally match your activity. All shoes should support and protect your feet, as well as offer a good degree of traction and cushioning.

Athletic shoes are offered in a variety of styles. If you are prone to ankle problems or do a regular activity with lots of ankle movement, you may need to wear a higher cut shoe. If you have special needs for your feet, (such as diabetes), or stability issues, it may be worth checking out a store that specializes in athletic footwear for their recommendations.

When your feet are comfortable and well supported, you will have fewer foot and ankle complications and your performance will be more effective. When your shoes break down and don't support your feet and ankles anymore, it's time to get another pair. Don't take chances with your feet and ankles. They are supporting your entire weight and you want them to last a lifetime. In Health, Your Name.

Theme 12 Personal Best

- Gaining Health and Losing Weight and chronic illness, one step at a time
- Winners are those who....
- Motivational Quotes, applied to their corporate group
- Commendations, group totals for the quarter (be careful not to single someone out)

Boot Camp Workout Schedule

2010 Workout Schedule (AYCFIT Boot Camps)

This is the schedule Greg Justice uses with his Corporate Boot Camps. Use this or create your own.

Phase # 1	Jan. 4 - Feb. 5 Off Week
Phase # 2	Feb. 15 – Mar. 12 Off Week
Phase # 3	Mar. 22 – Apr. 16 Off Week
Phase # 4	Apr. 26 – May 28 Off Week (Memorial Day)
Phase # 5	June 7 – June 25 Off Week (Independence Day)
Phase # 6	July 5 – July 30 Off Week
Phase # 7	Aug. 9 – Aug. 27 Off Week (Labor Day)
Phase # 8	Sept. 7 – Oct 1 Off Week
Phase # 9	Oct. 11 – Nov. 19 Off Week (Thanksgiving)
Phase # 10	Nov. 29 – Dec. 17 Off Week(s) (Christmas)

The Major Differences of Corporate Boot Camp Clients and Regular Boot Camp Clients

By Greg Justice, M.A.

The Paying Client

- Regular boot camp clients pay from their own pockets. They have to budget and weigh the value of what they are getting and what else they want. Sometimes your boot camp is competing with mortgage payments and utility bills, sometimes with vacations and family member needs. This budget is usually a lot tighter than a corporate budget.

- The corporate client is usually the business itself paying your bill. They have a budget for employee programs and benefits. The boot camp still has to be worked into the budget, yet the process of deciding on the extent the type of program is determined by a more scientific method of calculation than the regular boot camper. The corporate client has some government and insurance perks that they can realize if they establish a program.

- Most of our corporate accounts have an agreement where the company will pay for the program when the employee achieves measurable results - if the employee doesn't achieve measurable results, or doesn't show up, the employee must pay for it.

The Exercising Client

- Regular boot camp clients are just exercising for themselves, usually. They know what they want to achieve and they are working toward a fitness goal. They made the decision to join your boot camp based on their individual needs and their knowledge of those needs, as well as their desire to meet those needs.

- The corporate exercising client on the other hand, has usually been given a choice. If they join the boot camp, there is usually a reduction in their insurance premiums or co-pay. They may feel that they have in a sense, been given an implied ultimatum. The company they work for is aware of poor lifestyle choices and poor health.

- The company has taken a stand in favor of a healthier workplace and healthier employees. The employee can choose to participate or deny the ramifications of their job security if everyone else around them gets in better shape, has better health, better attendance, less tardiness, more productivity. They will probably realize that they won't "fit in" anymore.

- There is definitely more pressure for the corporate exerciser to participate than a regular boot camper. Their reasons for participating are different than regular boot campers. There are front line workers, management personnel, telemarketers, sales people, janitors...all working equally, while sweating and straining. It's more personal than a regular boot camp.

The Environment

- Regular boot camp clients can be as noisy as they want. There's lots of whooping and hollering and a more boisterous atmosphere. They may wander in 15 minutes early and stay another 15 minutes or a half hour longer, talking with others or with you. These programs run 45 minutes, an hour, sometimes they last 2 hours. These people are more in a social frame of mind.

- Corporate boot camps must be quieter because others are still working, concentrating, talking on the phone just around the corner. These clients need to be in and out in a half hour. They usually have one hour for lunch - a half hour to workout and 15 minutes to get cleaned up and changed and 15 minutes to eat, then they have to be back to their work station. They do still have fun, yet they have a purpose and a time frame, and are also in a business frame of mind.

The Motivation

- Regular boot camp clients do need motivation. They came to you for a concrete reason. They want to lose a certain number of pounds. Or they want to get in shape or build more muscle tone, or lower their blood pressure and cholesterol. They know what they want. You just have to deliver it and keep them on track with their goals. They want you to deliver it. They expect you to deliver it.

- The corporate boot camp client (the business) also knows what they want in their employee's health and performance and they expect you to deliver it. The corporate boot camp exerciser (employee) may or may not know what they want or need. Some will feel pressured and just want to get thru the time without expending much effort. Others will be aware of what their health issues are and know what they want their bodies to look and feel like. Those individuals will be more like regular boot campers. The pressured individuals will have to be helped along and encouraged a bit more.

Another factor in motivation - there may be less motivation when the thing you are doing is not being paid out of your own pocket.

The Perseverance

- The regular boot camp client may not know many of the people participating in their boot camp. They may build bonds and friendships during the boot camp, some will not. They leave afterwards and all go their separate ways, back into their lives.

- The corporate boot camp client knows who almost everyone is that they are exercising with. They are more conscious of their body, their effort and/or strain, their abilities. They see these people on an almost daily basis. When they are seeing good progress they will gain more confidence. Peers at work tend to support and encourage each other, applaud the efforts, and build stronger working relationships. They are all in this boat together with more, or less, a common goal - keeping their boss happy and showing definitive results and positive changes in their health and their bodies. They all go back to work together, after their program.

The Pay Off

- The regular boot camp client reaches their goal - the reason they came to boot camp in the first place. Now you can set another goal with them to help them reach higher. You can reinforce the value of what they received. - The corporate boot camp client that shows results usually gets more than just the benefits of the results. Their insurance premiums, any bonuses or other perks that have been established by the company are theirs. The feel of better job security is tangible. They have more confidence and stature with their peers, bosses, employees, at work. They have achieved in more areas than regular boot campers, usually without having to pay for it.

Do NOT Make These Mistakes or your corporate fitness account may be in jeopardy

1. Do NOT make the company responsible for a lot of paperwork. You must make your program as seamless as possible to blend into the corporate fabric that already exists. They have channels and procedures they already follow. They do not want to add another pipeline of information, another task to do or delegate.

2. Do NOT make excess noise, a mess that you don't clean up, or be casual about your presence in the building. You have been given a certain element of trust and are being paid for it - be professional, courteous, and respectful of that trust.

3. Do NOT sacrifice on your price. It is a fair price. Provide an add-on service or product if they need a better deal. Once you start cutting prices, next it's cutting corners, and they might have you jumping thru hoops. Know your own value. Know the value of your program. And it better be a good program.

4. Do NOT deviate from the time schedule. Show up 15 minutes early, and stay up to 15 minutes later to answer questions, and then quietly leave. Do not cancel a session. The company is depending on you to come thru for them. Do It. Be dependable and reliable. Be professional.

Action Tracking Session One Objectives:

The Trainer will gain a clear and comprehensive knowledge of what Corporate Wellness is and the basic elements most commonly included in these programs.

The Trainer will develop a clear understanding of the issues facing businesses that precipitate interest and need for implementing wellness programs for their employees.

The Trainer will begin constructing within their new or existing fitness business, a solid foundation with interactive tools and techniques to begin offering and promoting your Corporate Boot Camp Program.

Session 1 Quiz

1. What is Corporate Wellness?
2. What are the most common basic elements of a Corporate Wellness Program?
3. Explain in detail any two of these basic elements.
4. What are the two key components every human body needs, and why?
5. Why do businesses need wellness programs?
6. What is chronic illness?
7. What are three startling statistics of the state of health in America?
8. What role does ROI (return on investment) play in corporate decisions about providing wellness programs?

Session One Action Plan

1. **Know the Plain and Simple Truth** about how the body works and what it needs. This is your foundational message for your corporate programs. It's all about health. ***Memorize this and know it inside and out.***

2. **Contacting Clinical Reference Laboratory.**
 - a. Browse their website first at www.crlcorp.com
 - b. Click on the Wellness Tab
 - c. Read the copy from each wellness topic and get a feel for what they do
 - d. Call them at 800-311-3559 ask for Reagan Whitman, Eli Gaghen, or Jason George and tell them you are with the AYC SUMMER Boot Camp. They are expecting your call.
 - e. Give them your address and ask them to send you a packet of information. When you receive that, review it and be familiar with it.
 - f. Greg's suggestion for your first venture in this field is to leave the pricing and coordination in CRL's hands. Until you get acclimated to the process you will probably have enough to deal with getting your exercise and nutrition program in place and running.

3. **Lay Your Foundation – Do NOT Skip This Step** or you will be scrambling when it comes to starting your first contract. Lay the groundwork and an agenda for completion of these activities. Mark your calendar so you stay on track.
 - a. Get your website & You Tube channel up and running
 - b. The 12 week cycle calendar Greg uses is included. Feel free to use that or create your own.
 - c. You will learn how to design your workouts in a future session.
 - d. A future session will show you how to find and implement the nutrition program you want to offer your clients.
 - e. 12 weeks of email topic samples are included for you.

4. **Gather Your Information For Your Professional Sales Kit**
 - a. Get your bio together. Look around online and in trade magazines to choose a format that you are comfortable with. See layout info below
 - b. Gather any social proof you have. Magazine coverage of your activities, press releases, anything that shouts “credibility”, “professionalism”, “outstanding in his/her field”. If you have no media coverage at present, call your local newspaper health editor and lifestyle editor and find out what their needs are and how you can help them. They will let you know what they need and you will get your social proof very quickly that way.
 - c. Gather your testimonials. Grab the ones that deal with real health issues like chronic illness symptoms relieved, etc. Stay away from beach body testimonials. Your purpose here is to show the CEO that their employees can be more productive and healthier by reducing the ill effects that chronic illness and obesity have on their bottom line – their business.

- d. We will be going over these next week to incorporate them into your sales presentation. We're getting you in the habit of being prepared – that is the nature of the corporate world.

Your bio layout tips and tricks

- The purpose of the bio is to introduce you to the CEO as a professional in your field, credible in your business, and create a great first impression.
- Start with your name and title, certifications, degrees.
- Speak honestly and sincerely, no hype. Show your integrity, experience, and enthusiasm through your words.
- Include anything that would be of interest to a business owner: where did you get your degree, how long have you been working in the field, what achievements have you made, what awards have you won, what is your philosophy that you live by, who was your most famous client and what did they achieve, if you've worked with any local business mention the positive results they saw from your program
- You are selling yourself. Do not go overboard **telling** them about you, let your achievements, awards and milestones speak for themselves. **Show** them what you can do for them.
- Business owners want to hear you have the knowledge and experience to give them the results and benefits they want and need to achieve. Testimonials will be on a separate page.
- If you don't have a professional photograph of yourself, get one from a professional photographer, and wear a suit or business attire, or a really nice professional trainer outfit. Look the part of a corporate fitness trainer and business professional.
- Four or five small paragraphs are sufficient for this purpose.

It is recommended that you print out your **Action Tracking Guide** and keep it available for future reference. It contains important information for your Corporate Boot Camp Program.

See you in session two of Greg Justice's Corporate Boot Camp System.

Webinar Session Two

Session Two Objectives are to follow the step-by-step guidelines to create your own professional sales presentation kit that represents your fitness business and Corporate Boot Camp Program to business owners and HR Directors. This kit is an essential tool used to convert a prospect into a client.

A review of the purpose of corporate wellness helps us to create our solutions we will offer our clients.

What is Corporate Wellness?

In a general sense, Corporate Wellness is a concept of creating awareness:

- ✓ **current health status and risk,**
- ✓ **healthy lifestyle choices**
- ✓ **promoting health risk prevention**

which in turn, theoretically will decrease employee illness and therefore, the need to use their insurance, thereby lowering costs and increasing attendance and productivity at work, among other benefits. One of the main focuses of corporate wellness is chronic illness reduction and prevention.

A **chronic illness** is one lasting 3 months or more, from the U.S. National Center for Health Statistics.

The following information is from www.cdc.gov - The Centers for Disease Control – U.S.

The leading causes of death and disability in America are:

Coronary heart disease - #1 cause of death and a leading cause of disability.

Other conditions that affect your heart or increase your risk of death or disability include arrhythmia, heart failure, and peripheral artery disease (PAD). High cholesterol, high blood pressure, obesity, diabetes, tobacco, and secondhand smoke are also risk factors associated with heart disease. For a full list of disease and conditions along with risk factors and other health information associated with heart disease, visit the American Heart Association.

A healthy diet and lifestyle are the best weapons you have to fight heart disease. Many people make it harder than it is. It is important to remember that it is the overall pattern of the choices you make that counts. Physical activity in your daily life is an important step to preventing heart disease. You can take a few simple steps at home, at work, and at play to increase the amount of physical activity in your life.

Cancer - #2 cause of death in America

The number of new cancer cases can be reduced, and many cancer deaths can be prevented. A person's cancer risk can be reduced by adopting a healthy lifestyle, avoiding tobacco use, getting the human

papillomavirus (HPV) vaccine, increasing physical activity, achieving and maintaining optimal weight, improving nutrition, and avoiding sun exposure.

Stroke - #3 cause of death, number one cause of serious, long-term disability.

All people can take steps to lower their risk for stroke, whether they have had a stroke or not. Things you can do to lower the risk of stroke include steps to prevent and control high blood pressure, heart disease, and other chronic conditions.

High blood cholesterol is a major risk factor for heart disease, which can increase the risk for stroke. Preventing and treating high blood cholesterol includes eating a diet low in saturated fat and cholesterol and higher in fiber, keeping a healthy weight, and getting regular exercise.

Stroke can run in families. Genes play a role in stroke risk factors such as high blood pressure, heart disease, diabetes, and vascular conditions. It is also possible that an increased risk for stroke within a family is due to factors such as a sedentary lifestyle or poor eating habits, rather than hereditary factors.

All of these are considered chronic illness. Some physicians believe these to be health problems that last indefinitely and may not be completely curable, although they can be managed with medications. Other physicians believe that with regular exercise and proper nutrition the symptoms, state of disease and risk may be reduced or alleviated.

It is beneficial for you to know this information when discussing wellness with your prospects. The more informed you are, the more credibility your word and your boot camp carries.

Page 3 About Our Program

The first main page of your presentation is a brief introduction about your program, its purpose, and its integrity. This is an important element that you don't want to skip over, yet you don't want to get long and wordy.

Just get the point across as thoroughly as you can. Use ours as an example, or just duplicate it – as long as you believe it, live it, and follow it. This page introduces **your company** to the CEO.

Page 4 Biographies and Credentials

This next page is where you place your bio and professional photo. This page introduces **you** to the CEO.

The CEO wants to know first what the company does and what it believes, then they want to know WHO they are dealing with, and if that person is worth their time to discuss a business relationship with. Your titles and training will be clearly visible and your bio will be interesting reading, not just a resume.

Page 5 The Business Owner Dilemma

This part of the presentation presents a sympathetic ear to the business owner, letting them know that it's not their fault their costs are so high and we know how to help them fix it.

Our objective with Corporate Fitness Programs is to directly and indirectly affect the business bottom line by addressing the exercise and nutrition needs of their employees.

The exercise and nutrition become the catalyst for reduced sick time and absences, improved overall health, significantly lowered cholesterol levels, blood pressure and weight, reduced long term disability costs, reduced back injuries, increased employee moral, and a host of other benefits.

The statistics we've placed in your sales presentation kit show further evidence and are quite an eye opener. Our focus with the business owner is also to encourage employee accountability for their own health and lifestyle. We are not suggesting that employees be responsible for all the costs of their health insurance, just that they be accountable for their lifestyle and to get their exercise and proper nutrition.

We sum it up for the CEO by giving him or her, the body mechanics definition we discussed in the last session. "The bottom line is that without exercise and proper nutrition, the body slowly breaks down into a state of disease. "

Page 6 S.U.M.M.E.R.

This page of your presentation allows for an interactive point of discussion while you are delivering some very hard hitting information. Shut Up, Move More, and Eat Right. This summarizes your entire presentation, proposal, and program. It spells out the action that is needed to bring in the greatest ROI for the CEO and the business, as well as the health of the employees and executives.

Page 7 Why Worksite Fitness Makes Sense

This page spells out why your Corporate Fitness Program with on-site exercise makes sense.

You are offering them a solution that is manageable no matter what the size or layout of their business.

Your presentation clearly spells out our responsibility and the client company's responsibilities. Always be clear, don't leave anything to chance – cover your bases up front. We have spelled that out for you and your prospect in your sales presentation kit.

Page 8 Your Company Name Corporate Wellness Program

This page gives statistics and data with sources listed. If you add any statistics or research data to your presentation, please be sure to reference its source and make sure it is a reliable and credible source.

It is reinforcement and more confirmation of the very real need for corporate fitness programs.

Page 9 What Sets Us Apart

Here is your differentiation and the added benefits of your program.

Page 10 Five Crucial Steps – A Key Report

This is the report you will co-author with Greg Justice, MA. For the byline you will write by Greg Justice, MA and then add your name and title.

Read this report yourself and understand it. Greg will not work with a business where the leadership is not proactive and supportive with their wellness program, no matter how much they beg or pay him.

It's not worth it. The time and frustration of dragging unmotivated people along during lifestyle changes is very exhausting and the program will probably not be renewed. Again, it's just not worth it.

You can also send this report out as an information piece that provides key information for a business owner looking to see what corporate wellness is all about. You can tell a business owner "I will be happy to send you a report that holds the 5 Crucial Steps to Building and Effective Corporate Wellness program." It gets you in front of them even before you have your foot in the door.

Page 12 The Latest News in Legislation

The latest news in legislation will be of interest to HR Directors and CEOs. They may already be up to speed on the major issues, yet the reality is that the picture is SOOO big, and news is happening every day that congress is in session. This also shows that you are up on some of the important elements they have to deal with.

Use your search engine for updates by typing in the title of the article. There are other sites you will find too. Use your favorite site for legal updates and keep your presentation current with the latest news.

