

New Trainer Tips from the Pros



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Table of Contents

Advice from the Pros	3
• 7 Best Tips from Professional Personal Trainers	4
How To Stand Out from Other Trainers at the Gym	7
• Your Unique Selling Proposition	8
Tips to Keep the Clients Coming Back	10
• It's in the Job Description	11
• Seven Principles and Practices for Client Retention	12
Personal Trainer Portfolios and Testimonials	15
• What Should a Personal Trainer's Portfolio Look Like?	16
• Personal Training Client Testimonials	17
• Other Testimonials	18
Small Group Training: Earn More in Less Time	19
• Small Group Training is Not a Group Fitness Class	20
• Why Offer Group Personal Training?	20
• How to Do Group Training Right	21

Advice from the Pros



We asked current and veteran fitness professionals about the best advice they would give you, a new personal trainer. We wanted to know what they wished they had known as a new trainer and what they've learned through their experience in the real world of training clients.

They came back with loads of advice through social media, email, and interviews. Core topics appeared, repeated in varying forms, so we compiled these central ideas that the trainers had to offer.

7 Best Tips from Professional Personal Trainers

Here are the top tips for new and aspiring personal trainers as you find your focus to excel as a fitness professional.

1. Excel at Sales

As much as we wish it were so, there won't be an instantaneous line of people waiting for you to train them the moment you get your personal training certification or get hired at a gym. You're going to have to hustle. You are selling clients on the idea that YOU can help them meet their health and fitness goals. And they're not going to make the sale come easy.

Clients will walk in the gym doors wanting to get healthy but they'll still have every excuse in the book as to why they don't need a personal trainer. So, learn how to pitch your knowledge and skills to their benefit and how to [overcome those objections](#). The better you get at overcoming objections, the easier it will be for you to build a full schedule of clients.

- Ask questions and listen to the answers.
- Tap into their emotions.
- Be confident in your knowledge and abilities.
- Create urgency.
- Ask for the sale.

2. Find a Mentor

When you're starting out, find a seasoned trainer who knows their way around the gym or health club and is willing to show you the ropes. As you get going, don't be afraid to have more than one mentor or to change mentors throughout your career. A mentor excels in an area where you feel weak, which means as you progress you will likely need someone with a different knowledge base or set of skills.

A mentoring relationship can take a variety of forms, such as a shadowing experience, regular check-in conversations, or occasional advice when a problem presents itself. Good mentors will offer encouragement and motivation to help you build your skills as a personal trainer.

3. Study Nutrition

You're building a business in transforming lives. While your personal training clients may do okay with their fitness in the gym, poor nutrition can be a key factor holding them back from achieving their goals. [Understanding nutrition](#) and imparting that knowledge to help clients build a well-rounded, healthy lifestyle will help you succeed even more than before.

With a certification in [fitness nutrition](#), you can have a deeper understanding of nutrition than the average personal trainer. This sets you apart from the pack and gives you more benefits to offer a client. Help clients build healthy habits within the gym and outside it.

4. Make Time for Yourself

Don't be a victim of burnout. Take time off, whether it's to pursue interests outside the gym or to fit in your own workout. Many trainers mentioned losing track of their own health and fitness because they were too busy helping clients. How does that look to clients if you can't practice what you preach? Finding balance keeps you happy and healthy, and it can inspire clients to find balance in their lives.

5. Be Yourself

Don't try to fake a personality type just because it works for another trainer. Clients will see through that fakeness right away and won't trust you to help them achieve their goals. A no-nonsense approach might work for Trainer Jane and her clients who just want to show up, achieve their numbers, and go home. But there will also be clients who seek out the cheerful, positive attitude of Trainer Bob because they want to have fun during their workout.

There isn't one workout that works for everyone, nor is there one specific trainer personality that all clients seek out. Maintain a professional attitude while still allowing your own personality to shine through. You'll attract clients who keep coming back and look forward to their sessions with you.

6. Listen. Listen. Listen.

This applies not only when you're trying to make a sale but also when you're working with your client. Your clients stick with you because they feel you understand them and know what it'll take to get them to achieve their goals. Pay attention to how they're feeling when they arrive, which new exercises they're excited to try, or if there are any new sources of stress in their lives. Your clients will feel valued in being heard, and you may also notice subtle changes that necessitate an alteration in the workout.

