

## Sales Education Masterclass Overview

# MASTERCLASS 2

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**Topic**

Overcoming Objections

**When**

11am Wednesday, 29th June, 2022

### Details

In our industry we are used to excuses or objections why people CAN'T commit to exercise. But each time we hear them we should be happy we have our prospects trust that they have told us why they are nervous, and we should see it as an opportunity to motivate them to taking the plunge to commit to be fit.

This session we will go through tactics and acronyms to remember to overcome these excuses and objections.

### 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.