Page 15 Your Health History Forms and Waivers

These are the ones we use, created by our lawyers for use in our state. Every state has slightly different regulations and we seriously advise you to contact your lawyer and have them review these forms for accuracy in your state. You want to be protected. Make sure your insurance is up to date and your CPR/AED and First Aid certifications too.

Don't be alarmed if your prospect wants their lawyer to review them. That is standard operating procedure in business. They may require their name to be placed on the disclaimer and waiver to protect them too in the event of a mishap.

Page 19 Testimonials

It is best to use testimonials that are related to health benefits an exerciser received. Enormous weight loss, blood pressure and cholesterol levels gone back within normal range, less back strain and injury at work...that type of testimonial. Those are some of the issues a business owner will be looking to see improvement in.

If you do not have testimonials like this, ask some of your current clients what health benefits they have received and have them write some for you.

A small handful of testimonials will be sufficient. A business owner will not read pages of the same type of thing. One page or 5 or 6 testimonials is plenty.

Page 20 Social Proof

This is the section where you include published and credible information on your fitness business with anything of interest to business owners.

There is an article from Club Solutions that shares the story of the success of my Corporate Boot Camp System at the end of this chapter under the heading of Resources. You may include this in your social proof section. You are taking this course and the success of this program is duplicated when run by educated and experience trainers.

We also have a press release ready for you to fill in the blanks and submit that announces your new corporate boot camp. That, too, is in the Resources section at the end of this chapter.

The Appendix

Review your Health Promotion Checklist. It is not all inclusive, yet it is broad in its coverage. It provides many points of discussion to help your prospect or client get all the benefits they can from their wellness program.

Read the purchase order thoroughly. You may need to adjust the pricing for your area. East and West coasts often have higher prices than the Midwest where we are located. See what it is that we are offering with each size of commitment. If you do not want to offer what we offer, eliminate it from your purchase order.

The information sheet for the purchase order explains in detail how to complete it. This is a legal document when signed. This sheet is in the Resources at the end of this chapter.

Your Completed Sales Presentation Kit

Bind your sales presentation kit together professionally, not paper clipped or stapled.

Get a handful made at the same time. Please make sure the Table of Contents matches the accurate pages.

You will be receiving an incredible on-site exercise system from BJ Gaddour for use in your corporate boot camps. You will also be receiving a nutrition program with meal plans and guidelines from Registered Dietician Jayson Hunter. Place those systems each in their own 3 ring binder and keep them neat and clean.

You can show these to your prospect so they can see that you have thought out your entire system and are ready to go. They will see how the program can be easily managed and will appeal to a wide variety of their employees.

Once you have this all together, you are ready for anything, anytime, and you'll feel like the pro that you are – that confidence will come across to the prospect you are talking to. That planning and preparation, that confidence, can make all the difference!

The Sales Process

We'll be covering the sales process itself in more detail in the next session. Here are the key components to know at this point so you can relate them to your sales presentation kit components.

- Build Rapport
- Let them talk about their business
- Show them why corporate fitness makes good business sense
- Briefly show them your credentials
- Show them testimonials
- Discuss their investment in their own corporate fitness program – the action that leads to higher ROI
- Tour the company
- Show him/her scheduling
- Close

Corporate Fitness Trainer Checklist

- *Know your customer.* Are the clients sedentary? Do they spend their days pushing and no pulling? You will get a health history on each, yet there will be trends in the job functions at different businesses. Know these so you can plan your exercise workouts accordingly.
- *Be clear* about what is and what is not included in your price. Be clear about when payment is to be made. Be clear about what your responsibilities are in this program, as well as what you expect from management and employees.
- *It's all about them.* Make sure their needs, their concerns, their desires are addressed. You are working for them. Just do your job, and do it well. Leave your personal life at home. Focus on the client while you are with the client.
- *Scout the building out* with the owner or manager signing the check. Make sure you both agree on a location(s) and time(s) for the corporate boot camp workouts. Nothing leaves a more sour taste than a miscommunication in business.
- *Get it in writing.* A contract that is complete will include the dates, times, location, starting date and ending date, the cost, when payment is due, what is expected at each session, length of each session.
- *Remember who your client is.* You are accountable to the company. They are paying the bill. You are also accountable to the participants and their individual goals.
- *Always remember to respect the privacy rights of the individuals,* even though the client is the company.
- *Plan* your sessions in advance. Plan your email topics in advance. Have your website up and running in advance.
- *Have your complete sales presentation* ready to go.
- *Do not add to the paperwork load for HR.* You do most of the paperwork.
- *Be where you said you will be when you said you would.*
- *Enjoy yourself.*

Lead Generation

“Use what no one else has to get what no one else can”

Your current client base can give you connections more than you dreamed possible.

- ✓ **Decision Makers** – you are already training key business people
- ✓ **Influencers** – you are already training people the decision makers value
- ✓ **Everyone Else** – go outside of your business for prospects after you search your client base

Here are some spreadsheet headings for you to keep track of your current client’s contacts to help you connect with those corporate boot camp prospects.

Main Spreadsheet: list all your clients and record who they are and what they do.

Current Client	Current Client	Position/Title/	Decision Maker or	Clubs/Groups	Notes
Name	Phone/Email	Job Function	Influencer?	Activities	

Decision Maker Spreadsheet: list where they work and what they are in charge of.

Decision Maker	Decision Maker	Decision Maker	Co. Address	Information	Notes
Name	Phone/Email	Company Name			

Influencer Spreadsheet: list who they know and how they will refer you.

Influencer Name	Influencer	Influencer	Contact	Information	Notes
	Name/Email	Contact Name	Address		
		Company Name			

Treadmill Topics

How do you find out if your client is a decision maker or influencer? Just ask them.

Some people don't like to talk about themselves; others love to talk about themselves. Their work is half their waking life. If you have developed relationships with them, it will be easy to talk with them.

Here are some topics to get you started and you can build your conversation from there.

Health benefits they have received from your training – how have these benefits helped them in their job or career as well as their life? By creating awareness of the health benefits they received and that others can receive as well, will broaden an influencer's perspective. Seek agreement.

Ask simply – does your company offer a wellness program? What does it include?

Share your vision – we are bringing our program to businesses in the area to establish on-site exercise programs that will help the employees regain and retain their health.

Ask simply – who is involved in the decision making process of your wellness program? What are their responsibilities with it? (for a decision maker: what is their role and responsibilities?)

Ask for support –when you have determined that your client knows someone who is a decision maker ask them to help you lay some groundwork talking to that individual and to set a meeting.

Ask simply - will you help me get an appointment to meet with that person?

If your client is shy and seems less confident, maybe you don't want them talking to the decision maker, maybe it would be better if you made the contact yourself.

Ask simply – may I use your name as a reference? Then you have point of recognition and easier access gaining a meeting.

As you develop a bigger picture from all this information many things can happen:

- if the clients business says no at this point you may still capture that contact/prospect as a new client in your gym. They may see the value of regular exercise personally, even though the company is not ready to commit.
- if the client's business is not open to an on-site exercise program at this time, they may welcome the opportunity of having you come in to do a lunch and learn. That is called getting your foot in the door.
- stay open to opportunity and record notes about people they mention. You never know when opportunity will knock at your door, so be prepared.

Start on that this week. Find the decision makers and influencers in your own client base.

Your Corporate Contacts

CEO, Owner, President, and HR Director are usually the people who make the decisions and guide the direction of corporate decisions. These are your initial contacts. Once a wellness program gets going there are other people in other positions you will meet with, but these positions are your starting point.

Other allies or point of contact might include safety director, front line manager, and assistant to the CEO/President, employees, the business's insurance company or broker. These are all potential influencers of the decision makers.

Some Corporate Markets

Traditional Corporate Wellness Program Niches

- *Manufacturing:* Industrial, Agricultural
- *Service:* Insurance, Banking, Attorneys, Temp Agencies

Non-Traditional Corporate Wellness Program Niches

- *Health:* Hospitals, Nursing Homes, Assisted Living Facilities
- *Educational:* Schools, After School Programs, Camps
- *High Stress Service:* Police, Fire, EMS
- *Government Agencies:* State and Federal Levels
- Apartment Complexes, Residential Communities, Churches
- *Retailers:* in large Malls or Strip Malls
- *Association Membership:* Trade, Sporting, and Business Segment (ie: HR)
- Non-Profits

Your Ideal Client, Your Ideal Niche

Take a bit of time this week to think about who your ideal client is and what characteristics they have, then translate that to a type of industry or business.

Review the types of corporate markets shown above. We'll cover this more in depth in future sessions.

Prospecting Outside Your Client Base

We will be covering the use of Reference USA as a resource for prospecting outside of your current client base. This week, contact your local public library. Ask them if they offer Reference USA as part of their on-line resources. If they do, get yourself a library card.

If they don't offer it, ask them to find you a library that does. This service is expensive so it's possible that some smaller community libraries may not offer it.

We'll also be covering the opportunities available at your local Chamber of Commerce. This week stop by your local Chamber and talk to the Director. Introduce yourself and let them know what you do and that you are expanding into corporate wellness programs. Ask them how much a membership costs, how many members they have, and get some local information from them. They usually have a whole packet of information on local business offerings.

Breaking Into the Corporate Boot Camp Market

By Greg Justice, MA

Have you ever thought about running a fitness boot camp in a corporate setting? If so, you'll need to know something this...It starts at the top! That's right, in my opinion, the single most important element in creating and maintaining a successful corporate fitness program, is to have support from the CEO or one of the other senior level managers. It has been my experience that companies that have senior level support are the ones that have healthier employees and the best working environments.

Now the question is; how do I get the CEO or other senior level managers to buy in to the idea that their company needs a corporate fitness or wellness program at their business? The best way is to show them how it makes good business sense. There are many free resources to help you make your case, including online websites such as www.welcoa.com. You can also use a ROI (return on investment) calculator from www.wellsteps.com that will allow a business to see how much money they can save by implementing a wellness program.

There are over 600 articles that analyze the research and anecdotal evidence of the cost-effectiveness of worksite wellness programs? Larry Chapman conducted a meta-evaluation of 42 of these articles, for The American Journal of Health Promotion. The results showed:

- 28% reduction in sick leave absenteeism
- 26% reduction in use of the health care benefit
- 30% reduced worker's comp claims and disability management

A recent study in the Journal of Occupational and Environmental Medicine showed that corporate fitness center participants had 1.3 fewer short-term disability claims per year per employee than non-participants and had fewer health risks. On average, health care claim costs for IBM employees who exercise 1 – 2 times a week are \$350 a year less than those who don't exercise at all.

Information like that can go a long way in making a case for implementing a corporate fitness program, and that is where the art of Education-Based Marketing comes into play. Education-Based marketing is a strategy that establishes trust and credibility using educational messages, which is just the opposite of traditional marketing that uses selling-based messages. No one likes the desperation of an obvious sales pitch. You'll have much better success if you educate the CEO or HR director and set yourself up to be the obvious choice to fill their need when they're ready to take the leap into corporate fitness. The best thing about Education-Based Marketing is that you give the CEO or HR director what they want, information and advice.

Here's an example of how you can incorporate Education-Based Marketing in your game plan. When you're talking to a CEO or HR director, offer to send them a free report that talks about the Top Five Mistakes Companies Make When Starting a Corporate Fitness Program. There are no strings attached, just a valuable resource they can use to implement a successful

corporate fitness program.

What you've accomplished by doing this is three fold. First of all, you've generated good-will by offering them a valuable free gift. Secondly, you got your prospects contact information so you can continue to market to them. Thirdly, you have a reason for a follow up phone call after they have received and read your special report.

OK, you've made the sale, now what? First, you should determine when you're going to run your classes; before work, lunch time or after work. One determining factor can be shower facilities or lack thereof. If there isn't a shower, you'll probably have to schedule your classes after the work day ends.

It has been our experience that most employees prefer to work out during their lunch break. That way it doesn't interrupt with their family time. If that's the case, you must be especially respectful of the corporate environment and the time constraints you're dealing with. I believe you must be in and out in 30 minutes. That's where the high intensity interval training (H.I.I.T.) programs come into play. I recommend a five minute warm up, a 20 minute H.I.I.T. program and a five minute cool down...get in, get out and let them get back to work.

Once you've begun your boot camps you must maintain open lines of communication with the boot camp participants, HR director and senior level managers in person, by email or telephone. I send daily emails with health and fitness tips and motivational quotes. Once a week, I dedicate an email to answering their health and fitness questions.

Another critical element is to get testimonials from your boot campers, and then ask if you can share those testimonials with the company's CEO. This will also allow you to build a portfolio of testimonials to share with the next corporation you target. It's also a good strategy to ask your boot campers to tell senior level managers how much they appreciate the addition of your programming.

Once you've secured your first corporate contract, and show results, you'll be amazed at how many others will fall into place. CEO's hang around other CEO's, and they like to share what has worked in their businesses. If you can get one raving fan, that tells other CEO's what you've done for their company, you'll have no problem getting all the business you're looking for.

The analogy I like to use is when I coached my son's 14-U baseball team. My goal was to build a middle school team that could compete at a high level. Youth athletics has become very competitive and the key is to have the best athletes with coachable personalities. Once we got the top pitcher in the area to commit to the team, all the other top baseball players wanted to be on the same team.

It's the same thing with selling your corporate boot camp services. Once you've got your first 'best' client, more and more 'best' customers will come knocking at your door. ###

Session Two Resources

Trainers, this is NOT part of your presentation manual – it is for you to use in your discussion with businesses.

Worksite Health Promotion Checklist

The purpose of this checklist is to assess the favorability of the corporate environment for successful implementation of worksite health promotion and activities.

Is there a written worksite wellness program policy in place?

Yes _____ No _____ When will there be _____

A Well Workplace Environment

Breaks allowed Yes _____ No _____ Restrictions? _____

Plan to respond to cardiac events Yes _____ No _____

Emergency Response Training Yes _____ No _____

Safe walking paths outside the worksite Yes _____ No _____

Refrigerator for employee food storage Yes _____ No _____

Showers or changing facilities, lockers Yes _____ No _____

Drinking water available throughout the day Yes _____ No _____

Is there a representative committee to oversee Worksite Wellness Programs with a designated coordinator?

Contact person _____ (If teams, list them)

Is there upper management support?

Budget for employee health promotion

Upper management participation

Health Risk Assessment, Health Screening

Needs assessment...see attached sheet

Services desired...see attached list

Further services desired? Lifestyle choices, etc.

Specifics of the physical fitness program

Days _____ Time _____ Start Date _____

Location _____

Specifics of the nutrition program

Do all employees have internet access outside of work Yes _____ No _____

If not, supply paper nutrition information and food log.

Advertising the Program to employees

Promote and encourage employee participation

Cross promotion – any joint ventures currently in place? Explain

Orientation, Health Fair, of Event Kick-off

Goals of the company – S.M.A.R.T.

Individual goals – in connection with baselines

Other activities: purpose, dates and times

Sign up interested employees

Designated contact person to receive sign up info

Weekly Reminders, Newsletter and email articles

Awareness and education messages

Schedule a half-way there event at 6 weeks

Recognize employee accomplishments

PURCHASE ORDER

<u>Client Billing Information</u>	<u>Supplier Information</u>
Business Name _____	Your Company Name
Address _____	Your Street Address
City, State, Zip _____	Your City, State, Zip
Contact Name _____	Your Contact Name(s)
Phone _____	Your Phone Number
Email _____	Your email address

Exercise Location _____ **Session Start Date/Time** _____

Corporate Boot Camp Packages Mark the number of weekly sessions in the time frame desired.

12 Month Ultimate Boot Camp Package

- | | |
|------------------------------|---------------------------------|
| ✓ Measurements each quarter | _____ 1 session/week \$ 8,000 |
| ✓ Weekly emails to employees | _____ 2 sessions/week \$ 16,000 |
| ✓ On-line nutrition package | _____ 3 sessions/week \$ 20,000 |
| ✓ Quarterly lunch & learn | Mon Tues Wed Thurs Fri |
| ✓ Quarterly exerciser bonus | (circle day(s) of sessions) |

6 Month Premium Boot Camp Package

- | | |
|------------------------------|---------------------------------|
| ✓ Measurements each quarter | _____ 1 session/week \$ 4,000 |
| ✓ Weekly emails to employees | _____ 2 sessions/week \$ 8,000 |
| ✓ On-line nutrition package | _____ 3 sessions/week \$ 10,000 |
| ✓ Quarterly lunch & learn | Mon Tues Wed Thurs Fri |
| | (circle day(s) of sessions) |

3 Month Initial Conditioning Boot Camp Package

- | | |
|------------------------------|--------------------------------|
| ✓ Measurements each quarter | _____ 1 session/week \$ 2,000 |
| ✓ Weekly emails to employees | _____ 2 sessions/week \$ 4,000 |
| ✓ On-line nutrition package | _____ 3 sessions/week \$ 6,000 |
| ✓ Orientation | Mon Tues Wed Thurs Fri |
| | (circle day(s) of sessions) |

One Session is defined as a half hour time slot for a workout with 15 minutes available on either side for question and answer time. There will be 10 to 20 participants per session, at the trainer's discretion. Trainer considers the space available for proper exercise movement and safety to set class size.

We pledge to be at your location as specified and will leave the area the same as when we came. We will keep to reasonable sound levels and be punctual in all sessions. We will prepare and deliver monthly status reports and will be available for staff meetings as needed.

Your responsibilities include supporting this program, allowing a space and time for exercise, giving us your feedback, contacting us with your questions or concerns, and paying your bill prior to session date.

Name and Title of Authorizing Agent _____

Signature _____ Date _____

How To Fill Out The Purchase Order

A purchase order is a business form used to generate documentation of what was purchased and when it is to be delivered. It is used to confirm and match up to the invoice that will be received to generate a payable which the payment is produced for.

You must fill out the purchase order in the presence of the business owner or other authorized personnel. This is a legal document of sorts. It is a statement by that person that they are authorized to purchase what they say they are purchasing. Their signature and the date they are signing are required.

Prior to your meeting enter your **supplier information** in the space allowed. At the meeting have them fill in the top section with the legal name of the business and the mailing address or building address with city, state and zip. Make sure to get their name, phone number and email address in case you have any questions or problems.

Next is the **exercise location**. This must be specified so there are no questions down the road. **Session start date and time** must be filled in so everyone knows where to be when.

There are **three choices of Corporate Boot Camp options** available to your client. The basic program is three months and includes baseline measurements and re-measurement after 3 months. It also includes weekly email to employees and the on-line nutrition package. There is an orientation to introduce the program to employees, do their measurements, set their goals and demo the program.