7. Never Stop Learning

You're always working to improve your physical fitness and your mental fitness should be no different. The moment we stop learning, we become stagnant. And there is always something new to learn.

At the minimum, you'll need to acquire continuing education credits to meet the requirements of your certification. But to stay relevant and on top of your game, seek additional learning opportunities as you're able.

- Discuss training methods with other trainers (in person or online).
- Take online classes for additional [specializations](#).
- Read health journals.
- Attend health and fitness conferences.

The more you know, the more you can help your clients as they work to achieve their goals.

If you're not already certified as a personal trainer but are ready to help people build healthier lives, [sign up for ISSA's personal trainer certification course online](#).

How To Stand Out from Other Trainers at the Gym



A personal trainer's income generally relies on their ability to gain and retain clients. Gyms encourage trainers to spend more time connecting with the gym members to 'pitch' their services, a skill that few trainers are prepared to employ. While personal trainers are well versed in fitness and health expertise, they often have limited training—or interest—in sales.

This result can be connected to the psychological phenomenon that 'a confused customer doesn't buy.' With an overwhelming number of vague options, each trainer sounds the same to the potential client, making it hard to choose, so they take no action in choosing at all. This may be why, according to the IHRSA Health Club Consumer Report, only about 12.5% of health club members actually use personal trainers (compared to 44% who participate in group exercise).

What these personal trainers are lacking is a clear message that differentiates them from other fitness professionals. They need a unique selling proposition (USP).

Your Unique Selling Proposition

Major brands use a unique selling proposition to sell all sorts of products and services. Imagine if you are looking for a specific solution to a problem. For example, let's say you want to buy a new pair of running shoes that won't make your heels hurt when you run on pavement. You may go to the shoe store and look through several brands of shoes, many of which sound like they could do the job. But, if you found one pair that said Extra Cushioned Heel for Improved Running Comfort, you would immediately buy them and feel certain you made the right decision.

If you see your personal training as a business, it is vital to understand what makes your training style and personality different from the sea of personal trainers. As in any business, a clear message about specific results is crucial to quickly building your clientele with clients that you'll retain for months and years to come.

Designing your unique selling proposition is not difficult, though it may take some deep thinking. Here are four steps to discover your own USP to stand out from every other trainer on the gym floor.

Step 1 – Brainstorm Added Benefits

Create a list of the unique features and services you can offer your clients beyond being a workout buddy. How can you offer more in-depth information, expertise, or added benefits? For example, maybe you could [send a weekly healthy recipe to your client list via email](#), or maybe each week you could include an exercise that you did back when you were playing professional football. Maybe you could give them a written cardio workout to do each week outside of your sessions. Write a large list of ideas that you could easily implement.

Step 2 – Discover Unique Offerings

From the original list, choose 2 or 3 benefits your competitors can't copy or imitate. These are specific to your education, experience, personal insights, or personality. Discover what you can offer in a way that no one else can. For example, if you have skills as a DJ, maybe you can give custom playlists to your clients. Or, your yoga background makes you perfectly suited for assisted stretching that gets into the hips and hamstrings beyond what other trainers can offer. To get you started, consider your personality, unusual combinations of experience, personal story of overcoming struggle, and greatest achievements to see how you are unique.

Step 3 – Meet Emotional Needs

Put yourself in your client's shoes and think of the emotional needs that each of your unique benefits can meet. What do they struggle with that you can help alleviate with these benefits? For example, maybe you save your clients time by providing them with a [meal plan, grocery list, and recipes for the week](#), which in turn relieves the stress of planning. Maybe you send them motivational wake-up texts each morning to encourage them to get out of bed and get to the gym, which provides motivation they wouldn't otherwise get. Or maybe you offer them peace by writing out a workout schedule so all they have to do is follow it.

Step 4 – Summarize What They Get

For each of the unique offerings you created in step 2, summarize the benefits the client will get from what you offer. For example, if you are offering grocery lists, recipes, and healthy-eating shortcuts, your summary may be "spend more time enjoying dinner and less time making it." If you keep an updated Spotify playlist for your clients, your summary may be "providing powerful workouts to motivating soundtracks updated weekly for your convenience." Include the emotional component and the benefits offered into one phrase. This becomes your tagline.

