

The Art of Selling Memberships: How I've Sold Millions of Dollars in Gym Memberships and How You Can Too

By Erik Charles Russell

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The Art of Selling Memberships: How I've Sold Millions of Dollars in Gym Memberships and How You Can Too By Erik Charles Russell

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 prospect's 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 with closes like the "You Are Getting In

Your Own Way Close", the "My Life Isn't Going to Change Close", the "Show Me The Money Close", and many more.

Who is this book for?

Owners, operators, personal trainers, and program directors of gyms, fitness centers, health clubs, and martial arts studios who want to close more sales so that they can make more money with less effort. In fact, anyone who is involved in personal selling of any kind will benefit from the knowledge and experience shared in this book. From handling leads to closing prospects, this book takes you through it all.

Plus get these FREE BONUS GUIDES!

Purchase the book, text AOSMBONUS to 33444, and you'll get these FREE BONUS GUIDES:

10 Low Cost to No Cost Ways to Promote, Market, and Generate Leads for Your Gym!

The Silver Bullets of Selling: How to Generate Non Stop Referrals

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Editorial Review

Review
I think this book is great for someone who has a sales team that they want to train in the art of selling. Here are some of the points I think are really on point in this book: 1. Look Sharp Be Sharp (making sure you, or your staff, is properly dressed is often over looked) I know it may seem silly, and not worth saying, but I'm glad Eric touches on this point, because I have seen a significant and direct increase in sales from just this ONE thing. 2. I really like his Killer Be's - Be Proud. Be Positive. Be Passionate, and Be Caring. (again, I think these are great suggestions for all sales people, regardless of what they are 'selling.' 3. I chapter six (or so) Eric explains that there is one reason people buy: THEIR REASONS. Again, I couldn't agree more. To people are too focused on that THEY want, versus their prospect. Finding out what they want and why is THE MOST IMPORTANT THING TO KNOW. 5. I also LOVE that Eric makes the point that you MUST GET A COMMITMENT from your prospect. And, to not overwhelm them with too many options. Narrow it down, give your recommendation, and let them choose between 2 options that you think are best for them. Well done Eric. You created a great book! --Amazon Kindle

The Art Of Selling Memberships captivated my interest immediately. I read it in one sitting and have a stack of notes. The Step By Step Process and the some of the hidden GEMS I found were priceless. Many people have a tendency to negate and overlook the simple as ineffective. I owned my very successful Gym and sold memberships for 19 years. There were a couple of things that seem so simple, yet I know if I'd known them, my success would have soared through the roof. I only wish I'd had this book and the simplistic keys back when I started. The information would have been invaluable! What I most liked about this book was that it was "Principle Based". This made it easy to read, understand and use. It was simple and comprehensive. I don't own a Gym any more, now I'm a contract educator, I travel and train people in the US and Internationally, and I have already started developing a strategic direction to obtaining more contracts after reading and assimilating the approach in Erik Charles Russell's book. Thank you. Worth a thousand times what I paid! --Amazon Kindle

By far one of the most educational books for this type of work. This man knows what the hell he is talking about and puts it in a way that we can all understand. --Amazon Kindle

About the Author
Erik Charles Russell is a Top 100 Best Selling Author in Business & Money on Amazon.com. At age 18, Erik began selling memberships at his adopted father's gym in Upstate New York. Actually, his career began by not selling memberships. He was a membership sales weakling and he struggled to close sales. Instead of giving up, Erik became obsessed with mastering the art of selling memberships. He studied from sales greats such as Tom Hopkins, Brian Tracy, Zig Ziglar, Roger Dawson, Anthony Robbins, Jeffrey Gitomer, and Grant Cardone to name a few. He went so far as to study psychology, neuro-linguistic programming, body language, and more. It wasn't long after that he became the #1 sales earner everywhere that he went. From fitness centers to martial arts studios, Erik has been both a program director and gym owner. He's sold millions and millions of dollars worth of memberships to people from all walks of life. His book, The Art of Selling Memberships, has reached #1 best seller status in the USA, Germany, and Australia. Erik lives in Watertown, NY with his wife and two teenage daughters.

Users Review

From reader reviews:

Henry Barba:

This The Art of Selling Memberships: How I've Sold Millions of Dollars in Gym Memberships and How You Can Too book is not really ordinary book, you have after that it the world is in your hands. The benefit you will get by reading this book is information inside this e-book incredible fresh, you will get information which is getting deeper you actually read a lot of information you will get. That The Art of Selling Memberships: How I've Sold Millions of Dollars in Gym Memberships and How You Can Too without we know teach the one who reading through it become critical in pondering and analyzing. Don't always be worry The Art of Selling Memberships: How I've Sold Millions of Dollars in Gym Memberships and How You Can Too can bring whenever you are and not make your carrier space or bookshelves' come to be full because you can have it in the lovely laptop even telephone. This The Art of Selling Memberships: How I've Sold Millions of Dollars in Gym Memberships and How You Can Too having good arrangement in word as well as layout, so you will not really feel uninterested in reading.

Paul Moore:

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