

# OVERCOMING OBJECTIONS

## TIPS TO MAKE THE SALE

**Keep these strategies in mind as you practice making a sale:**

- Ask questions and listen to the answers.
- Repeat back objections so your potential client knows you're listening.
- Provide valuable information to answer those objections, like how your sessions could actually provide real benefits.
- Tap into emotions. Selling is emotional, so ask how it would feel to be fitter, to meet that weight goal, or to spend some time and money on personal wellness.
- Be confident. You're offering a valuable service that actually helps people.
- Create urgency with limited-time special offers but also emotional urgency. Haven't they already wasted enough time not feeling good about their fitness level?
- Close the sale by actually asking for it. Now is the time to get a little pushy.