As you complete this process, it's important to recognize a few things your USP will not accomplish. It will not make you the 'best trainer ever.' Instead, you'll focus on one specific area of expertise. It will not attract every client, only the clients that are best suited to you and your brand. It will not make you a 'better' trainer than the other fitness professionals at your gym, but rather position you to bring on more qualified clients whom you'll love training.

Next time you approach a potential client, try introducing yourself with your tagline. "Hi, I'm Jenny, I help women build better glutes for strength and aesthetics." Tweak it until you find it's working for you. You'll be surprised how a unique selling proposition for personal trainers goes a long way to separate you from the other personal trainers on the gym floor.

Need to expand your knowledge with a unique offering? [ISSA offers a variety of specializations](#) to expand your training toolkit—yoga instructor, glute specialist, recovery specialist, and more. Check them out to start learning—and earning—more today!

Tips to Keep the Clients Coming Back



Are clients losing interest in training?

As personal trainers, our mission is to help clients achieve their goals. It's a simple mission when you think about it, but how do we retain clients once we have helped them get to where they want to be? There are certain tools we can use to reassure our clients that we are always thinking about them, their results, and committing to them long-term.

It's in the Job Description

Let's break down the term "personal trainer." What does this actually mean? The Merriam-Webster dictionary defines 'personal' as "relating to the person or body." While the term 'trainer' is defined as "one that trains, or a person who treats the ailments."

At ISSA, we believe those two definitions combined make up the perfect job description, eloquently expressing the duties and responsibilities of a personal trainer.

You see, for your current or potential clients to experience success, everything you do for them should be based upon their individuality, not what works for the masses or the general population.

When a client can see and feel that they're receiving your full attention and effort, they feel comfortable enough to let their guard down and form a more personal relationship with you. The connection between the two of you will increase accountability and responsibility and reduce resistance to possible changes!

It doesn't matter if a client is a bit of a handful:

- They test your patience,
- They question everything you say,
- They ask about every new product they see on the infomercials,
- They don't fill out their food journal or remember their heartrate monitor.

Your mindset should always be client-centered, because, in the end, it's about them, their results, their satisfaction and happiness, and their health, not yours.

Effective relationships are built on trust, communication, honesty, and integrity.

- Present clear expectations and goals.
- Be honest and allow communication to flow both ways.
- Give your clients 100% of your energy every moment.

These actions, done consistently, will pave the way toward long-term success—for your client's health and your business.

Seven Principles and Practices for Client Retention

#1 - Honesty and Positivity

You need to make sure you keep your relationship both honest and positive. If your client slips up or isn't progressing as expected, you need to let them know. Don't sit back and pretend your client is doing just fine. Speak up and address the issue, but be careful not to 'point the finger' and place blame. Rather, help them take responsibility for their situation.

If you think your client isn't following the plan you outlined for them, sit them down and talk to them. Help them figure out the underlying reason for why they aren't seeing results. Don't be afraid to ask them questions!

- Are they stressed?
- Have they been following their plan?
- Have they been sick?
- Are they working more hours?
- Are they taking care of personal obligations?

#2 - Proper Terminology and Explanations

You should be able to explain your programming to each client in a way they will understand. How much does your client know about fitness and nutrition and how interested are they in learning more?

Explain to them how each exercise contributes to their goals. Share with them the benefits of drinking that green smoothie or getting up from their desk and stretching occasionally. But don't use technical jargon unless you know they're savvy to the lingo.

The goal is to further your client's comprehension, increase their confidence in the program, and increase their autonomy so they understand the program and adhere to it.

#3 - Build a Stronger Bond

Get to know your clients inside and out. Everyone has bad days, deals with daily stressors, and has to fulfill personal obligations. Life happens, right?

If you notice that something seems off or your client is losing focus, take the time to address the situation. If this means your client opens up to you regarding family or personal dilemmas, you now have an opportunity to build a great deal of trust in the relationship.

You may end up telling them to take time away from the gym to handle their current situation. Trying to force someone to push through an obstacle can do more harm than good.

Once your client sees that you care for their overall success and not just their physique, they will start to value and respect you like never before. They will trust you more and remain open to honest communication, which will ultimately motivate them to stay on track with their fitness program because they don't want to let you down.

In a situation like this, remember that there is a fine line between offering advice and overstepping your boundaries. Do NOT force an issue or offer to help beyond your scope of practice.

