

PASSION

I know what you're thinking, how can I NOT sell personal training or other fitness-related services and actually make money? We all know how the fitness industry operates. Whether you work for a health club or own one, your biggest concern is hitting your sales numbers. Why are the sales numbers so important? Either your supervisor is telling you to sell to keep your job or because you need to pay your operational costs. Although the truth is quite the opposite: if you want to succeed in the fitness industry then you have to stop selling fitness and start sharing your passion.

According to Dictionary.com the term "sell" means "to exchange goods for services and to persuade someone to buy something." The problem with this approach is that when you "sell" someone fitness you spend your time and energy persuading them into believing that the service you are offering is necessary. This approach may be successful with some people, but not with most.

Maya Angelou says it best in this quote: "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." Understanding this concept is the greatest lesson anyone can learn in this business and in life. To be successful in any field you will need to stop "selling" and start speaking your passion. If you are anything like most people in the fitness industry, then no one has to "sell" you on the benefits of living fit, eating right and exercising. You know it, you feel it, you live it, you breathe it, and it's your passion.

I have never sold personal training a day in my life, but I have shared my passion with each and every person I come across. As soon as I start speaking my passion, my eyes light up, the words just flow and my excitement for what I'm speaking about revitalizes every cell in my body. The result is that the individual I'm chatting with feels my excitement, passion, enthusiasm and energy. It's a natural process for human beings to mirror and internalize the emotions of those with whom we are engaging. If you do this, and share your passion, clients will be lining up to buy whatever it is you are selling without you ever having to ask them.



Tammy Polenz, CPT, has been actively involved in the fitness industry since 1991 as a personal trainer, club manager, corporate wellness consultant, and gym owner and designer. She is the author of Think Fit 2 Be Fit, founder of Vedas Fitness in Cleveland, and Wellness Director for Cleveland Hopkins Airport and has been featured in numerous fitness magazines and media. Learn more about Tammy at www.vedasfitness.com.