



## The Client

Zest Health Clubs are one of the largest and fastest growing chain of health clubs in Australia. With Values of Passion, Integrity, Professionalism and Fun, Zest are committed to ensuring they have well trained team members dealing face to face with customers.

## The Challenge

Both Zest the organisation and the team wanted to see an improvement in the number of personal training sessions that were conducted. After consulting with Strategic Persuasion, Zest recognised that their personal trainers could benefit from influence and persuasion skills in order to sell more personal training sessions.

## The Solution

Strategic Persuasion implemented a training program teaching influence and persuasion. The program not only focused on the skill-sets, but also helped the trainers understand that just as important is the *role* of the persuader. The personal trainers were able to realise that when their role and outcome is that of being the person who sets the frame, results happen. This was delivered through a 3 days of training.

80% of the trainers that went through this program were so impressed with the results, they elected to go and undertake an advanced program in influence and coaching skills at their own expense.

## The Benefits

The personal trainers reported immediate success at overcoming resistance, inducing great states in their clients and closing more sales. Management also reported them experiencing a significance increase in motivation as a result. Just as importantly many trainers had an increase in their average sale, thus increasing their productivity levels as well.

"I found the course really interesting and useful, it was well presented, easy to follow and engaging. I feel I have improved my communication and influencing skills by at least 40-50%. Definitely worthwhile doing." ***Isla Duckmanton***

