

Sales Education Masterclass Overview

MASTERCLASS 1

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Topic

Emotional Drivers

When

11am Tuesday, 28th June, 2022

Details

This session will delve into the difference between Fitness Goals and Emotional Drivers.

How to extract an emotional driver, and how to use that driver to motivate your prospect to your club and a healthier and happier life.

Training by

The sales Training Zoom will be hosted by Liam Robertson the Managing Director at Creative Fitness Marketing (CFM). CFM have been the Worldwide Leaders in Health Club promotions since 1990. Selling over 15,000 long-term fitness memberships per year, Fitness Sales have never been more important than right now, the fitness industry has banded together and through Exercise New Zealand, CFM are excited to share some motivational tactics to improve your club's sales ability.

