

How to Get New Clients in the Door



Course curriculum and outline

Instructor: Fran Rosario

Course Location: FitGolf Performance Centers
National Headquarters
Conshohocken PA

Objectives of the course:

To provide a marketing system that enables golf fitness professionals and coaches to bring new clients in the door.

Narrative description:

Golf Fitness Business Owners were surveyed in the United States about what the biggest concern is for their golf fitness business. The overwhelming top response was that golf fitness professionals and coaches are struggling to get new clients in the door. The course **Getting New Clients in the Door** is designed to help golf fitness coaches and trainers with that problem.

This is not a course about advertising. It is about how to get clients in the door through planning and executing marketing and public relations activities. This course includes instruction in building a business and marketing plan and culminates in how to cultivate a geographic market place within each attendee's chosen geography. The students are given opportunities to practice what is learned throughout this course. This course emphasizes the necessary techniques to building business relationships that lead to the addition of new clients.

Course Concepts and Generalizations:

1. Student will learn to understand their market and determine their client base by the demographics of their market.
2. Student will learn to create a business and marketing plan.
3. Student will demonstrate a general knowledge of creating a marketing promotional piece by practicing its creation within a small group setting.
4. Student will learn how to cultivate their territory to build business relationships.
5. Student will learn how to look critically at websites.
6. Student will learn the basics to effective Social Media marketing.
7. Student will learn to generate promotional activities that will generate prospects for their business.
8. Student will practice using effective sales techniques that will enable them to increase revenue in their business.
9. Student will learn to create and develop clear, concise short and long term goals for their golf fitness business.
10. Student will learn specific marketing event scripts known to generate prospects for the golf fitness business. Student will also have the opportunity to practice these scripts with fellow classmates.
11. Student will learn how to build a residual business.
12. Student will have the opportunity to share successful golf fitness business activities within an open group forum.

Units of Study:

1. Market Demographics – Location and people characteristics
2. General Fitness Services
3. Advanced Fitness Services
4. Use of Technology in the fitness program
5. General Marketing Rules
6. Creating and Implementing Marketing Activities
7. Reporting and numbers analysis
8. Golf Fitness Sales Techniques
9. Goal Setting – Short and Long Term
10. Developing a Golf Fitness Business Plan
11. General Golf Fitness Business Practices
12. Building a Residual Business

Class Schedule:

Day 1

- 1) Welcome and Two Day Plan
- 2) Purpose of this Seminar
- 3) Establishing a Market
 - i) What Services will you be offering?
 - ii) What should your business look like?
- 4) General Marketing-What it is
 - i) Materials Needed
- 5) Creating Activities to Find Clients-How to do it (FR, Create New)
 - i) Warm Marketing Activities
 - ii) Cold Marketing Activities
- 6) Social Media Networking
 - a) Facebook
 - b) Twitter
 - c) Pinterest
 - d) LinkedIn
- 7) Optional Tools and Services
 - i) Different technologies for the golf fitness business
 - (1) Video Capturing
 - (2) Dynamic Balance System
 - (3) K-Vest
 - (4) A-Line
 - ii) Possible uses technology to keep a client
- 8) Understanding the Numbers
- 9) Successful Golf Fitness Sales Techniques
 - i) Follow-Up Process – Image of Difference
- 10) End of Day Review and Homework
 - i) Create 3 Short Term Activities
 - ii) Long Term Plan

Day 2

- 1) First Day's Review
- 2) Goals-CCMP-Exercise: Set a goal gain 10 new clients, then break it down
 - i) Long Term – 5 years
 - ii) Short Term – 6 months to 1 year
- 3) Creating a Game Plan to fit your goals
 - i) Intermediate Term - First things to do to build this business
 - ii) Near Term – A few weeks - What to do to get your first or next 6 clients
 - iii) Intermediate Term – 3-12 months
 - iv) Long Term – 1-5 years
- 4) Applying the sales techniques at every level
- 5) Applying your sales techniques to your golf fitness business

- i) Cheers Effect
 - ii) Scripts
- 6) Building a residual business – It's all about outcomes.
- 7) Closing and Final Thoughts