The 6 month program offers the same with the addition of a quarterly lunch and learn program. See our guide in cross promotions for getting the healthy lunch portion for next to nothing and a selection of speeches and handouts for you to present.

The 12 month program offers the same as the 6 month program with the addition of a quarterly exercise bonus. See our guide in cross promotions for this too. Start small and have the bonus gain value as time goes on. Some ideas are chair massage, free meal at a local restaurant, a serious discount on gym shoes at a local shoe store, etc. You will learn how to create a network with local businesses to cross promote with.

Explain each of these sections as you go through them with your client, have your client fill in the section, and then move on to the next section. The purchase order defines one session. Use your discretion on the number of participants you want in each group. Use the space allowed you as a guideline. Your first job is to keep them safe and using proper form.

Your pledge is spelled out, as well as **their responsibilities**. **They print their name, sign and date it**. They may make a copy to keep, you take the original. Keep good records.

From this document you will fill in your calendar, produce an invoice to mail to them at least 2 weeks prior to the start of the program. When you tell them that the invoice is payable quarterly, with the first payment due by the first session, ask them when they need the invoice in hands to process in a timely manner. They will have a business procedure to follow, especially since this is a big ticket item.

International Resources for Health & Wellness Information

<http://www.kershwellness.com/Wellness-Proposal>

<http://www.rsph.org.uk/en/qualifications/index.cfm>

There are many organizations around the world that focus on using health promotion as a means to improve the well-being of its people. Some of these organizations include:

International

World Health Organization (WHO www.who.int)

Australia

Australian Health Promotion Association (www.healthpromotion.org.au)

Canada

Ministry of Health Promotion (www.mhp.gov.on.ca)

Canadian Health Network (www.phac-aspc.gc.ca)

New Zealand

Health Promotion Forum of New Zealand (www.hpforum.org.nz)

United Kingdom

Terrance Higgins Trust (www.tht.org.uk)

Royal Society for Public Health (www.rsph.org.uk)

United States

Centers for Disease Control and Prevention (www.cdc.gov)

American Public Health Association (www.apha.org)

Wellness Council of America (WELCOA www.welcoa.org)

URAC (www.urac.org)

PRESS RELEASE#1- Initial Corp Launch

- First buy the following web urls (if you haven't already):

- 1.) [www._____\(location\)corporatebootcamp.com](http://www._____(location)corporatebootcamp.com)
- 2.) [www._____\(location\)corporatefitness.com](http://www._____(location)corporatefitness.com)
- 3.) [www._____\(location\)corporatewellness.com](http://www._____(location)corporatewellness.com)

- Post your press release to one of the following low/no-cost press release submission sites:

www.PRlog.org (best one)

www.24-7PressRelease.com

www.Free-Press-Release.com

www.I-NewsWire.com

www.PRBuzz.com

www.Press-Base.com

- For more advanced press release submission options based on your current budget, feel free to post your press release to:

www.PRweb.com

- Gather a local media list and email or fax them a brief story pitch with your press release “copy and pasted” below for reference

TITLE: *Be sure to create your own title by modeling the examples below. In addition, submit 3 separate press release variations for best SEO results, each with a different title.*

- 1.) Top _____ (LOCATION) Personal Trainer Launches Corporate Fitness Boot Camp
- 2.) Top _____ (LOCATION) Personal Trainer Launches Corporate Fitness Program
- 3.) Top _____ (LOCATION) Personal Trainer Launches Corporate Wellness Program

SUMMARY: *Be sure to create your own summary by modeling the example below*

_____ (NAME) is a local _____ (LOCATION) personal trainer and fitness boot camp instructor. HE/SHE has recently launched a corporate fitness program complete with an integrated exercise and nutrition system that guarantees to help improve your bottom line.

KEYWORDS: *Add your own keywords as needed*

_____ (LOCATION) Corporate Fitness, _____ (LOCATION) Corporate Wellness, _____ (LOCATION) Corporate Boot Camp, _____ (LOCATION) Personal Trainer, _____ (LOCATION) Personal Training, _____ (LOCATION) Fitness Boot Camp, Corporate Boot Camp System, Greg Justice, Workout Muse, Jayson Hunter, Prograde Nutrition

BODY: *Be sure to re-work a few sentences from the article body or simply use this as an outline to create your very own original press release*

_____ (NAME) is a local _____ (LOCATION) personal trainer and fitness boot camp instructor. HE/SHE has recently launched a corporate fitness program complete with an integrated exercise and nutrition system that guarantees to help improve your bottom line. _____ (NAME) has also partnered with Greg Justice, corporate fitness expert and president of the Association of Professional Personal Trainers (APPT), to provide the most complete corporate wellness program ever created. It's called The Corporate Boot Camp System.

_____ (NAME) claims "We know that without proper nutrition and regular intensive exercise the body breaks down into a state of disease. The chronic illness that develops from lack of movement and poor dietary habits accounts for over 70% of the deaths in America and four out of every five US dollars spent on health care. These deaths and costs are quite preventable. It is also important to note that all businesses bear the brunt of chronic illness, even those with relatively healthy employees."

_____ (NAME)'s program provides time and space-efficient total body weight loss workouts at the workplace. The training program caters to the corporate environment with disruption-free 30-minute express workouts that do not require any expensive equipment and can be easily performed in any open space available at the company. In addition, the program features Workout Muse's revolutionary music interval training system that tells clients exactly what to do: when to start, when to stop, when to move onto the next exercise, etc. This frees the on-site fitness instructor from the burden of clock-watching duties to be able to provide better coaching, motivation, and supervision for a large number of exercising employees within the same workout.

Furthermore, _____ (LOCATION) Corporate Wellness/Corporate Boot Camp/Corporate Fitness provides done-for-you meal plans and grocery lists to rapidly improve overall health, performance, and body composition. This nutrition system is the brainchild of Jayson Hunter of Prograde Nutrition, one of the country's most prominent Registered Dieticians. It eliminates all of the guesswork regarding what to eat to fuel your body and is based on the latest and greatest scientific research to provide the rapid weight loss results American companies desperately need.

This integrated training and nutrition program typically results in at least one clothing size reduction per person within the first month of starting the program. All programs have a unique global accessibility as they can be easily downloaded from your computer. This online component is the perfect fit for the busy professionals who travel often.

_____ (NAME AND CREDENTIALS) is a local _____ (LOCATION) fitness boot camp instructor and personal trainer. To book HIM/HER to speak at your _____ (LOCATION) club, business, or organization for a complimentary lunch and learn, please contact HIM/HER by email at _____ (EMAIL) or by phone at (NUMBER). For more info about _____ (LOCATION) Corporate Fitness/Corporate Boot Camp/Corporate Wellness please visit their website at [www._____\(location\)corporatebootcamp.com](http://www._____(location)corporatebootcamp.com)/[www._____\(location\)corporatefitness.com](http://www._____(location)corporatefitness.com)/[www._____\(location\)corporatewellness.com](http://www._____(location)corporatewellness.com)

Action Tracking

Session 2 Quiz and Action Steps to Take

Session 2 Objectives are to follow the step-by-step guidelines to create your own professional sales presentation kit that represents your fitness business and Corporate Boot Camp Program to business owners and HR Directors. This kit is an essential tool used to convert a prospect into a client.

Session 2 Quiz

1. What is the purpose of your sales presentation kit?
2. Why is your presentation dialogue not exactly the same as your presentation kit?
3. What is the most important thing you learned from Greg Justice's article called "Breaking Into the Corporate Boot Camp Market", and why is this important?
4. What is a good question to ask a current client to see if they are a decision maker or an influencer?

Session 2 Action Plan

1. Complete all of the elements needed and compile your presentation kit.
2. Have your presentation kit professionally bound. Produce a few extra to have on hand.
3. Create a presentation/meeting dialogue by looking through your presentation kit, page by page, and conversing with your imaginary CEO prospect. *Note: Your dialogue will most probably change a bit each time you give it. You will notice reaction or lack of reaction and will modify according to the results you get. Your objective at this point is to have the basics firmly in mind so you are prepared for a meeting. The more you do a thing, the better you get at it. Practice, practice, practice.*
4. Identify your concept of your ideal client. Write it down in as much specific detail as you are able.
5. Create and print spreadsheets for orderly tracking of your current client base to help you find the decision-makers and influencers. Start asking your clients who they know.
6. Check with your local public library on the availability of Reference USA as an on-line resource – if your library doesn't offer it, someone in your library inter-library loan program will. Find them. Get a library card. Investigate this valuable resource.
7. Take some time to think about your niche. Once you start making connections from your current client base this may no longer be relevant to you. If you don't have a very large current client base, you may wish to pursue this. It pays to be happy with where you are headed, so take some time to think about this and write down your thoughts and direction.

See you in session three of Greg Justice's Corporate Boot Camp System where we discuss and create the corporate exercise sessions.

Webinar Session Three

Session Three Objectives *You will learn how to structure the on-site exercise session, write and design the exercise programs, and how to implement them. Resources include a complete done-for-you 12 week corporate boot camp fitness program.*

How to Design the Corporate Fitness Sessions

Because time is at a premium, you will need to develop your workouts with the most effective use of time and movement.

One half hour allows for 5 minute warm up, 20 minute strength and resistance/cardio, and 5 minute stretching and cool down.

In a corporate boot camp session that takes place at the end of the day, more time can be devoted to stretching and self-massage. If the session occurs during the lunch hour, time may not allow for much more than 30 minutes total, especially if you are running sessions back to back and have more employees ready to go immediately after one session.

WHEN YOU USE WORKOUT MUSE IN YOUR CORPORATE EXERCISE SESSIONS

We use the world's first and only interval workout music system powered by Workout Muse and highly recommend them for your corporate boot camps.

The music tells our clients exactly what to do: when to start, when to stop, and even provides countdowns and updates to keep them focused on the task at hand.

This best allows our trainers to focus on client supervision instead of looking at a stopwatch, thus drastically reducing the risk of injury from intensive group exercise.

You can visit WorkoutMuse.com for some free sample interval training music downloads.

The following description is how we plan our corporate sessions using Workout Muse.

For a one-day per week program we use 50/10s intervals (50 seconds of work with 10 seconds rest for 5 sets. Repeat up to four times for a total of 20 minutes).

For two-days per week programming, we use 50/10s intervals (50 seconds of work with 10 seconds rest for 5 sets. Repeat up to four times for a total of 20 minutes) one day and a Tabata's workout (20 seconds of work with 10 seconds rest, for 8 sets, then rest for one minute. Repeat up to four times for a total of 20 minutes) on the second day.

For three-days per week programming, we use 50/10s intervals (50 seconds of work with 10 seconds rest for 5 sets. Repeat up to four times for a total of 20 minutes) one day and a

Tabata's workout (20 seconds of work with 10 seconds rest, for 8 sets, then rest for one minute. Repeat up to four times for a total of 20 minutes) on the second day, and a 40 / 20's super-set cycle (40 seconds of work with 20 seconds recovery for five super-sets for a total of 10 minutes. Repeat for a total of 20 minutes) on the third day.

Workout Muse is constantly updating it's collection and as different timing sessions are available, we incorporate those too. It's good to change them up keeping interest high.

These are the key elements that differentiate this exercise program:

- **On-Site workout programs designed to meet your time and scheduling needs**
- **Systematic workout program based on safe, results-oriented progression**
- **The World's First and #1 Audio Interval Training System**
- **Nutrition Program**
 - Half hour complete, full-body workout
 - No workplace disruption
 - Employee accountability system
 - Weekly education/motivation email to employees
 - Progress reports
 - Minimal corporate administration
 - Confidentiality

The section above is taken directly from your presentation kit. This is a key element in what will differentiate you from other exercise programs.

You will find different situations at each different business you work with. Some may have a large warehouse area to use for the exercise sessions. Others may use a conference room, lunch room, empty office, or even outdoors, weather permitting. Some may already have a gym on-site.

You may be helping the company implement a walking program. You can measure out a one mile course for them and distribute information about walking. An employee interest survey may have indicated a desire for yoga or self-defense courses. Find a way to implement those programs by providing them yourself or in partnership with another trainer.

How to Charge for Your Corporate Fitness Program

You will be running a half hour session probably twice per week, usually Monday and Wednesday or Tuesday and Thursday at your corporate accounts. Your fee is \$200.00 per half hour session and there are 41 exercising weeks per year = \$16,400.00 for one corporate account. When you charge by time you won't have to bill by the number of campers each session. The business will have a set bill to pay and can easily fit it into their payment cycle.

You can choose to charge per person - \$249.00 per person is a good rate for a 12 week program. If 10 people show up one session and 12 the next, and 8 the one after that, you can bill out accordingly. Make sure the participants sign in each session so you have documentation to go with your invoice. We used to bill our programs this way, but have found it is easier and less time consuming to just bill straight time, no matter what the attendance is.

This pricing information is based on 2009 in the Midwest United States. Consider your current market when determining your prices.

Employee Participation

The average participation level at workplace boot camps runs about 25%. Some companies have more participation, some have less. Remember, employee participation in an exercise program is voluntary and cannot be demanded.

The ideal number of participants for one trainer is 10 - 20 per session. Our ideal starting point is with businesses that have 100 or more employees because of these facts. If a smaller business has just 10 employees who are already committed to wellness or fitness, go for it. You won't have to worry about fall off and you'll probably see a lot more energy right at the start.

Whether the business has 10 employees, 50, or 100, trainers still need to maintain their professionalism and their business decorum.

Remember that some executives and sales people travel regularly and will need to be able to access their workouts online. Those travelers may also need encouragement and motivation a bit more because they don't have the energy and enthusiasm of fellow exercisers present.

Remember, too, that your participants will be all various stages of health and fitness levels. You must modify and progress accordingly to provide for safe and effective exercise.

Employee Accountability

One excellent method to help ensure employee accountability is to set up a payment schedule that has the company pay half up front and the employee pay the other half. At the end of the

session, if the employee has attended more than 80% of the sessions, the employer can pay the employee back for the half they paid...it's a win-win.

Record Keeping

Corporate Fitness Programs are like having a small business within your business. You process your payables and receivables the same as usual. The client information falls into two categories - administration and client data.

- Administration is the portion you are communicating with the business owner or HR Director or designated person at the business. You will have agreed with them beforehand what is needed. It may be exercise attendance records, or results of measurable change per individual (with individual permission). Example: after 12 weeks John Doe has lost 50% of his weight loss goal.

- Keep client data for each individual employee you work with. Protect their health history information, their assessments and reassessments the same as you do for all your other clients.

Session 3 Quiz and Action Steps to Take

1. How long is an on-site Corporate Boot Camp session, and why is this so?
2. What are the benefits of using audio digital interval technology during worksite exercise sessions?
3. Design an exercise session using 50/10 digital technology complete with progressions and regressions for all employees in one room, exercising together.

REVIEW

The Ultimate Corporate Boot Camp Training Session from BJ Gaddour to help you design a workout for this quiz. We have used BJ's system for years and highly recommend his Workout Muse products for your corporate boot camp sessions. Workout Muse also offers you the option to purchasing co-branded CDs to sell to your boot campers for their off-day workouts. Your Corporate Boot Camp Name, and Workout Muse in a professionally designed and custom CD case.

Webinar Session Four

Session Four Objectives you will learn where to find your corporate prospects using various methods. A systematic approach is shared with you to implement a prospecting plan of action. Discussion of different types of businesses and guidance on selecting a niche market specific to you will help you to focus and lay the groundwork for your sales and marketing plan.

This session also provides the Trainer with conversation questions that help qualify a prospect as a decision-maker with a need or interest in corporate wellness. Specific scripts and business communications are provided for the Trainer to implement.

Finding Prospects outside your current client base

Typically the role of wellness program sourcing/pricing/implementing goes to the Human Resources Department. The HR director may or may not have ultimate authority to sign off on all aspects of a wellness program. The HR department is handling the insurance, the employees, and anything related to the employees, other than managing their time on the job.

The decision makers at businesses are the ones who have the budgets, the authority, the vested interest in making good things happen for the company, and for themselves. They know their company inside and out. They may be individuals or they may be groups or committees.

In small to medium size companies the CEO or President usually has the final say.

Other allies at a business if you can't get to the key decision maker right away

- Safety Director. These people have vested interest in reducing accident due to injury. Call on your exercise science to assess a particular business' functional movements while asking the safety director which accidents and mishaps are most common place. This will give you more of a leg to stand on when presenting to the final decision maker.

- Front line manager. These people don't want employees calling in sick, sniffing and complaining at their desk, struggling to walk or rise up from a chair. They want sunshine and full attendance to make their lives easier. Ask them what the most common issues are at their company. More ammunition that gets right to their pain.

- Employees. These are the people who will use the corporate wellness program. You can find them coming and going at starting and quitting time. Ask them what they want in a wellness program.

Lead & Prospecting Resources

Reference USA has good numbers for you to use. Your local Chamber of Commerce has membership lists. The public library has blue books with business listings in a given area.

With Reference USA you can sort and download into Excel so you have all the data you want ready to go on a spreadsheet. You are able to set your criteria for the sort, such as geographic area, # of miles from a certain address, number of employees, annual sales volume, and type of business/service/product. You will be able to get names of all key employees. You will know if they are a parent company, branch office, or single business. It is a very useful tool for you to be able to gather a large amount of prospect information in a short amount of time.

Reference USA is available free of charge on-line with your library card as access, through your public library website (small libraries may not offer this).

Referrals from existing corporate accounts are wonderful leads to follow up on once you have your program up and running and showing results.

Your local Chamber of Commerce probably has monthly networking events where you can continually present yourself and your product by staying in touch. When you begin signing clients from this group, they will be talking among themselves and helping you to spread your message and successes. Be a part of your local Chamber, participate and grow with it.

Trainer Tip

When searching out prospects outside of your customer base, it is a smart move for you to know what your dream client company looks like. You will be able to fine tune your search to get exactly the types of companies you want to be working with. If you grew up in a family of blue collar workers and know the language and processes of manufacturing, or steel working, and are comfortable with that commonality, go for it. There are plenty of manufacturing companies in your area. If you love boating and spend all your spare time on boats, fishing, cruising, water skiing, go for that market. If you are comfortable with lawyers or other professionals who dress well every day and follow protocol to a T, go for it.

When you are meeting with a prospect the first time, it is much more comfortable to be able to speak the same language and build a rapport based on experience and knowledge rather than not having a clue. You'll be working with your new client for a long time. Choose a business area you are comfortable in.

Identify and Discover the Right Niche Market for You.

