



The Art of Selling Memberships

By Erik Charles Russell

Erik Charles Russell. Paperback. Condition: New. 199 pages. Dimensions: 8.4in. x 5.5in. x 0.5in. The Ultimate Sales Book for Closing More Gym Memberships and Making More Money. A 5-Step Process That Anyone Can Master! Selling gym memberships is a true art and like art you can create a beautiful masterpiece that brings you millions of dollars or you can be a starving artist. In this groundbreaking new book, you will learn how a man turned himself from a membership sales beginner into a membership sales master, selling millions of dollars in memberships along the way. You'll discover: How to ask the most powerful question in the universe to uncover your prospects' true buying motivations. Techniques to prepare yourself for success both physically and mentally. The reasons why people buy memberships (it's not what you think). Ways to generate and close leads from the telephone, from walk-ins, from the Internet/social media, and from face-to-face contacts. The only four objections a prospect will have, why every prospect has them, and how to overcome them with ease. Three keys to doing a great gym tour and trial workout. How to get a commitment and paid in full memberships. The art of closing the hesitant buyer...



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Reviews

It is one of the most popular publications. It really is written in easy words and not difficult to understand. You are going to like how the author writes this book.

-- Prof. Evans Balistreri DDS

Completely essential go through book. This is for all who state there had not been a worthy of reading through. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Lydia Legros