#4 - Be Flexible

We all know life happens. It is important to give your clients space in the face of extreme stress or daunting obstacles. However, you should be keen enough to recognize when a client is making up excuses and professional enough to nip it in the bud.

For example, suppose you have an online client who checks in with you every Thursday. If that client happens to miss a check-in and you don't hear from them as you typically would, send them a message or email as a reminder. Get them to commit to a check-in as soon as possible so they can stay on track.

If your client has also failed to fill out their workout log or nutrition journal, then your client may be struggling. It's time to find out why. Get in touch with them and let them know you are thinking about them and care about their success. Give them the opportunity to ask you questions or share their concerns. Change the program as necessary based on their feedback.

#5 - Further Your Education

Don't limit your potential by strictly following only one method of training. [Keep learning!](#)

If you close your mind to alternative exercise and [nutrition strategies](#) you will not only derail your own personal growth, but your client's as well. Don't allow yourself to become a part of a certain "camp" of thought: low carbs, keto, flexible dieting, set meal plans, or anything else in-between. Leave room for variability and remember that everyone is different.

If you further your education by acquiring a broader base of skillsets, you will increase your value to current clients and open the door to working with a larger, more diverse clientele.

#6 - Establish Habits That Build Value

Show your clients how to make fitness an active part of their lives. Discourage "all or nothing" thinking. Behaving as if fitness must take over every other aspect of life puts clients at risk for failing in other areas of life—work, relationships, etc. Of course, this is far from the goal of personal training.

Teach your clients how to prioritize their health effectively and practically. When fitness and nutrition fit easily into their daily lives, you'll see an increase in their consistency, energy, commitment, and most importantly, enjoyment.

You can help them stay accountable to these habits by checking in with them during their sessions. Ask them if they met their goal of drinking 60 ounces of water each day. If they had a hard time, ask how you can support them in reaching that goal. While they are with you, take notice of any behavior that supports their goals. For

instance, if they drink a whole bottle of water during your training session, congratulate them and remind them to add it to their nutrition log!

#7 - Professional, Service-Oriented Web Presence

Market yourself within a service-oriented system. Invest in a professional website, business cards, and brand your [social media](#) accounts to match. Make your services available to potential clients via each of these platforms so they can read about and access your services on demand.

1. Answer common questions.
2. Describe your training philosophy.
3. Share client testimonials.
4. Offer guidance and support.
5. Give potential clients a way to contact you.
6. Celebrate client achievements.

Remember, the key to client retention is to make your business all about your client, not you. Use your online presence to demonstrate your service-oriented approach to training and your clients will see that you are truly committed to them and they will remain committed to you, too.

Ready expand your services beyond the basic workouts? [Check out ISSA's online nutrition course](#) to help your clients build healthy eating habits that match the effort they put in during your workouts.

Personal Trainer Portfolios and Testimonials



As you begin your career as a certified personal trainer, it is important to track your progress, just as you would your clients'. Looking back on what you've accomplished gives you a good idea of what you could accomplish in the coming year, allowing you to set goals for your business.

What Should a Personal Trainer's Portfolio Look Like?

Getting started is often the hardest part of any endeavor. Anyone who has ever completed an intensive course will tell you it's true. Your clients will tell you it's true about their fitness journey. It will also be true for you and starting your business. But tracking progress is a great way to keep yourself motivated and to set a course for future progress.

In essence, a portfolio is a brag book. It is a compilation of all the things you have done or accomplished since you began your work as a personal trainer. Here are some ideas of what could be in your portfolio:

Certifications

As an ISSA certified personal trainer, you set yourself above the rest and distinguish yourself among colleagues. Your certificate(s) will show potential employers and clients that you are knowledgeable and prepared to work with them to improve their diet, achieve their fitness goals, and make healthier lifestyle choices.

ISSA certifications expire every two years. Keep track of those dates so you can plan to complete your continuing education units (CEUs) before your certificate expires. Record each of the CEUs you complete and add those to your portfolio as well.

Awards

Awards may include earning distinction in an educational program, community awards (for example, "Best of..." awards), peer recognition awards, or appreciation awards. Awards are social proof that you are an expert in your field and actively striving towards excellence.