Some questions to consider when identifying and developing your niche:

- What is the majority your current client base composed of? Certain occupations? Age groups? Health status? Fitness abilities?
- What are the common denominators of your current clients?

This will give you a direction to look when finding your niche. List your skills and experiences. These will help you step into a niche market more easily if you use what you already have.

- Do you have experience in another industry?
- Do you tend to gravitate toward specific groups of people?

The key here is to identify the type of people you will be happy working with day in and day out. The type of people you can speak the lingo with. People you can converse intelligently with and feel comfortable with. Your comfort and your confidence level may be linked.

- How far out will you travel? Consider the time of a round trip drive.

Once you find your niche, you will also want to find complimentary areas so that it's easy for you to expand without much change in programming, offerings, etc.

Here are some examples of niche categories and groupings you might find:

Traditional Corporate Wellness Program Niches

- Manufacturing: Industrial, Agricultural
- Service Businesses: Insurance, Banking, Attorneys, Temp Agencies

Non-Traditional Corporate Wellness Program Niches

- Health Related: Hospitals, Nursing Homes, Assisted Living Facilities
- Educational: Schools, After School Programs, Camps
- High Stress Service: Police, Fire, EMS
- Government Agencies: State and Federal Levels
- Apartment Complexes, Residential Communities
- Churches
- Retailers: in large Malls or Strip Malls
- Association Membership: Trade, Sporting, and Business Segment (ie: HR)

Now that you know what niche you want to pursue in Corporate Fitness, and you have developed your list of leads, it is time to hit the road, the phones, or the post office and turn these leads into qualified prospects.

Notes:

In business segments that are primarily male, you may find that their idea of exercise is body building. Some education, challenging strength and resistance programs, and an occasional bonus session specific to body building will help bring their participation along.

In business segments that are primarily female, you may find requests for yoga most often. If you do not offer yoga, you will have to contract that out if you want to do business with that company. If you try to offer a different exercise program when the employees have stated a clear preference for yoga, participation will suffer.

Once again, do what you do best, and contract out all the rest.

Converting Leads to Prospects

Your first objective is to find the correct person to speak with, and your second is to qualify them. There is no point in spending your time and someone else's time if they have no authority to make decisions.

Finding the Decision Maker

How to get the name of the decision maker at your prospect's business

You can ask point blank of the person who answers the phone or is at the reception desk. "My name is _____, I don't know who to talk to, will you help me?" They will say yes. "Who is the person who makes the decisions about corporate wellness programs at your company?"

There are times when the person answering the phone has no clue if there is a person handling that, if they even have one, or what a wellness program is.

Get the appropriate person's name (make sure you know if the person is male or female), their extension, their email address, and ask if they are in. Always get as much information as you can while you have someone on the phone. If that person is not in and you could be switched to voice mail, you've got to decide if you will be able to leave an enticing message in an upbeat voice, or if you want to send a letter or an unsolicited email (not recommended).

The communication elements we are providing contain scripts that include the terminology and concepts that are being taught in this course. You will find that you may need to change some wording so it flows more easily as you speak.

Qualifying Questions

Thoughtfully worded questions when discussing Corporate Wellness

By Greg Justice, MA

Just as your doctor needs to ask your questions to properly diagnose your problem to help you, so too you need to ask your prospects questions to properly assess their needs and how you can help them.

When you address your prospects respectfully and thoughtfully, and then wait for answer, you impart a professional image of care and concern.

In my Corporate Boot Camp System, I have identified the basic needs of the human body as regular exercise and proper nutrition which in turn address with direct effect the health and wellness of the human body. This is the foundation of the personal trainer's discussion with the CEO, business owner, or HR Director.

Questions asked during the different stages of conversation and presentation of a program can help solidify the identification of need, the education of solution, and the commitment to a program that will provide the solution to the need.

Questions that are open ended help to paint a picture, cause both parties to think and explore more deeply the topic at hand, and give opportunity to continue the discussion toward a productive conclusion for both.

The questions I have shown below should only be asked by the educated and knowledgeable trainer who has a grasp of the dynamics that regular exercise and proper nutrition have on the body. They should only be asked by a trainer who is prepared to supply documentation, address further concerns, and follow through with an effective program such as our Corporate Fitness Boot Camp. They should only be asked with compassion, concern, and respect, with ample quiet time allowed for the answer.

These questions are thought starters for you and your prospect, leading to natural conclusions. Use them to create interest in the topic or discussion, to get agreement of the need, to create the desire for a healthier workforce, and to drive the prospect to action in implementing your program.

Finding the right person to talk to:

Who is the person at your company that makes the decisions about your corporate wellness plans?
....your employee benefits plans?

Qualifying the prospect:

Are you the decision maker for your company's corporate wellness plans?

Before we spend our valuable time on a presentation, can we arrange to meet with (decision maker) to understand their needs?

Do you currently offer your employees a corporate wellness program?

If they do, ask them about what services they are offering, how effective they have been in getting the results the company wants, what changes would they like to see in their current program, etc.

If they don't, ask them if they have ever considered offering one, what is stopping them from offering one, and ask more of the qualifying questions below.

Are you in charge of Corporate Wellness evaluation, authorization and implementation?

How large is your company? (you can quickly figure how many sessions they would need)

What is it that you are waiting for before you implement a wellness program?

Have you evaluated the return on investment?

How much money is not implementing a wellness program costing you? How long can you continue to incur those costs?

Other questions:

How much would it cost you in time, money, and lost opportunity to replace one high ranking executive who may die from preventable illness?

Which of your employees are walking around at this very moment with an undiagnosed chronic illness?

How many employees do you have working each day under the influence of drugs to help them do for their bodies what regular exercise and nutrition does for it?

You already understand that action is necessary to make things happen for your business, what are your thoughts about adding an exercise program to your current wellness offerings?

Since the body needs regular exercise and proper nutrition to help the brain function clearly, keeping the body energized and healthy why would you not include an exercise program and an online nutrition program in your corporate wellness offering?

Where else in this economy can you get a 3 to 1 return on investment?

What do you see as the pros and cons of offering your employees an exercise program for 12 weeks to gauge their response in diminishing the symptoms of disease, measure the accountability they are able to achieve, and properly evaluate the feasibility of a program like this at your company?

How serious are you about lowering your health care costs and increasing productivity in your business?

Recap of areas of interest in determining qualification

1. Assess the need.

- Are you currently offering your employees a corporate wellness program?
- Are you offering them a fitness and nutrition program?
- What are the pros and cons of the program you currently offer.
- Have you evaluated other corporate wellness programs?

2. Assess their authority to purchase. Only present to people with authority to purchase.

- What do you do at your company?
- Are you in charge of corporate wellness program evaluation?
- Are you the decision maker for purchasing of corporate wellness programs? If not, who is?

3. Other areas to question:

- Time – how soon do you plan on introducing a cwp?
- Size – how large is your company
- Budget – have you allocated a budget, if so, for which services?
- ROI – have you evaluated your return on investment?
- How much is it costing you to not have a cwp, and how long can you continue to bear these costs?
- - Do you know how many of your employees are at risk of dying earlier from a preventable illness?

Corporate Boot Camp System Business Communications

Again, the communication elements we are providing contain scripts that include the terminology and concepts that are being taught in this course. If you want to rewrite the scripts, feel free. Whatever scripts you use, have them written, in front of you, and practice them many times before delivering them.

There is a little more formality in business relationships than there is in our personal training relationships. With our personal training clients we often have our “trainer personality” that mirrors our training style and the image of our gym or studio.

In business, it is better to play it safe at the beginning and let your relationship develop so you know how much is too much in language use, personality quirks, or style of dress.

There are whole courses devoted to the subject of business communications. It is both a science and an art. If you are unfamiliar with business communications, you can find classes, books and articles that will help you become more proficient.

In the meantime, we have compiled some basic processes for you to utilize until you find your own way in this process.

Our 3 step sales process starts with a letter, followed up by a hand-written card, which in turn is followed up with a personal phone call. Samples are located at the end of this chapter.

You can choose your approach of hard-line or soft-line. We use hard line because the message we have directly contradicts the American media messages, and the insurance and medical company's desires to manage disease. Until the message about exercise becomes commonplace, understood, and accepted, we will continue to hit them over the head with it. Remember, the squeaky wheel gets the grease.

Know who you are talking to - always be respectful of everyone from the gatekeeper all the way to the CEO. If you are talking to an overweight, puffing, red-cheeked CEO about implementing a corporate fitness program at his company, be wise in your selection of words.

Elevator speeches are short, one sentence, two sentences, or up to 2 minutes maximum little blurbs about your company and its products and services. Your focus of the elevator speech is to impart as much personalized benefit to the individual you are speaking to in a very short time. You need to hold their interest so you can elicit some type of action from them.

The action may be an appointment to explore this area further, a referral to the decision maker for this program, a reference of someone else who may be interested in this program, etc. Remember to get some type of action from them.

When your elevator speech hits home, that individual will think about it, will mention you to other people, and good things will begin to happen. Make a simple elevator speech and use it. Fine tune it as you get a reaction you are looking for, or not.

Elevator Speech – one example

This is the premise we are using for a Corporate Boot Camp Program elevator speech:

We help business owners get more out of their employees. Our process allows the employees to become more fully engaged in their work AND their life.

From that basic ingredient, you add the elements necessary to continue the dialogue, ask for action, etc. You can pick and choose what to say based on who you are talking to, how much time you have, and what you hope to achieve.

Notice that we did not introduce the words “corporate wellness” into the initial dialogue. There are too many preconceived ideas about that topic and we don’t know where the listeners stand with it. We also need to raise interest and piqué curiosity in our opening lines.

If you only have a few seconds to impart your message:

What do you do?

We help business owners get more out of their employees. Our process allows the employees to become more fully engaged in their work AND their life. *(add a sentence or two of your own).*

- Oh, the dreams I’ve seen become reality! I love working this program with businesses.
- Business owners hire me to give their employees a good butt kicking session!
- We help businesses grow big bottom lines by trimming their employee excess assets.

You can then qualify your last statement if you used humor:

We offer the most complete, most cost effective, and simplest corporate wellness program that has the highest rate of return on investment of any on the market today – and we don’t manage the disease and sickness – we eradicate it by giving the body what it needs to be well and happy.

If you have a few minutes to impart your message:

What do you do?

“We help business owners get more out of their employees. Our process allows the employees to become more fully engaged in their work AND their life. Oh, the dreams I’ve seen become reality! I love working this program with businesses.”

How do you do that, they may ask.

“We use a three step process that first uncovers underlying health problems quickly and accurately. Far too many people are walking around with diseases that affect how they feel and the quality of their life is just not what it could be. They just think it’s because of stress or they have too much on their plate or that it’s in their heads, when really, it’s in their bodies. Do you know people like that?”

Yes (and will probably give examples or names).

“There are a lot of them out there. Did you know that 70% of the people in America that die every day...die of a chronic illness that’s preventable? They didn’t have to be sick and they didn’t have to die that way. Our program shows step by step how to be proactive and get it all back under control so the employees actually enjoy going to work and they lead fuller happier lives. We also offer a program for individuals. Who do you know that wants to get more out of their business or their life?”

After this you can go into the other two steps if you choose – exercise and nutrition. It helps to know the body mechanics definition we shared with you because that paints a very powerful picture of why exercise and nutrition are the key elements.

Now that you have their attention and interest, and referrals or leads to follow up on, you can continue the conversation or set an appointment.

[More examples of elevator speeches](#)

*We work with business and industry to implement employee health accountability into the workplace - **employee** accountability.*

We feel that employees need to take responsibility for their own health and well-being and we show them how to do just that with the endorsement of their company.

Did you know that 4 in 5 health care dollars are spent on people with chronic illness?

And most of those chronic illnesses are preventable. That is a major reason why health insurance rates are so high.

70 % of the deaths in this country every year are due to preventable chronic illness. That is just plain sad and senseless.

By bringing the accountability into the workplace, not only do the employees get healthier, the business does too.

Business owners have a business to run and shouldn't have to spend extra time and money dealing with issues that spring from employees making poor lifestyle choices and not taking preventative measures with their health.

Without regular exercise and proper nutrition the body begins to deteriorate into a state of disease. We offer those two and the accountability program to go with it.

Do you know a business owner who wants to decrease their costs?

A shorter example:

My name is Greg Justice. I show business owners how to increase employee accountability for their own lifestyle choices, which in turn generates healthier employees and a healthier bottom line for the business.

Do you know any business owners who are interested in retaining more of their profits?

Use them or develop one for yourself. Remember to keep it short, to the point. Memorize it. Whenever and wherever you are when someone asks you "what do you do", you won't need a brochure. You will clearly and precisely offer your answer and blow them away! Then you can set an appointment or get a referral to a prospect.

Your Web Content

Your web content is also business communication. Put the key elements of your presentation on your website. Let your prospects see what your program addresses, what the real need is, have statistics (that you can document) available.

The concept of corporate wellness have been diluted and disguised by disease management for too long. Wellness is about prevention. Regular exercise and proper nutrition are foreign concepts to many people. It takes time to assimilate new information - to "believe" it as truth.

Leave a Voice Mail or Hang Up?

Effective Voice Mail Messages for cold calling about corporate wellness

Align Your Perspective for Success:

- Realize that you are offering a valuable service/product and that people need it. They may or may not know they need it, or they may already have it and be happy with it.
- The person you are calling may be in a meeting, on the phone, in the bathroom, or not in the office at all. Don't take it personally if they don't answer the phone.

- People are bombarded with mail, messages, advertising, emails, and friends and co-workers advising them on who to listen to and who to buy from.
- Different people listen to their voice mail different ways. Some will listen to the first few sentences then erase if it didn't hold their interest or fill a need. Some will listen all the way through and then decide to erase or call. A few will hear a name and then push erase.

What is it that you hope to achieve by leaving a voice mail message for a prospect? When you know your objective you will leave a better message and will be able to continue the conversation effectively when they return your call.

Use a script the first few times you leave a message. You really don't want to leave "um" or "uh" in your message because that shows hesitancy, uncertainty, or lack of preparation.

Your objective is not merely to have them return your call. Your objective is to interest them in listening to your whole message, writing your phone number down, and returning your call. After that, your ultimate objective may be to set an appointment to meet, and then sell them your product/service.

With these objectives in mind this is the first message you will leave:

"Hi, (prospect's name), this is (your name with your company name). I'm calling about _____ . Will you please return my call at (your phone number). Thank you."

The blank will be filled in by you as appropriate. You do not want to say what you are offering or want them to do. You want to create a reference point of common ground and curiosity so they call you back to see what this is about.

The number one reason people return a call to someone they don't know is curiosity or interest.

If you are in sales, you know something about your client. If you have prospected and have begun qualifying your prospects you will know where you can find this common ground.

Some appropriate reference points to use:

- The Chamber of Commerce in your community – if you know they are a member, and the director of the Chamber has recommended you contact them, you can use this as your lead in when they return your call.
- The name of another person. This other person should be someone they know or know by name. It can be an old employee, a friend, a current employee, a competitor, one of your happy clients, a newsworthy professor, artist, business owner, community philanthropist, or other upstanding member of the community.

- The name of another business, not in direct competition with them, but one you have worked with.
- The name of an event that has already taken place or will take place shortly in the future (if you know they are sponsors or will be attending or have attended).
- An upcoming article in the name of newspaper (if you have confirmation that you will be writing one and they will be publishing it).

When they return your call, continue the conversation from the point of reference you left in your message. Be honest and up front about it, simply referring back to that point right from the start.

Here are the key elements of an effective voice mail message:

- Your message must be clear and personal
- It must contain value to them and their company
- It must be interesting to the listener to hold their attention through the entire message
- There must be a call to action that inspires them to pick up the phone and call you

Repeat and vary the messages. Leave a different message each time you call. Make a note of which message you leave so you can leave a different one on the next call. ***Allow a week at least for a call back before you leave another message or make contact again if they have not returned your call.***

Here are a series of 5 different messages that you can leave specific to providers of corporate wellness and fitness programs. Add your name to the front of each script, identifying yourself.

1. 70% of the people who die in America today will die from an illness that was preventable with regular exercise and proper nutrition. Those are the two main components of the corporate wellness programs with the highest rate of return...and healthier employees.

If your company believes in managing symptoms of disease instead of actually helping the employees regain and retain their health, please don't call me back. We'll just be butting heads. If you do seriously want to see how we help other companies get the highest rate of return and the healthiest employees around, please do give me a call. I'd be happy to show you how we can do the same for your company. Repeat your first name and phone number.

2. Studies show that physically inactive employees take 27% more days of sick leave than those who are physically active. That is one reason that our clients have healthier employees. We provide on-site workouts that need no gym, little to no equipment, and do not disrupt the workplace. If you are looking to build morale and productivity as well as lower your insurance

rates, give me a call. I'd be happy to show you how we can do the same for you. Repeat your first name and phone number.

3. Without regular exercise and proper nutrition our bodies start to deteriorate into a state of disease. That is why regular exercise and proper nutrition must be included in a corporate wellness program to achieve any element of true success. If a program manages the symptoms of disease and does not address the bodies need for regular exercise and proper nutrition, the body will still continue to deteriorate. If you are interested in finding out more about how simple it is for us to add these components to your company, please give me a call. Repeat your first name and phone number.
4. Our corporate wellness programs receive the highest ROI percentages around simply because of two key components we implement in every program we run. These two key components are what the body needs to function the way it was meant to function. Without them the body deteriorates into a state of disease. We won't run a program without them because it is just a waste of both of our time and money and yours. If you are serious about gaining a higher ROI on your employee investment, give me a call. I will show you how we do it and consistently get these results.
5. Employees who exercise cost you less in insurance. That is a fact. Corporate Wellness programs that implement regular exercise and nutrition programs have a ___% higher ROI. Those two key elements make all the difference. When they are lacking, the body deteriorates and heart disease, diabetes and stroke can and do occur. If you are interested in employees who cost you less call me. Repeat your first name and phone number.

A Note about Toastmasters International

Toastmasters International is an organization that has been around for over 85 years. Groups can be found in every major city in the world. Toastmasters International allows you to grow your skills in the area of communication and leadership.

The skills you learn in Toastmasters will help you excel in your sales meetings and presentations, your speaking events, your writing skills, and in relationship development in general. Find a group near you, investigate it and join up. You will be welcomed to sit in on some meetings so you get a feel for the group and the process. Do it.

Sales Letters

.If you are inexperienced, or uncomfortable starting with a phone call, a letter will work.

