

# FOUR QUESTIONS TO OVERCOME POTENTIAL OBJECTIONS

## 1 Needs and Goals.

1. What are you primarily looking to accomplish from an exercise program?
2. What specific area(s) of your body are you looking to see these results?
3. What motivated you to come into the club today?
4. How will you feel once you have accomplished your goals?
5. What is the first thing you're going to do once you achieve your goal(s)?
6. On a scale of 1-10, 10 being the highest priority, how important are accomplishing your goals?
7. Are you open to accepting advice from a certified personal trainer/coach to help you accomplish your goals?

## 2 I want to think about it.

1. How long have you wanted to accomplish these goals?
2. When were you last in the best shape of your life?
3. How long has it been since you exercised regularly?
4. How many times (over that period) have you considered getting started accomplishing your goal(s)?
5. What barrier(s) stopped you in the past from staying in good shape or staying on an exercise program?
6. What is your hesitancy in getting started today?

## 3 Spouse or Significant Other

1. Does your spouse or significant other know how important accomplishing your goals are to you?
2. Is your spouse or significant other usually supportive of your decisions?
3. Is your spouse or significant other also interested in beginning an exercise program?
4. What will you do if your spouse or significant other flat out said, "no"?
5. Do you and your spouse or significant other consider investments like our monthly fee a major expenditure or is it more along the lines of personal care incidentals such as hair styling, manicures, pedicures, buying a cup of coffee, etc.



No social media policy.

## 4 I'm Not Sure I Have Time.

1. How many days per week are you planning to exercise to accomplish your goals?
2. Which days of the week are best for you to attend?
3. Will you be using the club in the mornings, afternoons, or evenings?
4. How many days per week could you attend the club to accomplish the goals you mentioned?
5. If you knew for a fact you would accomplish your goals, how many days per week would you be willing to attend?

## 5 Money. It's Too Expensive.

1. Based on everything we've discussed, what do you think a program like this might cost monthly?
2. If you accomplish the goals you mentioned wouldn't the cost of membership be inconsequential?
3. If you break the membership cost down to a daily expenditure it averages out to less than \_\_\_\_\_ \$ per day.
4. If you use the club 4 times per week the cost averages out to only \_\_\_\_\_ \$ per day.

## 6 Other Clubs.

1. Can you see yourself accomplishing your goals here?
2. Are we closer to your home or work?
3. Do you feel we offer everything you're looking for in a fitness center?
4. How do you feel about the atmosphere here?
5. Is there something you're looking for in a fitness center that isn't offered here?
6. Are you familiar with how their membership programs work?
7. If we are closer, joining a club farther away will increase the travel cost and will likely off-set any membership savings, not to mention the added inconvenience will likely cause you to attend less frequently.