They show that others have trusted you with their health and feel like the experience was worth their vote. Maybe your expertise is helping people lose weight. Strive after the "Best Place to Lose Weight" award and let your clients know that one of your goals is to help even more people lose weight and that their vote will help you achieve that goal.

Once you earn your award(s), scan them to share digitally, print one for a physical copy portfolio, and frame the original to hang in your fitness facility or gym.

Sponsorships

Being a sponsored athlete demonstrates your commitment to fitness and is a great way to attract clients. If you are sponsored, share your personal testimonial about the company's products and promote their brand in your own marketing. Small sponsorships lead to big opportunities, so commit to being a bold advocate for the companies that sponsor you!

Published Articles

If you are a writer and have work published in print or on the internet, share it! Meaningful contribution to the industry shows you are committed to the fitness industry and continuing education. You don't have to be published on a huge platform. Local newspaper and magazine platforms are a springboard to larger opportunities and get you known in your community. Print the articles to share in your office and share the links on social media and your website.

Conferences and Expos Attended

Every time you attend a professional conference or go to a large fitness exposition, you should put that experience in your portfolio. Who did you meet? What speakers did you listen to? What did you learn?

Attending industry events is important to your overall business success. There is almost always a new workout, exercise equipment, nutrition book, or fitness fad that debuts at these events. You can show that you've been at the forefront of the industry if you track your attendance at these events.

Community Involvement

Sometimes, the best marketing is to contribute to the health of your community without expectation of compensation. Volunteering at charity events, helping organize the local health fair, getting your team out to clean up a neighborhood park or garden, or establishing an afterschool fitness program for at-risk youth are all inspiring ways to show you care.

Sporting Event Participation

Whether you're on a co-ed softball team, play ultimate frisbee, or compete in recreation races like 5ks or obstacle courses, put all of this in your portfolio. Clients will feel much more comfortable working with you if they feel you have something in common. Time spent playing on a team or competing in your favorite sport shows that you're not just talking the talk but are indeed walking out the principles you teach in your training sessions and preach in your gym.

Personal Training Client Testimonials

Gathering testimonials from clients should be part of your client care process. When you first meet a new client, you learn about their pain points, the health issues they want to resolve, and how motivated and committed they are to those goals. A testimonial doesn't have to be the end...in fact, testimonials that talk about the process are more powerful than "look what I've done" statements.

The clients who are still working towards their weight loss goals, following your diet, hitting the gym every morning, committing to their cardio routine, etc., can give you active testimonials which will inspire others to join the process and get active!

How and when should you collect testimonials? Well, sometimes the best testimonials come out of your end-of-session chats. Ask how they feel about the session and their progress so far. Excitement over their own progress translates easily to excitement to share it with others as a testimonial to your training success.

What to Ask

There's no specific question that will always elicit a great testimonial but here are some suggestions:

- What were some of your goals when you started?
- What are your goals now?
- How would you summarize your experience as a whole?
- How have your relationships changed?
- What kind of compliments have you received since you started your fitness transformation?
- What were the things that made the biggest impact?
- What was the biggest obstacle you faced in your journey to become healthy?
- What is the problem you needed to solve?
- How did we solve your problem?

Where to Share

Sharing great testimonials is important for growing your business. You should share them on your website and social media. But don't stop there. Platforms like Google, Yelp, Thumbtack, etc., are valuable places to share testimonials and engage with clients who have taken the time to review you and your business.

ALWAYS engage with your reviewers. If the review is positive, thank them, praise their efforts, and finish with a statement like "It's my pleasure" or "I look forward to helping others overcome this obstacle as well." If the review is negative, use the opportunity to publicly address the concern and restate your dedication to that person's goals.

Other Testimonials

In addition to gathering client testimonials, consider other people you've worked with and ask them for testimonials. For example, ask your boss to give a testimonial about your sales skills, conflict resolution, professionalism, etc. Ask other trainers or peers what they think about the work you do. Ask editors to talk about your work, ability to meet deadlines, and whether you're easy to work with. You should also get testimonials from corporate partners or people you've worked within the community.

Again, social proof is key to business growth. Your portfolio and testimonials demonstrate that you know how to help others achieve their fitness goals, improve their physical fitness and mindset, and become healthier.

It is never too late to put together a portfolio! Review your calendar to see what you've done over the past year and start putting your portfolio together today. Once you get started, it will be much easier to maintain it going forward.