We do a three step process that starts with a letter, with a follow up phone call. If that phone call isn't returned in a week, we follow up with a handwritten card, and then another follow up phone call. Here are the contents of those three elements.

This is a "hard-line" approach. It is very direct and hard hitting, asking a very pointed question and citing research that is startling and eye-opening. It is meant to create a shift in thinking, a sudden realization, a simple paradigm shift. A sample letter and card with a "softer" approach follows these. Use whichever you are comfortable with, or create your own.

Business Letter to an Owner or CEO (shown on the following page)

Studies suggest that people read letters in this order:

1. How the writer addressed the reader, familiar, generic
2. Who the letter is from, does the reader know this person
3. The P.S.
4. The first line
5. Bold or italicized text, the highlights for skimming

Keep this in mind when writing your letters.

The letter example on the next page follows a hard-core message. The letter after that is a bit softer in approach. Use one you are comfortable with or write your own.

The Date
Prospect Business Name
Prospect Address
Prospect City, State, Zip

Dear Business Owner,

Which of your valued employees will be the next to die or become disabled from preventable chronic illness?

- *One in every two Americans has a chronic condition. 96% of them live with an illness that is invisible. **Four in five health care dollars are spent on people with chronic conditions.***
- *Heart disease, stroke, cancer and diabetes are among the most *prevalent, costly and preventable of all health problems.**
- *7 out of 10 Americans who die every year, die of a chronic disease, according to the Centers For Disease Control.*
- *80% of all cardiovascular disease and type II diabetes could be prevented by healthy diet and regular exercise.*
- *Each year 550,000 Americans die of cancer - 1/3 of those deaths are linked to poor diet, physical inactivity, and carrying excess weight.*

Who in your circle of influence will be next to die of a preventable illness? Why?

*The good news is that our bodies have dynamic and powerful self healing mechanisms that are fueled by vitamins, amino acids, and fatty acids. **That means that when we eat nutritious food we give our body the tools it needs to repair and heal its self.***

Systems that depend on this nutritious food for fuel include our brain chemistry, inflammation levels, blood cell quality, digestion and elimination, blood flow, concentration, and sleep.

Our bone and muscle system requires regular use, especially since our lymphatic flow completely depends on regular muscle contraction to function. The lymph system is part of our immune system, helping defend against disease and sickness.

The bottom line is that without proper exercise and nutrition, our bodies slowly break down into a state of disease.

Our wellness program has a much higher rate of return on investment because it provides two key elements that contribute to health and wellness – regular exercise and proper nutrition.

Please accept a call from me on Thursday morning at 9 a.m. to discuss any questions, thoughts or needs you may have. Thank you for your consideration.

Yours in Health,

Your Name, Title

P.S. Do you know with any degree of certainty that next person won't be you?

The Date

Prospect Business Name

Prospect Address

Prospect City, State, Zip

Dear Business Owner,

You've worked very hard on your business to get it to where it is today. Please don't let that hard work be eaten up in bureaucracy, red tape, and

The staggering amount of research studies on American health show the same indisputable facts from every angle and the picture is not good.

- *Four in five health care dollars are spent on people with chronic conditions.*
- *One in every two Americans has a chronic condition.*
- 7 out of 10 Americans who die every year, die of a chronic disease, according to the Centers For Disease Control.
- Heart disease, stroke, cancer and diabetes are among the most *prevalent, costly and preventable of all health problems.*
- 80% of all cardiovascular disease and type II diabetes could be prevented by healthy diet and regular exercise.

These same indisputable facts offer a simple solution. This simple solution is a healthy diet and regular exercise.

The two key components that will help employees regain and retain their health are missing from most corporate wellness programs. Are they missing from yours?

You can help your employees become accountable for their own health and lifestyle choices.

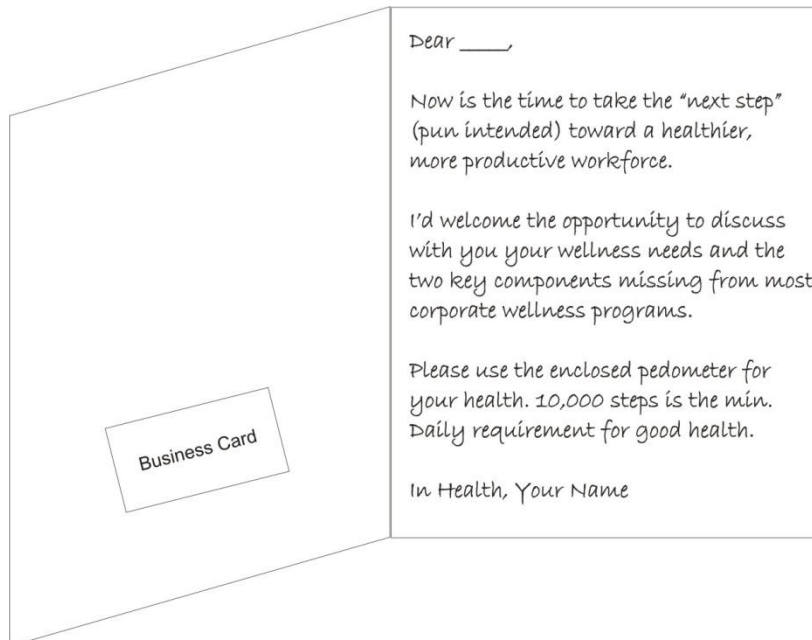
I'd like to meet with you to discuss your needs. I'll bring a special report along that tells how the two key components that bring the highest ROI in wellness programs really work.

Please accept a call from me on Thursday morning at 9 a.m. to discuss any questions, thoughts or needs you may have. Thank you for your consideration.

Yours In Health,

Your Name

Here is the layout of the HANDWRITTEN CARD:



Another example of a handwritten card:

Business Owner,

Survival of the fittest - in business and in health.

The simple difference between surviving and prospering in both business and health is action.

Take back control to leverage your largest asset, chronic illness is competing for your profits.

Be proactive in your company's health.

Call me today xxx-xxx-xxxx

In Health, Your Name

The Follow up Phone Call

The line near the end of your letter that says “please accept a call from me...” gives you license to call the business and say “He (or she) is expecting my call.” You should be patched right through. Make sure you call on the day and at the time you specified. Do not use this as a ruse to call anytime.

If you get patched thru to voice mail...

If the business owner is not there, find out where he/she is so you know for future reference if there is a regularly scheduled meeting at this time and day. Let the call go to voice mail and you can leave this message...

“This is so-and-so from Fitness Company, Inc. It’s 9 a.m. Thursday morning and I’m following up on the information I sent you. Time is valuable. Return my call when it is convenient for you. I look forward to hearing from you soon.”

You held up your end by delivering what you promised. Put the emphasis on the word ‘convenient’ in your message. You are showing that you care and are respectful of their time.

If you don’t hear from them in 3 days, call them back. They will remember your name or the letter, and feel some type of guilt or feeling of error on their part, even if they don’t remember exactly that it was just that they weren’t there to take your call when you said you would call.

You created the first exposure to your name when you sent the letter, the second was when you left the message and now you are on your third exposure.

If you get that business owner on the line...

Use a standard greeting like “good morning” and use the person’s name. Thank them for taking your call.

Your objective is to hear what they have to say about the information that you sent them. You want to qualify them as a prospect. You do this by asking them questions that start with who, what, when, where, why, which, and how. Those questions should get them to think before they answer and allow for some imagination and possibility as well as facts and current status.

You’ve already stated your case, so you want to hear what they have to say. Listen.

You will tailor your responses to what they say. Have your objection counters available for at a glance viewing.

As the conversation warms, your objective is to get an appointment to present your program and the benefits it offers that prospect. Another great question is “Tell me about...” Get them engaged and conversing with you.

Trainer, this is a little tidbit for you and your perspective, to help you put your ears on... There is a story that goes with this, but it is this quote from the story that will help you shift into gear for this conversation with your prospect.

“After dining with Mr. Gladstone, I thought **he** was the cleverest person in England. After dining with Mr. Disraeli, I thought **I** was the cleverest person in England.”

A face to face meeting with the decision-maker at your prospects office is your best method to gain agreement and a signed contract. Your sales presentation kit makes this easier for you to do. It provides you with all the tools you need to close that deal. Look at your perspective and your beliefs toward meeting with a prospect where you want them to sign a contract with you.

Is your perspective that you are offering them something of value the will address their needs directly and provide exactly the solutions they are looking for? Or are you thinking that you are trying to make them spend money with you? Get your thinking and perspective in line to help you achieve success. You are providing a very valuable service that they need and want if you can make it work for them (and you can make it work for them).

Re-read Chapter 5 Your Meeting/Presentation Dialogue for a refresher in how to conduct your sales meeting and close on your new Corporate Boot Camp.

For trainers who have a hard time with the concept of selling, are feeling shy about making a presentation to a business professional, yet are ok talking about what they know, here is an option for you. Go in the back door; don't just get your foot in, walk right in. Here's how.

Corporate Wellness Programs by way of Lunch & Learn Intro

One way to find out what the receptivity of a company is toward a corporate wellness program is to offer a lunch and learn seminar for the employees. The topics are timely and the offer of information and speaker that the business doesn't have to pay for is appealing to most business owners.

This is also a good way for a trainer who is uncomfortable in the selling arena to find a comfort level and grow in skill while still gathering clients.

When receptionist answers the phone:

Hi, my name is _____. I have a few questions, and I'm not sure who to talk to, would you help me?

She'll most probably say, "Sure, if I can."

Does your company offer a corporate wellness program to the employees?

If they don't, you can slide right into the next topic question:

I'm calling to see if your company would be open to hosting a lunch and learn seminar for your employees.

Some of our topics include:

- Managing low back pain and stress reduction***
- Calories, nutrition, and weight control***
- and Exercise 101***

Do any of those topics sound like they would be of interest to you or your coworkers?

When she laughs and says, yes, they need that, say

"Awesome". Are there any other topics that you would like to see and hear?

She'll probably give us something.

We can do that! So, who would I talk to about setting this up for your employees?

When she tells you, make sure you get that person's title as well as the name.

Is so and so in now?

If not, find out when is best time to call, and his/her email address.

Thank you for your help, I will contact her to get this set up and I look forward to seeing you soon.

Lunch and Learn Topics

You should have a stable of at least 12 topics for them to pick from. That way you are covered for a year of seminars, one for each month. Here are some examples for you.

1. The Seven Keys to a Vibrant and Healthy Body
2. Goal Setting, Motivation & Commitment
3. Calories, Nutrition and Weight Control
4. Flexibility and Range of Motion
5. Exercise and Muscles Strength & Toning
6. Managing Low Back Pain and Stress Reduction
7. Desk/Chair Exercises
8. Walking - Just this one thing can cut your risk...
9. Preventable Chronic Illness - How and Why
10. Water - what it does, why it is necessary and why most people are dehydrated
11. How to...Lifestyle Changes, one step at a time
12. Grocery Store Tour and Label Reading

Lunch and Learn Events

- Cross promote with a local catering, restaurant, or food store that offers healthy food and wants to be or is active with area businesses. Some of them want the lunch crowd; some of them want to get into businesses to cater their events and meetings. You will create a win-win situation by cross promoting with them. You can co-author any literature you pass out to the employees, with both your name and company name, and their company name. Put a little blurb on their about speaking and the Lunch and Learn concepts as well as website information.

- If a business doesn't have the ability to have all employees take lunch at the same time, here are a few options for you and them:

- a. Offer the seminar to any interested employees for \$1.00. This will include their healthy lunch, the speaker, education handouts, question and answer time.
- b. Do two shifts of the same seminar. You must have help cleaning up and resetting up quickly for the second round.
- c. Hold the seminar at a different location - a local banquet hall, hotel, restaurant with a private room. They must be able to eat, listen, and get out within 20 minutes so they can get back to work in a timely fashion. Again, charge \$1.00. They will be interested at least some in either healthy food and/or the topic at hand. Yes, some will just come for a cheap meal, but you will find that most have interest.

After the lunch, have the employees fill out a needs/interest survey. This is information you can use to present to the business owner with a comprehensive plan for them to utilize your services.

The Needs/Interest Survey (for Lunch & Learn participants)

1. Did you learn something new today? _____ Yes _____ No

2. What was the most important thing you learned today?

3. What surprised you the most today?

4. How do you feel at this moment?

_____ energized

_____ alert

_____ really good

_____ didn't notice any change

_____ tired

_____ don't know

_____ other _____

5. Which of these Lunch and Learn Seminars would you be interested in attending in the future

_____ The Seven Keys to a Healthy Body

_____ Goal Setting, Motivation & Commitment

_____ Calories, Nutrition and Weight Control

_____ Flexibility and Range of Motion

_____ Exercise and Muscles Strength & Toning

_____ Managing Low Back Pain and Stress Reduction

_____ Desk/Chair Exercises

_____ Walking - Just this one thing can cut your risk by 84%

_____ Preventable Chronic Illness - How and Why

_____ Water - what it does, why it is necessary and why most people are dehydrated

_____ How to...Lifestyle Changes, one step at a time

_____ Grocery Store Tour and Label Reading

6. How often do you currently exercise? _____ hardly ever _____ once a week _____ three times a week
_____ occasionally

7. If it was available to you, would you participate in

_____ Exercise sessions 3 x per week to include cardio/strength/flexibility in half hour sessions

_____ Exercise sessions 2 x per week to include cardio/strength/flexibility in half hour sessions

_____ Yoga, Tai Chi, Kick Boxing, other _____

_____ If offered at the workplace, would you pay a portion of the cost?

8. Are you currently taking medication? _____ Yes _____ No

9. If you could eliminate the need for your medication through exercise would you exercise? _____ Yes
_____ No _____ Maybe

10. Do you currently want to lose some weight _____ Yes _____ No

11. Safe weight loss thru proper nutrition and exercise is 2 - 3 lbs. of body fat per week.

How many weeks would it take for you to lose the weight you want to lose? _____

12. Was the speaker informative, to the point, interesting, and personable? _____ Yes _____ No

Comments: _____

Thank you for your feedback. Results will be tallied and given to your company for further consideration.

If you have any questions regarding exercise or nutrition, please call, email, or visit our website listed on the information you received today.

Presenting Survey Information to the Company

You now have some pretty strong information to help the company decide on one of your other offerings.

Note: If you don't offer Yoga or other types of exercise, don't put it on your survey questions or leave it on your survey and know who you will hire to teach those classes.

Remember that lunch and learns by themselves do not constitute a wellness program. They are but one element, educational in nature, directed toward encouraging action.

SOME COMMON OBJECTIONS AND HOW TO HANDLE THEM

- "My management and sales team are on the road a lot, I don't think it will benefit us." Our workouts are on-line (remember how you laid your foundation) so no one needs to miss their exercise.

- "My staff speaks mostly Spanish and I don't think the nutrition portion will work for us." We have two versions of Spanish available. Mexican-Spanish and Spain-Spanish (we didn't know there was a difference at first, either).

- "I don't think my employees would participate." Let's ask them. I have a simple survey that will give you the picture of what they really want and need. Let's find out.

- "I don't have the money to spend on this right now." It's costing you \$7500 to \$9600 per employee per year for health benefits. It will cost you \$1,000 or less per employee per year to decrease that expenditure and to ensure greater health, more productivity and less absenteeism. How are you affording the \$9600?

Preparation, Conversation, Presenting, & Closing a Corporate Boot Camp

1. Know your objective. Be specific about your objective. Plan for your objective. Know your desired outcome. Desire the outcome with all of your being. When you “own” your objective and desired outcome everything you do, say, think, and hear is geared toward that outcome. With that type of knowledge and focus your odds of achievement go way up.
Do you want to close a sale or do you want to help that business owner help his employees regain and retain health and wellness by getting them exercising within the next 2 weeks?
2. Know your material. Rehearse your presentation. Rehearse your answers to objections and questions. Practice does make perfect. Be strong in your presentation, smooth in your delivery, capable and confident in your answers, thoughtful in your rephrasing and confirmations. When you know your material inside and out you are free to be you. Your presentation will not be forced or stiff, feel foreign or strange. Embrace it and practice it.
Are you embarrassed to talk to yourself in the mirror, or to give the presentation to a friend? What makes you think it will go smoother when talking with a stranger who holds the power to give you a boatload of money?
3. Know your prospect. Listen to your prospect. Empathize with your prospect. Understand where they stand, what they think, what they need, what they want from you. Mirror their mannerisms, their speed, and their demeanor. Do these things and you will be able to build rapport and trust. *Without trust would you hand over your hard earned money to someone you don't really know? What does it take to get to know you? What does it take to earn your trust? Think about that for a moment. Now put yourself in the business owner's shoes – listen intently.*
4. Know your process. Qualifying, interviewing, presenting, and closing. Find your balance. Don't rush it, don't drag your feet. Find your balance. Take your cues from the prospects answers, questions, objections. Find your balance. *When you know what you want and you know what the other person wants, it's easier to address the situation and create a win-win.*
5. Remember you are a professional. Look the part. Sound the part. Relate as one professional to another. You are there to help them achieve something, develop something, save something. Discuss it and offer up solutions and scenarios the prospect can identify with. After rapport building the discussion is all about them and their needs. How their needs will be met by having your service in place, what their business will look like when new solutions are provided by your service. *Have you ever had a situation where you looked back and wished you had put your best foot forward, had appeared more polished, had taken that extra minute to....Just do it.*

6. Pay attention. Focus. Take Notes. Repeat the concepts you heard them say back to them in your own words. Make sure they know you understand them and their situation. Be fully present in that meeting, and on that call. *If you miss any of these, you are missing a prime opportunity to capture your objective, to pave a smoother road, to close that sale faster.*
7. Have your presentation bound and ready to use. Have some extras – you never know when opportunity might knock. Keep them clean and neat. Have a pen and notebook always available. Keep a supply of business cards ready. Be prepared. *What are your thoughts when you are very busy and pressed for time and someone is looking for something to show you...something you are not even really sure you need...and they can't find it...they keep looking?*
8. Use your testimonials to address the human results of the human needs. Use your business testimonials (when you get them) to address the business results of the business needs that may be similar. It creates the credibility that you are a problem solver – business spends money on solving problems. They don't buy features – they buy solutions. If you haven't uncovered their reality of their problems and they haven't acknowledged any problems they need to overcome, how will you sell a solution? They may not realize they have a problem – yes, they will know their employees have problems – they may not know it's also their problem until they see that someone else had that same situation and you solved it for them. *Do you have a wide variety of testimonials to draw from? 10 different people can perceive the same problem and solution 10 different ways. Are you prepared?*
9. The buck stops with you. You are there for a purpose. The consistency of your message, body language, presentation, and speech must all show that you are confident of your ability to deliver your service. And you MUST deliver it. Never take a business contract lightly. Never give your word unless you seriously mean it. Ever. One little lapse is all it takes to tumble like dominoes. The buck stops with you. *Are you ready to deliver?*

These tips are called tips because the rest of the icebergs would fill multiple volumes. There are some very excellent books by excellent authors on these subjects. I personally recommend reading Chet Holmes book called The Ultimate Salesman. When you know 'why' you are doing something the 'how' of it comes easier.

Resources & Opportunity

More Corporate Wellness Stats and Sites of Interest

- **Healthy People 2010** – a government website. *Healthy People 2010 challenges individuals, communities, and professionals, indeed all of us to take specific steps to ensure that good health, as well as long life, are enjoyed by all.* Browse this site <http://www.healthypeople.gov/>
- **Towers Perrin study** – now called Towers Watson, *Towers Watson is a leading global professional services company that helps organizations improve performance through effective people, risk and financial management. With 14,000 associates around the world, we offer solutions in the areas of employee benefits, talent management, rewards, and risk and capital management.* <http://www.towerswatson.com/issues/Claiming-the-Health-Dividend> this site offers research statistics and excellent insight into the world of business costs and employee health.

Here is a direct quote from their site: *In the United States, the average annual per-employee health care spending will cross the \$10,000 mark in 2010. In other parts of the world, a patchwork of governmental insurance and private coverage may be fraying around the edges.*

- **Writing to your state government** – find your state senators at <http://www.senate.gov/>
Let your voice be heard. If you are politically minded, get involved in the issues relating to corporate wellness, employees, and businesses.
- **Using stats, data and headlines in your press releases** – read everything you can about how to write press releases. There is an art to creating awesome attention-getting leads and headlines. Send a press release out at minimum once a month. We'll cover this in detail in a later session.

Educate wherever possible. Educate whenever possible. Educate however possible.

Action Tracking

Recap of Session 4

Session Four Objectives *You have learned where to find your corporate prospects using various methods. Using a systematic approach you can now implement a prospecting plan of action. You have the business communication tools that will help you to focus and lay the groundwork for your marketing plan and your sales plan of action.*

- We've identified our ideal client and the corporate market we wish to work with
- We've gathered our prospect list and have begun checking on their wellness status
- We know how to engage our leads and qualify them
- We're personalizing our business communications to our own fit biz
- We've discussed how to convert prospects to clients and overcome objections
- We know how to get in the back door

Session 4 Quiz

1. Where is the quickest and most cost effective way to find Corporate prospects?
2. Which sales leads and types of people are worth spending time pursuing?
3. Why do you want to qualify prospects before spending much time with them?
4. Give one example of a thoughtful question you will ask of a CEO or HR Director who you want to work with that will help you qualify him or her as a potential client.
5. What is your elevator speech, for your Corporate Boot Camp or Corporate Wellness Program? Write it down.
6. What are some important points you have discovered about running Corporate Boot Camps from your new or current fitness business? Why are these important to you?

Session 4 Action Steps to Take

- Get your presentation completed and bound. Make a handful of copies so you are prepared.
- Check your progress on reaching decision makers and influencers in your client base
- Choose or write your elevator speech
- Practice your elevator speech
- Practice asking thoughtful questions
- Get out there and set some appointments. We'll be covering in depth sales and meeting conversation and presentation communication in the sessions ahead.

Webinar Session Five

Session Five Learning Objectives:

The Trainer will learn how essential nutrition is to good health and is given the resources to present the corporate boot camp employees with a ready-made nutrition plan that will help them achieve their goals.

Notes from Session Five

Add Your Nutrition Component

Proper nutrition is necessary to sustain good health and is essential to metabolism. Proper nutrition and regular exercise work together to keep the body healthy and both are essential. You cannot out exercise a poor diet, and to see healthy results, both must be laid out for the client.

You have been given nutrition plans with this course. Use them. They are sound, tasty, and easy to prepare recipes. Include them in your corporate boot camps. If you have a highly specialized client base that is seeking further nutrition information for specific illness or conditions you may wish to explore further.

There are many ways you can do this. We use Hi Tech Trainer at some of our clients and others prefer paper distribution of a nutrition plan and food diary. We include the nutrition portion with the price of the exercise program. Therefore, if a business wishes to add only the nutrition component, no exercise, they will have to pay for it.

There are free on-line resources such as fitday.com and sparkpeople.com where nutrition information is supplied, a food log can be filled in and calories and nutrients will be automatically calculated. You can print a history and many different reports from there. Both sites are user friendly and very informative.

If you are not a degreed or certified nutritionist, it is outside of the scope of your practice to recommend certain foods or supplements. Be careful. Study all the different types of nutrition plans and components that are available to you. Do your SWOT analysis, or list the pros and cons of each, then decide which one to offer.

You may also team up with a Registered Dietician who can offer and administer the nutrition portion of your program. Be careful here too. Some business owners decide to offer only the nutrition component and opt to have the employees find their own way to an exercise program. Consider maintaining control of the nutrition portion as well as the exercise portion.

A grocery store tour, either in person or by video may be a useful tool you wish to provide your corporate clients. An educational seminar on label reading, calorie guidelines, or body fat percentage versus scale weight, may spark interest in your program.

Supplements

You can partner with Prograde for your supplements. Investigate and sign up at www.progradecorporate.com. You will have access to an entire library of nutrition articles, handouts, educational training, and re-brandable reports.

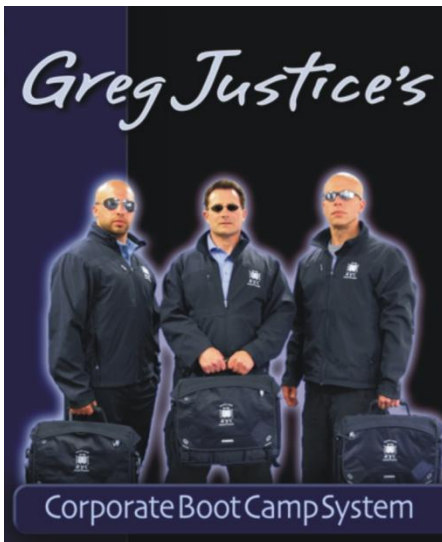
Sign up for Prograde and you will have a complete profit center available along with regular emails offering specials and the latest information in nutrition. I have found Prograde to be safe professional grade nutritional products that deliver on its promises.

Pat Rigsby, Jim Labadie, Nick Berry & BJ Gaddour present...



THE BOOTCAMP BLUEPRINT

DONE-FOR-YOU



The Rapid Fat Loss Nutrition Seminar Blueprint

Presented by Greg Justice's Corporate Boot Camp System

Step#1- Secure a Time and Location

Option A

- When securing a time and location for your Grocery Store Tour (see **The Grocery Store Tour Blueprint**) try to find a store that also has a space for presentations that you can use (e.g. Whole Foods). If you find a store that allows for this, be sure to tell them that you want to get them business and that it would be great if they could provide some special offers or coupons to get your clients more motivated to buy

Option B

- If you cannot find a store with the appropriate space to perform the nutrition seminar to follow, then try to find a nearby coffee shop with space
- Tell them you run a local fitness business and that you are hoping to send some business their way
- Ask them if they would be willing to allow you to do a nutrition seminar with your clients at a time that's no more than 10-15 minutes after your estimated finish time for the grocery store tour
- Stress that you will encourage as many of your clients as possible to buy coffee (The Americano fits the bill)

Step#2- Promote the Seminar to Your Clients

- Constantly remind clients about it in newsletters and at the end of each boot camp workout
- Give people at least 2 weeks advanced notice
- Stress that this is part of what they are paying for to get the best results around and that not taking advantage of this incredible opportunity will mean they are wasting their money
- Tell them that they will leave knowing exactly how to cook and eat on a daily and weekly basis to get the dream body results they seek

Step#3- Executing the Event

- If you have taste-driven supplements for sampling, get these ready and pass them out at the beginning of the presentation (e.g. Cravers and Lean)
- Everything needs to be short, sweet, and DONE-FOR-YOU: See provided **“Rapid Fat Loss Nutrition Made Simply For Busy People”** and **“Rapid Fat Loss Nutrition Blueprints-Weeks 1-4”**
- Provide Social Proof- Recognize superstar clients by explaining their results from following your provided RFL Nutrition Blueprint and using PROGRADE Supplements
- Keep the presentation about 10-15 minutes and then provide DONE-FOR-YOU Supplement Order Form
- Then open it up to Q&A for as long as your clients need it... be there as long as it takes for them to feel good about the whole system... get them excited and over-deliver!

Pat Rigsby, Jim Labadie, Nick Berry & BJ Gaddour present...



THE BOOTCAMP BLUEPRINT

DONE-FOR-YOU



The Grocery Store Tour Blueprint

Presented by Greg Justice's Corporate Boot Camp System

Step#1- Secure a Time and Location

- Contact your top, most conveniently located organic or high-end local grocer: Whole Foods, Outpost, etc.
- Tell them you run a local fitness business and that you are hoping to send some business their way
- Ask them if they would be willing to allow you to do a grocery store tour with your clients at a time and date of their preference
- Stress that many clients will be purchasing their groceries at the end of the tour at their store to kill two birds with one stone
- FYI: We've found that Sunday at 8 am the week before the camp starts OR the second week of camp tends to work the best for our clients. This first thing in the morning time allows for the most attendees because it doesn't break up their day or interfere with other weekend plans (they have to shop for food on Sunday anyways!)

Step#2- Promote the Tour to Your Clients

- Constantly remind clients about it in newsletters and at the end of each boot camp workout
- Give people at least 2 weeks advanced notice
- Stress that this is part of what they are paying for to get the best results around and that not taking advantage of this incredible opportunity will mean they are wasting their money
- Tell them that they will leave knowing exactly how to shop to get the fat loss results they seek on any type of budget

Step#3- Executing the Event

- Perform the grocery store tour in the exact sequence outlined by the provided "**Grocery List- The Essentials**"
- Focus primarily on the perimeter of the store (lean meats, fruits and veggies, dairy)
- Start in Produce Section- Talk then Q&A
- Move to Dairy Section- Talk then Q&A
- Move to Frozen Food Section- Talk then Q&A
- Finish with Brief Synopsis of Miscellaneous Items- Talk then Q&A
- Really DRIVE them to come to the Rapid Fat Loss Nutrition Seminar to follow!
- Tease them with DONE-FOR-YOU Meal Plans and tasty healthy snack samples (e.g. Cravers and Lean)
- **Note-** Try to video the event WITHOUT ASKING. If someone comes and tells you that you can't do it, simply apologize and discontinue filming. If you ask, the answer will most likely be NO!

Step#4- Follow-up with a Nutrition Seminar

- See **The Rapid Fat Loss Nutrition Seminar Blueprint**

Grocery List: The Essentials

Produce Section- Fruits and Vegetables*

- Green Veggies of choice: green beans, broccoli, asparagus, spinach, romaine lettuce, cauliflower, etc.
- Unlimited Veggies of choice (besides corn, peas, carrots, beets, and potatoes)
- Extras: Avocados or guacamole, natural salsa, romaine lettuce wraps for naked sandwiches

** Try to stay away from canned foods, particularly fruit, which may have added sugar. Organic and/or natural produce is always the best choice if possible. However, most regular produce will work fine as well.*

Lean Proteins: Extra Lean Meat, Poultry, Fish, and Seafood

4-5/8-12 lbs* total of a healthy mix of the following:

- Extra Lean Meat (Extra Lean Sirloin, 93% or Higher Extra Lean Ground Beef, or Bison)
- Deli Cuts- Ham, Turkey, Roast Beef (unsweetened, low in salt, no nitrates)
- Skinless, Boneless Chicken Breasts
- Turkey or Lean Ground Turkey
- Lean Pork
- Extra Lean Lamb
- Fish: Salmon, Tuna, Tilapia, etc.
- Seafood: Shrimp, Mussels, Squid, Scallops, etc.

** 4-5 lbs/week for women (assuming 9-12 oz. consumed per day), 8-10 lbs/week for men (assuming 18-24 oz. consumed per day). Try to buy organic protein sources as much as possible, especially for beef. Please be sure to buy protein sources that are on sale as much as possible to best mitigate cost.*

Dairy Section

- Pre-packaged Liquid Egg Whites
- 1-2 Cartons of Omega-3 Eggs (e.g. Eggland's Best Brand)
- Full Fat Cottage Cheese
- Mozzarella and other Full Fat Cheeses of choice: We like cheese by the block to save money- you can cut off your designated portion for a snack (2 oz. female, 4 oz. male. One ounce equals a slice of cheese or a 1-inch cube) or grate the cheese into your meals where prescribed

Other Essentials:

- Marinara Sauce that DOES NOT have the word SUGAR in the ingredients list
- Stewed Tomatoes or Tomato Sauce that DOES NOT have the word SUGAR in the ingredients list
- Mustard
- Canola Mayo
- Low Sodium Soy Sauce
- Fresh Garlic
- Whipped Cream that does not contain hydrogenated fats or corn syrup such as Redi Whip
- Heavy Whipping Cream
- Unsweetened Cocoa Powder
- White Cooking Wine
- Vinegar
- Italian Seasoning Mix
- Oregano
- Paprika
- Chili Powder
- Onion powder
- Basil
- Butter
- Green Tea (or any tea you like, but Green, White and Black are the best)
- Non-stick olive oil cooking spray or Misto Olive Oil Sprayer (www.Misto.com)
- Extra Virgin Olive Oil and other natural oils
- Organic Flax Meal/Ground Flax
- Raw Nut Butters (unsweetened, unroasted, and lightly salted)
- Mixed Raw Nuts: Cashews, Walnuts, Pecans, and/or Almonds (unsweetened, unroasted, and lightly salted)
- Organic Extra Virgin NUTIVA Coconut oil
- Various flavor extracts (mint, vanilla, almond)
- Cajun Spice

Webinar Session Six

Session Six Learning Objectives:

The Trainer will round out their knowledge of a face-to-face sales meeting, client retention, hiring trainers to run their corporate boot camps, cross-promotion opportunities, working with wellness committees and teams, and presenting the corporate boot camp to employees through orientation.

The Trainer will develop a clear understanding of the issues facing businesses that precipitate interest and need for implementing wellness programs for their employees.

Notes from Session Six

The Sales Process

During your face to face meeting with a CEO, HR Director or other qualified decision makers you will have your professionally printed and bound sales presentation kit on the table.

Maintain control during your sales meeting and DO NOT READ your presentation...paraphrase and discuss. Here are the steps you must take for a sales meeting to become a sales contract:

- **Build Rapport** – discover some common ground...build trust, professionalism, credibility..
...perhaps you both have the same hobby, know the same people, went to the same school
...look around the office, check the newspapers, know something about the person you are speaking to before you meet...
- **Let them talk about their business**...the more you learn about their needs and they way they do business, the better your outcome will be
- **Show them why** corporate fitness makes good business sense for their business...move from generalities to specifics that address THEIR business
- **Briefly show them your credentials**...they simply want to know you are qualified and can help them achieve their goals...don't spend a lot of time on yourself
- **Show them testimonials**...show direct correlation between what your clients have experienced and what your prospect needs
- **Discuss their investment** in their own corporate fitness program – the action that leads to higher ROI
- **Tour the company**...find some ideal locations for workouts if they don't have a gym facility...make note of or point out some other key elements you notice...cubicles where employees sit for 8 hours each day...concrete floors that jar a body in constant repetitive motion in a factory...
- **Show him/her scheduling**...and discuss how your program can easily be adapted to their needs
- **Close**...often...this is your number one objective...ask for the contract frequently

What I bring with to every sales meeting I hold:



Along with my sales presentation, I take a complete binder of each, the exercise programming examples and the nutrition meal plans and recipes.

The credibility of an extensive, well thought out, and prepared exercise and nutrition program is remarkable. The prospects you are meeting with can easily visualize their wellness program being a success when it is guided by such a complete program.

Print out your exercise and nutrition programs and take them with you – do not leave them, just show them and let them know that these are the exercise plans you implement and the nutrition programs you email to participants.

Key Strategies

- Educate and Inform...make sure they know what they are facing and that you have the solutions for their challenges...show them how you become part of their problem solving team...
- **Ask Questions to confirm their needs**
- Sample and Show – demonstrate a squat relative to sitting and rising from a chair, demo a pushup from the desk or table, back muscle movement by getting away from the desk for a few minutes....
- **Ask Questions seeking their questions**
- Know What They Don't Know – and then address it. Call their attention to the things they didn't realize and show them how you can help
- **Ask Questions to assess their true needs**
- Help by Participating – offer your services to help keep their program on track
- **Ask Questions that keep the process moving**
- Get to “Yes” before moving on...the more they say yes and feel positive, the more they are seeing the benefits your product and service offer
- **Ask Questions to help you close the sale**
- Follow Up, Follow Up, Follow Up, Follow Up, Follow Up, Follow Up...

And then follow up some more. If you have qualified them and know their needs, you will know how to be appropriate with the time frames and methods of following up. If you have not qualified them and they are not in the market for your program, your follow up will be perceived negatively.

Working With Wellness Committees and Teams

- In larger companies the HR Director often oversees the entire wellness program and assigns responsibilities in different areas to other employees. The HR Director will probably be the one to oversee the HRA and health screening. They may assign an employee who works on the company newsletter to do a monthly article on health & wellness – you can help provide information for that person to make their job easier and actually a joy to do. Another person may be in charge of education activities such as lunch & learn, grocery store tours, or presentations and health fairs.

- **You have resources and skills to help that person be effective and make their job easier too. The more valuable you are to them, the more they will call on you and recommend you.**
- You have a **health promotion checklist** in in your Action Tracking Guide along with your sales presentation. This is a very useful tool for thought starting and as a checklist for those who have some aspects of wellness already introduced.
- **A mission statement** by the company to help define their wellness program should be posted and given to each employee. It **sets a direction**, and when signed or endorsed by upper management, sends a very clear signal to the employees. Encourage your clients to develop a mission statement that defines their corporate wellness program.
- Know who your contacts are for each area of wellness at your client company. Make sure they, too are taking advantage of your fitness and nutrition services. **Ask them regularly, what can I do for you? Build your relationship with them.** You never know when they may leave and take another job at a company that currently has no wellness program and will help you walk right in the door.
- Meeting the employees, introducing them to the workout concept (moves etc...), taking body fat measurements and doing step test (if they choose to). Also, going over the nutrition program with the employees.