Ready to add more education and experience to your portfolio? Check out [ISSA's continuing education offerings](#)—from Strength and Conditioning to Fitness Nutrition, there's bound to be an area that piques your interest!

Small Group Training: Earn More in Less Time



Group personal training is a growing focus in fitness. It's a little bit like a cross between a large fitness class in which the trainer instructs but doesn't get personal with clients and an individualized, goal-focused personal training session.

Before you dive into this kind of training—and there are many reasons why you should—make sure you understand what group training is. Take this advice on how to do this kind of training right, and you'll get more clients, earn more income, and reach more people.

Small Group Training is Not a Group Fitness Class

People often confuse small group training with fitness classes. They are not the same. Small group training is a combination of personal training and group instruction. You work with a handful of people with similar goals to train and instruct. Here are some important distinctions:

- A big difference is size. Group classes can have 20, 30, or even 50 people. Group training is more like five to ten people.
- The smaller size means you get to focus on each individual, while in a larger class you are providing a more general workout.
- You'll put more time into planning small group training because it is more specific and less general than a fitness class.
- Small group training is more expensive than a larger group fitness class (but less than individual personal training), with per-person fees ranging between \$15 and \$40 per session.

Why Offer Group Personal Training?

If you've been offering one-on-one sessions for a while, or even tried your hand at teaching classes, you may be ready for a new challenge. Group personal training offers you a chance to reach new clients and earn more money.

Attract Hard-to-Get Clients

With group training sessions, you have a better chance of reaching those clients who would otherwise not sign up for personal training. These are the people who may feel a little shy or uncomfortable working one-on-one with a trainer they don't know. It's also a good way to get to potential clients who want to try training but can't afford individual sessions.

Land More One-on-One Clients

By reaching more people with group training sessions and series you'll also be networking with more potential one-on-one clients. Those who were hesitant to sign up for training may find they love working with you. After

going through a set of group sessions, they may decide they're ready to take workouts to the next level and sign up for more focused, personalized sessions with you.

Reaching new clients means more than just earning an extra salary; it's also so rewarding. [Check out this ISSA blog about how great it feels to change people's lives](#) for some inspiration.

Group Personal Training Brings More Income in Less Time

Financially, group sessions just make more sense. They are more affordable for your clients, and they provide you with greater earnings in a shorter amount of time. It's necessary to get the balance right between the number of clients per group and the fee each individual pays, but when you do, you'll be earning more efficiently.

How to Do Group Training Right

If you have never done this before, take notes. Small group training is not as easy as simply getting five people together and offering exactly what you would in a personal training session. You have to consider how to maximize the time for each client and how to hit individual goals while working with a group.

Create Themed Groups

Instead of randomly grouping together a few people interested in training, be thoughtful about it. Create a series of group sessions with specific goals or types of fitness. For instance, create a six-session series on an introduction to strength training. You'll get individuals who have similar experience levels and goals. Some other ideas include weight loss training, training for runners, or pre-wedding boot camp.

Focus on Goals, Not Exercise Types

Group fitness classes revolve around a type of exercise, like yoga or Zumba, and they're well suited to this. You are there to instruct without getting to know the individual goals of participants. Group training is different. Structure the sessions around goals, like losing weight, gaining strength, or running faster.

Sort Participants by Ability and Experience

Getting people together by goal is essential to group success, but so is ability level. Your session will fail spectacularly if you put a workout newbie with someone who has been lifting for years. You'll be stretched way too thin trying to help both. Use questionnaires when recruiting clients for group sessions. Ask about goals, experience, and basic fitness so that you can sort your sessions appropriately.

Price It Right

One of the biggest advantages to starting group training sessions is that it will allow you to make more money in less time, but only if you do it right. For example, if you have four people in a group and only charge them \$15

per session, you are only earning \$60 for an hour, likely the same or less than you would charge for an hour-long individual session. Set a minimum limit on the number of people in a group, or adjust the pricing based on how many people sign up to make sure you are getting compensated adequately.

Group training sessions can be a great new offering if you do it right. Earn more and work smarter, not harder. Reach more people and have fun helping small groups of friends or acquaintances get fit and meet their goals.

The opportunities to specialize and maximize your business as a personal trainer are as grand as you're willing to work for. Expand your training business with an ISSA specialization—learn more training techniques, earn more money, help more clients.