Promoting the Program to Employees

- **#1 is letter of support from CEO**
- **Written communication of the wellness program**
- **Health Fair participation**
- **Orientation session for boot camps**
- **Baseline measurements**
- **Goals**
- **What to expect**
- **When, where, why, who, what**



Motivate, Challenge, Invite, Recognize

Written communication should be sent from upper management announcing and endorsing the concept of wellness, exercise, nutrition, creating awareness, cost control, etc. as the first step.

Then, after the employees have responded to a health interest survey, and a health fair or clinical testing has been done, their exercise and nutrition components can be introduced.

It should announce the **date, time and location of the orientation** and the procedure (possibly a split shift with half of each dept. attending alternately). This communication can be a flyer inserted into paychecks (unless they do direct deposit), posted in the company newsletter, and distributed to each department to share with their employees.

The orientation session should cover a description of the program, the benefits of the program, the need for baseline measurements, the need for goals, what they can expect, when and where the sessions will be run, what to tell the trainer in the event of injury or illness, etc.

A quarterly lunch and learn session will help create more awareness and motivation for making healthy choices. At every step of the way, promote the employee wellness program to the employees.

Keep all communications upbeat and reinforce the benefits they will receive by participating – name the benefits...sleep sounder ALL night...have the energy to dance the night away...

The Key here is to work with your client and their business procedures to ensure that constant communication of the program is achieved. Some employees will be exposed to multiple invitations to participate over a period of months or years before they actually make the decision to participate.

CLIENT RETENTION – ADVICE FROM A VETERAN TRAINER

By Greg Justice, MA

A bachelor's degree in exercise science (or a related field)...nice...a master's degree...even better. Throw in some certifications from ABC and xyz (so that the entire alphabet is behind your name). Then, do an internship at a top level personal training center to get some experience and now you're ready to be a personal fitness trainer...or better yet, open your own business...yea, that's the ticket. You've got the education, certification and the experience, now you're ready to take it to the next level and be your own boss. GAME ON!

"Build it and they will come". That's what they told us in the movie Field of Dreams. Hollywood wouldn't lie to us would they? Surely with all that education and experience people will come flocking to your door, right?

Not so fast. You've got to get your name out to the public, also known as marketing. That's the missing piece in the entire equation, isn't it? Just put together a great postcard and advertise in the local paper...now you're ready.

You've got your degree...your certification...experience...a great facility...and you've even added some marketing to generate business. You're all set, business is booming, people are paying you well and it doesn't even bother you that most of them aren't renewing when their packages come due. You'll just do more advertising...get more clients and start the cycle all over again, right? WRONG!

If you're consistently losing clients, you're doing something wrong. Quit blaming your failures on a bad economy or the competition charging less than you or even the cost of tea in China. Take a look in the mirror and ask yourself if you're doing everything you can to build trust and develop relationships with your existing clients.

It's hard enough to get good clients so your focus should be on keeping them not replacing them. Don't get me wrong, I'm not saying you shouldn't continue to advertise and hire new trainers to grow your business...you should. What I'm saying is to pay special attention to your existing client base, and do everything you can to keep them as loooooong time customers.

Read this next sentence very carefully then, read it again. Client retention equals cash flow. Pretty simple, isn't it? Make sense though, doesn't it? If your clients are happy, and they like what you're doing for them, they will keep coming back.

How do you keep your clients happy? Well, it starts with being nice, and showing them that you care.

Once again, pretty simple, right? But you would be amazed at the number of trainers that don't understand this simple principle. Too many trainers are too busy looking at their own biceps in the mirror and trying to impress their clients with how much they can bench press. Guess what...they really don't care.

During the past couple of months, I have been doing some research for an upcoming project. I've been interviewing a group of clients that I call my "core 20". They're clients that I've personally trained for a very long time (17 of them have been with me for 20+ years and the other three I've trained for 15+ years).

I asked them three simple questions;

- What was your original motivation for hiring a personal fitness trainer?
- Why did you choose Greg Justice to be your trainer?
- Why have you chosen to stay with one trainer for so long?

I started AYC Health & Fitness in 1986 when there wasn't a business model for personal fitness trainers to follow. I had completed seven years of college, gotten my master's degree in HPER (exercise science), and had no clue how to run a business. Today, 22 years and 40,000 personal training sessions later, I'm still here. Why?

Here is a summary of what my "core 20" told me...

They originally hired a personal fitness trainer to get healthy, gain strength and endurance and benefit from one-on-one attention. There's nothing too surprising there, just straight forward and to the point.

Why me? Here's where my hard work really started to pay off. Nearly every one of them said they were personally referred to me by someone else, and that my reputation as a personal trainer is what motivated them to call me. We've all heard that word of mouth is a personal trainer's best form of advertising, and this really confirmed that for me. Once again, I'm not saying you shouldn't do outside advertising just don't underestimate the power of personal referrals.

Why have they stayed with one trainer so long? Okay, this is where my head begins to swell, but just a little. An interesting theme developed, every single survey came back with at least one sentence that mentioned that I was very easy to get along with, and that they enjoyed being around me. A few years ago an actress, named Sally Field, accepted her Oscar by saying "You like me, you really like me." This was my "Sally Field" moment.

The second most common theme was that I never brought my personal issues into their session, but was always willing to concentrate on their issues. Yes, this is intentional. Early in my career, I made a conscious decision not to bring up my personal issues with clients unless they specifically asked me a question. Even then, I tried to keep the focus off me and back on my client.

Thirdly, was the ability to adapt. Each and every session brings a new challenge. Maybe it's a sore neck or back; or that they're tired from staying up too late the night before. Or they're stressed out because of personal reasons. Whatever the reason, you must be able to adapt every session to what's going on with your client that day.

There were a few mentions of my advanced degrees. A few more commented on my experience, reliability and dedication. Two clients said I was a "consummate professional" and one even called me "a joy!" All of that was very flattering, but mostly it made me take a close look at what was important to my

.clients.

If a client likes you, they will like your facility. If they don't like you, then no matter how nice your studio is or how many degrees and certifications you have--they won't like it.

Trainers starting out today have an incredible advantage that we “old timers” didn't have. There are some incredible business / marketing systems and tools that personal trainers can use to advance their career. Take advantage of all these tools. But, remember what's important to your clients. They want to like you and know that your focus is on them. Personalize each session just for them. #####

Hiring Trainers to Run Your Corporate Boot Camps

When you hire trainers to run your Corporate Boot Camps, you must hire education first. The business world is different than the average world of the personal trainer. A trainer who has the knowledge and the experience will have the attributes you need to retain that client through successful physical results, effective business dealings, and a stronger relationship.

Trainers who are certified or degreed with organizations that uphold the same values you do will be a much better fit. You will have a common ground and more confidence in this trainer to design safe and effective programs for your corporate clients. This trainer will represent you and your company to your corporate clients, the employee participants, and your community.

You can hire them as independent contractor or employee. If you hire them as an independent contractor, they are free to work for other companies or themselves in addition to working for you. The main benefit of independent contract trainers is low overhead, just pay them for the time/sessions they work with no other benefits. Ask for proof of their certification and insurance, verify it, and keep copies for your records.

The downside to independent contract trainers is that you have limited control of what they teach, and they are also in a position to build relationships with your clients if you are not a visible presence to keep your relationship going. They could wind up leaving you and taking that account with them. If you pay them well and treat them well, they may very well stay with you for the long haul. The ideal freelance trainer is one who has no aspirations of going out on their own, starting their own business, or getting their own clientele.

When you hire a trainer as an employee you can set their hours and compensation package. You also retain control of what they teach. You need to make sure you can fill those hours with paying clients. You must also pay the payroll taxes, workers comp, unemployment, and any other benefits you choose to offer.

To decide whether independent contractor or employee is better for you, consult your accountant or tax advisor, or read the IRS Publication 15-A Employers Supplemental Tax Guide. If you do have employees and don't have the knowledge or the time to handle all the bookkeeping requirements of payroll taxes, consider using a payroll service.

I find very qualified prospective trainers from local colleges and universities. I've used the internship programs with much success over the years. You will be able to have a fresh supply of new trainers about to graduate that you can select from. By exposing them to a variety of elements in your business you can see where they excel and how they can benefit your company in the long run. You can see firsthand if they are a match for your business ethics, mission, and plan. You are not required to pay them during the internship which typically lasts from 4 to 6 weeks or one semester, depending on the school they attend.

I find it much easier to train a new trainer in the ways I want things done than it is to train an older, more experienced trainer who has preconceived ideas on how to run things. However, that being said, there is a place for the older, more experienced trainer when you are setting up

a new program, a different direction, a side company, or when they agree with your methods and objectives. That is the place where their experience will shine for you and both you and the trainer will benefit from their experience and perspective. With the internship program it is a simple matter to just end the internship at any point you feel it is not working for you. Likewise, you are free to offer the intern a job if they have worked well for you.

I recommend never hiring friends or relatives. Never. Just ask anyone who ever has. I repeat. Never. It is a different thing to become friends with someone you have been working with and then want to form some kind of partnership or working arrangement. That friendship developed during the work of work, after the work ethic, moral character, rapport building, and baseline has been established. A friendship you have had since childhood or relatives you have known all your life were predicated on elements other than the current job at hand. It's harder to tell a relative or friend, "Just stick with the program" or "you've got to get there 15 minutes early, come on, get with the program or you're outta here".

On the other hand, hiring friends or relatives of your current trainers is another matter altogether. Consider that friends often have similar values and ethics, similar interests and motivations. If your current trainer is very happy working for you and you are very happy with your current trainer, then when that trainer refers their friend or relative to you, it pays to take a look at that person as a possible new hire. Interview using the same criteria you would for any other person. If you choose to hire them, you can keep the relationship professional and free of emotional entanglements.

The college and university internship programs are structured so the student has a completed resume; the students have been exposed to various types of training methods and know pretty much what they want to do and the general area they want to work in. Other trainers who will apply for work with you will know more specifically what they are looking for and will have more extensive resumes.

The major elements you need to uncover in the interview process are:

1. Can they do the job you want them to do?
 - a. I tend to hire trainers with a bachelors degree or more. I want them to be knowledgeable enough to think quickly on their feet, progress or regress exercises at the drop of a hat, and design an effective program at the snap of a finger.
2. Will they fit in with your company, your staff, and your clients?
 - a. If you are a high energy company, will a low energy person work well for you?
 - b. If you are a highly structured company, will a loose cannon work well for you?
3. Will they respond well during times of pressure, stress, and deadlines.
 - a. You will have some information from the school such as attendance and grades. These are good indicators of how seriously they have taken their schooling.

Some open-ended questions you may wish to ask to help you decide on a trainer include:

- What are your goals, long-term, short-term, and overall career goals?
- Why did you choose personal training (or exercise science, or whatever they chose)?
- What are your strengths, weaknesses, and interests?
- What areas of our company interest you the most?
- What are the most important rewards you expect in your career?
- Why should I hire you?
- Describe your best and worst boss.

My favorite all time interview question is “What accomplishments have given you the most satisfaction and why?” The answer to this question tells a lot about a person and shows what they value. Their answer may be in relation to something they helped someone else achieve, or it may be something they achieved solely for themselves. On the one hand it shows a dedication and a perseverance that is to be commended. On the other hand if they have lived only for themselves, perhaps you need to question deeper. In our business, it’s all about the client, not the trainer. Watch their eyes and their body language as they answer. See what talents, skills, and interests they used in those accomplishments. Use your best judgment because it’s not just you that works and lives with your decision.

When interviewing trainers, remember that some areas of conversation and questioning are off limits. Illegal questions to ask are any questions that cover any of these areas relating to the candidates: age, race, ethnicity, or color, gender or sex, country of national origin or birth place, religion, disability, marital or family status, pregnancy. If the interview process becomes comfortable, don’t let it turn into a chat session. Stay focused on the business at hand. When you have all the information you need, end the interview.

My own personal philosophy regarding which type of trainer I hire is very simple. I hire education first, then personality and passion.

Your clients are the most valuable asset you have. Your corporate clients are even more valuable. Do not put them at risk with an inexperienced trainer or one who is not an excellent match.

When I began AYC back in 1986, personal training, as an industry, included a lot of "gym rats" just trying to make an extra buck at the club. I believed then, and still do today, that raising the bar, as it relates to the "science" of personal training, was important. The art of personal training is important too, and that's where personality and passion come in. If you want longevity in this industry, you must bring the science and art together.

If you come across an applicant with a certification that you are not familiar with and feel that prospect may be a very good fit for your company, check that certifying organization out. Some good things to know are the eligibility criteria for the certification, the standards and policies of the organization, if it offers continuing education, and the credentials of the governing board.

When I have finished my interview process and have determined who I would consider hiring, I go a bit further and confirm their certifications with the certifying organization. If I am debating between two I may invite each one to workout with me, separately. This allows me to study their form, their energy level, and their passion.

Interns are usually scheduled to sit for their certification exam at the end of their internship. If they have worked out well for me, I will invite them to come on board as a trainer for me after

they pass their certification exam. Let them work at your gym or studio for a time before sending them to your corporate accounts.

It is advisable for you to have a hiring policy in place. This is a standard you set for the criteria needed to be a trainer for your business. It should reflect at bare minimum what your ideal trainer will look like in terms of education level, certification, experience, skill set, and wages.

Something else for you to consider when hiring is whether or not to require a non-compete and confidentiality agreement. Regulations regarding these elements vary from state to state. Check with an attorney familiar with employment law in your state before implementing these agreements.

Training your new staff is a simple procedure when you have a plan of action. If you have an employee manual, give them one and have them read it through. If you don't have one, get one. During the honeymoon period you'll want to teach them your company policies and procedures. I let my new hires shadow one of my more experienced trainers for a period of time, allowing more freedom and responsibility as time and experience merit. As new clients are signed, I will assign them to the trainer, based on the "match" factor.

The bottom line is to hire trainers who you feel will represent the values and mission of your company, be a good fit with your corporate client, and can grow with your company, helping your company grow. Follow up with your corporate accounts monthly to confirm that the relationship is beneficial and the client and participants are satisfied.

The following article has more information for you from Greg Justice. After the article is a form you can use in your business called Corporate Boot Camp Trainer Protocol/Work Order. This form is a commitment and agreement to help keep your corporate boot camp trainers on the same page as you and your corporate client.

Education Matters

By Greg Justice, MA

Hire personality and passion first, and then teach them to be good trainers, right? Sorry, but in my opinion that's just wrong. I know it's almost sacrilegious to say, because some of the top trainers in our industry preach that mantra, but I stand by my statement. Hire education first, then personality and passion.

Every time this subject comes up I end up ruffling some feathers. It isn't my intention, it's just my opinion. I didn't even hire myself until I completed my master's degree. Don't get me wrong, I'm not saying you should only hire trainers with their master's degree in exercise science, but they should be well trained and qualified before you allow them to work with clients. At the very least they should be certified by a top tier group like ACSM, ACE, AFAA, NASM, or NCSA.

Nearly two-thirds of the 2,700 certified trainers interviewed in a National Board of Fitness Examiners survey admitted knowing trainers they considered incompetent. A study of health-and-fitness professionals published in the Journal of Strength and Conditioning Research found that trainers who had five years of experience but no college degree scored an average of 44 % on a test of basic fitness knowledge. Those with at least a bachelor's degree in exercise science scored an average of 68 %. Trainers with an ACSM or NSCA certification got 85 percent, while those with other certifications or none at all came in at 36 percent.

Education matters. As an industry we can do better. Our goal should be to raise the professional and ethical standard of our industry, not lower it. My concern is that we're too busy trying to entertain our clients rather than provide them with the proper guidance they really need.

Deana Melton, assistant professor at North Carolina Agricultural & Technical State University, has been interviewing club managers for an upcoming study on trainer qualifications. Some of the responses included; "We know it's important to hire quality trainers, but we... have to pay them more, and that cuts into our profit too much." (According to the U.S. Bureau of Labor Statistics, the average personal trainer makes \$25,190 per year. The average hourly wage for a trainer at a chain club is \$24.42.) She also found that some clubs hire college students—and not necessarily those with exercise-related majors—as trainers in exchange for free membership.

Your clients are the most valuable asset you have. Why would you risk putting them in the hands of someone without the proper qualifications, because they have a good personality, or just to save a few bucks?

When I began AYC back in 1986, personal training, as an industry, included a lot of "gym rats" just trying to make an extra buck at the club. I believed then, and still do today, that raising the bar, as it relates to the "science" of personal training, was important. The art of personal training is important too, and that's where personality and passion come in. If you want longevity in this industry, you must bring the science and art together. ###

Corporate Boot Camp Trainer Protocol/Work Order

Trainer Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Job Site _____

Address _____

Contact Name/Phone _____

Start Date _____ **Session Time(s)** _____ **Stop Date** _____

Session location within the company _____

Session Length Each session is one half hour to include 50/10 interval training followed by stretching cool down.

Trainer Attendance Trainer will arrive 15 minutes early to set up and answer any questions early participants have. Trainer will also stay 15 minutes beyond the session to clean up, put away all equipment and answer any questions from participants.

Recordkeeping Trainer will confirm that each participant has signed in at each session and will log data on the master boot camp sheet for this company. Notations will be made of any injury, surgery, or other problem or issue with any participant.

Specific Protocol for this company

Location of AED/First Aid _____

Location of Water _____

Owner Signature _____ Date _____

Trainer Signature _____ Date _____

Note: You will want to have a plan of intervals 50/10, 40/20, Tabata finisher, etc. and clearly spell out the plan of action for each corporate account.

Cross-Promotion for your corporate boot camp incentives

Cross-promotion for the purposes of this course is simply a low cost, high impact marketing technique that you can use to increase the value of the incentives you offer.

Cross-promotion is also used to increase market exposure. That is not what we will be discussing here. You've got resources from this course to help you target your market. Those are the resources you should be using for your corporate prospecting. We are also not talking about a joint venture or co-branding.

Look at the purchase order we have used in the corporate presentation kit. You will notice that the hourly rate stays the same whichever package the client orders. What we have done, instead of sacrificing our price, is added on value.

Trainer Tip

If you are charging a fair price for your product, you do not need to discount your price to get your client to sign up with you. You are worth every penny. By holding your price and adding value to the offer, the prospect sees the opportunity to gain even more than what they are paying for. Make sure that what you are offering as added value is truly of value to that particular market.

In our 6 month premium boot camp package we have added a quarterly lunch and learn. The ideal cross promotion for this is a restaurant that also caters and serves healthy food.

The reason it is ideal is because they are always looking to increase their catering business and companies use caterers for their events. You have a company the caterer may want to do business with. You can offer them an opportunity to cater the lunch and learn.

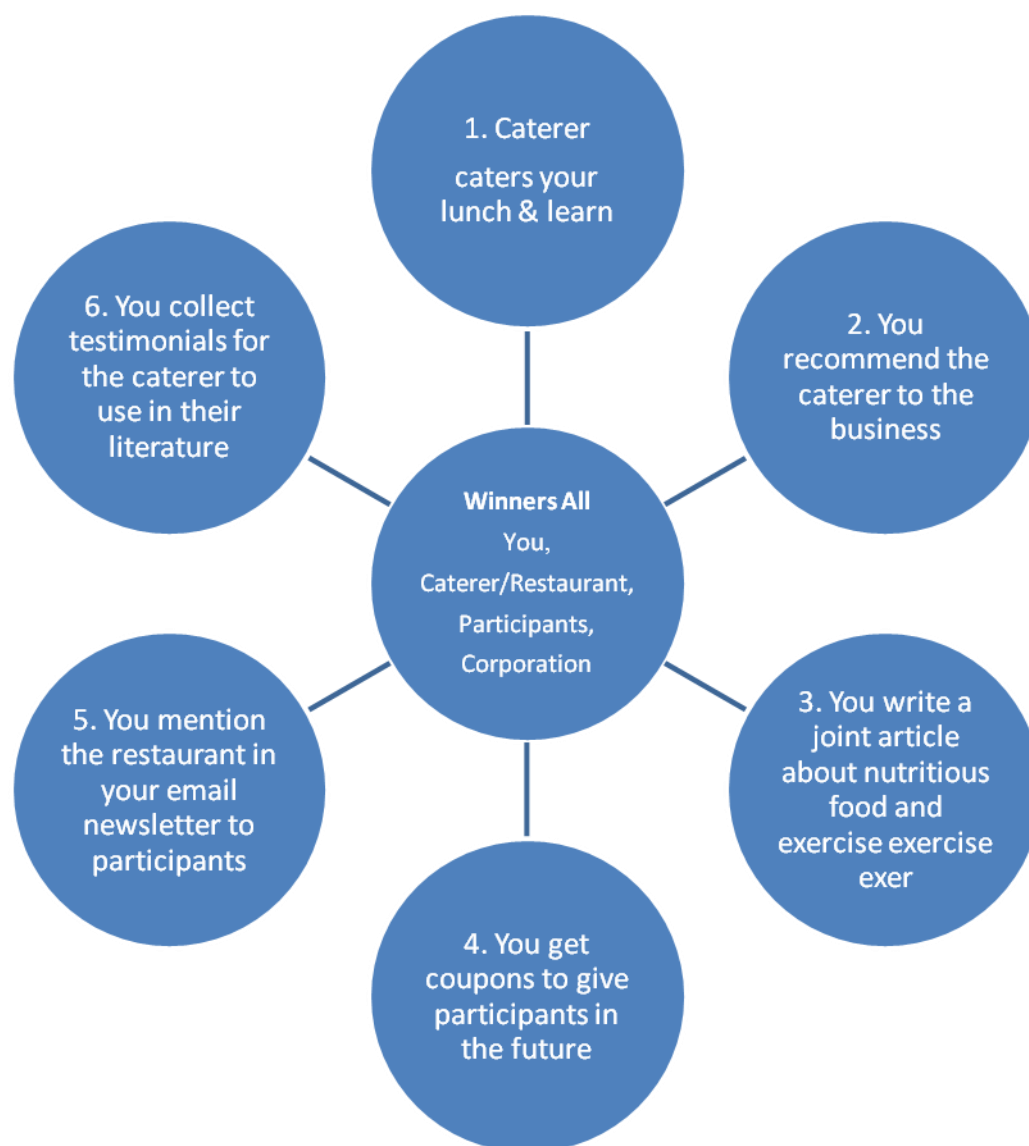
That opportunity to cater the lunch and learn may not be enough of an enticement for them. Take it one step further. Discuss with them the type of food you want to serve, and write an article about that food, how it nourishes the body and when combined with exercise, gives the body the tools it needs to regain and retain good health. The article can be co-authored by you, the trainer and the catering company. It can be submitted to the lifestyle section of your local newspaper for free publicity for both of you.

If you are going to mention the company name where you are holding the lunch and learn, ask permission first. If they say yes, you may want to see if you can include a paragraph that helps you describe the benefits of on-site exercise programs and nutrition programs for the employees. This will help increase your social proof as well.

Another reason a restaurant/caterer that serves healthy food is a good choice for cross promotion is because you have everyday individuals as participants in your exercise program. These people eat at restaurants and they tell friends about good restaurants. They are potential customers for the restaurant.

If you can get the lunch catered free, then you could possibly also ask them for some free meal coupons that you can use for the quarterly exercise bonus on the one year contracts.

Here is how the healthy restaurant/caterer cross-promotion looks...



To develop an effective cross-promotion that is beneficial to all parties involved, you need to consider a few things.

1. Is the company, their product, their market, a good match for you, your client, and your product? Your client in the case of corporate wellness is both the company and the participants – two different markets, two different spending/purchasing sets.
2. Do they bring good value, different resources, and credibility to the table? In the case of a shoe store, you may have a very good cross promotion if they offer both business shoes for men and women as well as gym shoes for men and women. High end, top quality business shoes are excellent business gifts that a company will purchase for top

producing sales people. A coupon for new gym shoes is always welcome by the average working class individual. You can do a publicity article with the shoe store taking a closer look at shoes, the mechanics of the foot and ankle bones and muscles, and even pull in a podiatrist or specialist that fits shoes to complete the article. The social proof is available then for you plus two other companies.

3. Know why you are approaching a specific company to discuss cross-promotion. Be prepared to ask them first how you can help them, ask them first what their needs are in terms of increasing their business. Be prepared to offer them what they need before getting into your needs. Their needs will be greater than your needs. The potential new customer base that you offer them will be small until you have a great many corporate accounts, so you have to build in the value to them. If you run regular boot camps as well as corporate, you can give them some free boot camp workouts for their employees.

In summary, the cross-promotion we are discussing is the exchange of two business services or products of value that serve the needs of both parties.

A hair salon is a great cross-promotion for a regular boot camp, but is it for a corporate boot camp? Participants would appreciate it. Many women are choosy about their hair and have a favorite hairdresser. If they were given a free haircut coupon, they may give it to a family member, and then forget that they were even given something. The value gets lost. Does the company who is your first client benefit in any way? No, not really.

T-Shirts with your logo discreet (don't blare your name, it's all about them) and a fun graphic, possibly with the name of their group – they may call themselves something, lunch-time warriors or something symbolic. Peer or group identity is a big thing. They are working their butts off in your exercise class – give them shirts they can proudly wear.

Make the imprints fun, daring, exciting, recognize their blood, sweat, and tears.

Be creative. What do you want to offer your participants as incentives on a one year signed contract? You can offer two levels of incentives. For participants who have attended each and every session during that quarter you can offer a really nice thank you gift. For all the others you can offer a nice thank you gift.

You've got resources in your community – there are other businesses looking to get into markets where you currently are. Use those resources to benefit both of you.

What is Over Deliver

32 Simple Ways To Over Deliver to Your Personal Training Clients

By Greg Justice, M.A.

Over deliver is business as usual in my book. It is second nature to me to give clients more than they expect. I'm telling you now; it's a lot easier than it sounds. It may sound like some mysterious, expensive proposition that will cut into your time, your resources, and your bottom line. Don't worry. It doesn't. It only enhances all that and more.

It is surprisingly simple to over deliver to your personal training clients. One word of warning: Each and every method and means of over delivering must include some type of relationship. If it is done without relationship, it has little value. If it has little value, there is no "over deliver". I'll show you what I mean.

Let me share a mere 32 ways with you...there are hundreds...here are some of the ways I over deliver...Remember...it's the little things that count....

Little Things

1. Smile. Always welcome and offer an encouraging smile. Who wants to deal with a sourpuss?
2. Use their name. Say their name. That's a big one. Use it like they are your best friend.
3. Bring them their water. Refill their glass before they want it.
4. Introduce them to someone else like they are your best friend.

Big Things

5. Use their testimonial on your website.
6. Mention their achievements in your next local media interview (with their permission)
7. Tell them specifically what they have achieved and let them know that you are proud of them - you know how much effort they put in to achieving that.
8. Explain how you can help their kid gain confidence against the bully with your exercise program.

Tangible Things

9. T-shirt. Or other apparel. Something they can be proud to wear, that makes them one of "us" at this gym.
10. Pedometer. Something useful and functional that will help directly with their program and their wellness lifestyle.

11. Do a cross promotion with a local shoe store and give them a huge discount coupon from that store.

Intangible Things

13. Listen. They want you to know them. They want to know that you know them.

14. Care. If they are in the midst of turmoil, let them know that you care. If a spouse dies, go to the funeral.

15. Relate to them. Be a real person, not a machine.

16. Wink at them. Acknowledge that extra effort your client put in.

Educational/Informative Things

17. Client Handouts in areas they are interested in.

18. Talk with their doctor. If they are special populations, let them know when they are on track w/doctors knowledge.

19. Research study. Share with them the latest findings in whatever area you are working with them on.

20. Share with them a new recipe or flavor combination (ie: honey and cinnamon on toast)

Time Things

21. Show them something special - specific exercises or stretches geared toward low back pain, easier sleep, etc.

22. Offer to go to their kid's school for show and tell or to speak and demo.

23. Offer to do a lunch and learn for their church or social group - you just may get some new clients in the process.

24. Ask them specifically if there is anything you can do for them.

Caring/Sharing Things

25. Remember their birthday. Or their anniversary of working with you.

26. Give them a flower on Mother's Day (during that week) or Bosses Day (explaining that you work for them)

27. Give them a brochure or newspaper article to a place in their field of interest that they may not be aware of.

28. Celebrate with them - write a congratulations note on a banana (clean yellow skin, use a pen lightly) and present it to them.

Above and Beyond the Call of Duty Things

29. Surprise them with a chair massage.
30. Create a poster or sign that recognizes the personal best or achievement - the names of the achievers
31. Have their name embroidered on one of your shirts or sweatshirts
32. When they achieve the dress size they wanted to get to - cross promote with a popular clothing store and give them a discount coupon.

Some factors you need to know. Your time, your knowledge, your skills, your words, your answers, all have value to a client - if you are a professional. They know how much they are paying, they assume they know how you treat a regular client, and they know how you treat them. You must also know your own value. Treat your over delivery with the care and consideration it deserves. If you are flip about it, they will sense that too, and it will have little value.

About value. There is real value, and there is perceived value. When you are booked up and running back to back appointments and your client knows it, those few extra minutes really mean a lot to them. Even if you finished your program with them 2 minutes earlier and took those two minutes to spend with them, listening and answering questions, they will perceive it as quality time with you and will feel they got more than they paid for.

That feeling of getting more than they paid for is the result of "over deliver" to your personal training clients. When you over deliver, you build excellent clients who are free with referrals and testimonials - the elements you need to grow your business. They become welcome clients, the ones you look forward to working with. And the foundation of it all? Relationship.

Now, that's not so difficult, is it? You probably over deliver every day and just didn't know it. Now you've got some more ideas on how to over deliver. We'd love to hear some of your creative ideas on how to over deliver. #####

A Word about increasing your business

There are only three ways to grow a business. Anything and everything you can think of falls into one of these three categories: increase your number of clients, increase the amount your client purchases each time, or increase the average number of times your client buys.

Increasing Your Client Base

With corporate wellness, your main sales objectives are to grow your business by adding client businesses ideally with 50 or more employees, though you can work with less. Your target is to get a minimum of 15 committed employee participants for each session. Aim to increase that number with each new phase, thereby adding a session at each business.

Increase the Number of Times Your Client Purchases

In corporate wellness, this is retention and renewal with increasing participation.

Increasing Your Clients Average Order

This may also be bands, cds, or other products you offer. Be careful what you are offering – you don't want to negate the value of the on-site personal trainer.

Another opportunity for you is the families of the employees. They need to get in shape too. If they are living in proximity and you can find an empty building or a gym or dance studio that has down time, use it, get the families there and give them a program too. A company picnic might be a good time to support and run some relays and family exercise sessions, something really fun and different with lots of laughter and hooting and hollering. All employees, even those not participating in the Corporate Fitness program will see and try out for the day, and possibly 'buy-in' to the program.

Jump Start Your Way To Success

Quick, take this sheet and mark down dates, times and places on your calendar for the following 5 points. Do it now.

1. Get your presentation compiled, printed and bound. Make a dozen or more so you are ready for a meeting at any time.
2. Ask each and every client if they have a corporate wellness program in their workplace. Make a note on a spread sheet of each answer.
3. Ask the decision makers you find in your client base for an appointment to meet with them to discuss a corporate wellness program at their company.
4. Join your Chamber of Commerce and participate.
5. Join your Toastmasters group and participate.

From all of those people you have just talked to and met in the 4 groups above, you should easily be able to make connections with at least a dozen potential clients. You can do that in a week, and within a month or less be running your own Corporate Boot Camp Program. You've got the tools, go use them, and enjoy your success!

Preparation, Conversation, Presenting, & Closing a Corporate Boot Camp

1. Know your objective. Be specific about your objective. Plan for your objective. Know your desired outcome. Desire the outcome with all of your being. When you “own” your objective and desired outcome everything you do, say, think, and hear is geared toward that outcome. With that type of knowledge and focus your odds of achievement go way up.
Do you want to close a sale or do you want to help that business owner help his employees regain and retain health and wellness by getting them exercising within the next 2 weeks?
2. Know your material. Rehearse your presentation. Rehearse your answers to objections and questions. Practice does make perfect. Be strong in your presentation, smooth in your delivery, capable and confident in your answers, thoughtful in your rephrasing and confirmations. When you know your material inside and out you are free to be you. Your presentation will not be forced or stiff, feel foreign or strange. Embrace it and practice it.
Are you embarrassed to talk to yourself in the mirror, or to give the presentation to a friend? What makes you think it will go smoother when talking with a stranger who holds the power to give you a boatload of money? Practice, practice, practice.
3. Know your prospect. Listen to your prospect. Empathize with your prospect. Understand where they stand, what they think, what they need, what they want from you. Mirror their mannerisms, their speed, and their demeanor. Do these things and you will be able to build rapport and trust. *Without trust would you hand over your hard earned money to someone you don't really know? What does it take to get to know you? What does it take to earn your trust? Think about that for a moment. Now put yourself in the business owner's shoes – listen intently.*
4. Know your process. Qualifying, interviewing, presenting, and closing. Find your balance. Don't rush it, don't drag your feet. Find your balance. Take your cues from the prospects answers, questions, objections. Find your balance. *When you know what you want and you know what the other person wants, it's easier to address the situation and create a win-win.*
5. Remember you are a professional. Look the part. Sound the part. Relate as one professional to another. You are there to help them achieve something, develop something, save something. Discuss it and offer up solutions and scenarios the prospect can identify with. After rapport building the discussion is all about them and their needs. How their needs will be met by having your service in place, what their business will look like when new solutions are provided by your service. *Have you ever had a*

situation where you looked back and wished you had put your best foot forward, had appeared more polished, had taken that extra minute to....Just do it.

6. Pay attention. Focus. Take Notes. Repeat the concepts you heard them say back to them in your own words. Make sure they know you understand them and their situation. Be fully present in that meeting, and on that call. *If you miss any of these, you are missing a prime opportunity to capture your objective, to pave a smoother road, to close that sale faster.*
7. Have your presentation bound and ready to use. Have some extras – you never know when opportunity might knock. Keep them clean and neat. Have a pen and notebook always available. Keep a supply of business cards ready. Be prepared. *What are your thoughts when you are very busy and pressed for time and someone is looking for something to show you...something you are not even really sure you need...and they can't find it...they keep looking?*
8. Use your testimonials to address the human results of the human needs. Use your business testimonials (when you get them) to address the business results of the business needs that may be similar. It creates the credibility that you are a problem solver – business spends money on solving problems. They don't buy features – they buy solutions. If you haven't uncovered their reality of their problems and they haven't acknowledged any problems they need to overcome, how will you sell a solution? They may not realize they have a problem – yes, they will know their employees have problems – they may not know it's also their problem until they see that someone else had that same situation and you solved it for them. *Do you have a wide variety of testimonials to draw from? 10 different people can perceive the same problem and solution 10 different ways. Are you prepared?*
9. The buck stops with you. You are there for a purpose. The consistency of your message, body language, presentation, and speech must all show that you are confident of your ability to deliver your service. And you MUST deliver it. Never take a business contract lightly. Never give your word unless you seriously mean it. Ever. One little lapse is all it takes to tumble like dominoes. The buck stops with you. *Are you ready to deliver?*

These tips are called tips because the rest of the icebergs would fill multiple volumes. There are some very excellent books by excellent authors on these subjects. I personally recommend reading Chet Holmes book called The Ultimate Salesman. When you know 'why' you are doing something the 'how' of it comes easier.

Recap of Your CBCS Systems

- Your Sales Presentation – keep bound copies on hand – know your meeting dialogue.
- Your CRL Contact/Capabilities – review all they can do for you and your client.
- Your Nutrition Program – print it out to show the comprehensive value at your meeting.
- Your Exercise Program – be prepared, change it up, make it fun!
- Your Lead Generation Resources – leads are available to you left and right, get out there!
- Your Sales Communications – have your processes in place and use them.

OUR MESSAGE TO YOU, THE TRAINER DEVELOPING A CORPORATE BOOT CAMP PROGRAM:

The confidence and respect the business owner has for you is in direct proportion to how well you are prepared, run your program, follow the guidelines you both agreed upon, as well as the results you get. The ease with which they renew their contract with you is also in direct proportion to those same factors.

It is a big deal for a business owner to hold a boot camp for its employees. It is an honor for you to be considered as their trainer. When you respect that honor and do a very good job for them, they will not hesitate to refer and recommend you to their network of business owner acquaintances. With those referrals, your program and processes will carry you far and wide into the incredible world of corporate boot camps.

We want to help you to grow and prosper in your Corporate Fitness journey.