

**The New Strategy That Guarantees You'll Bring Any Client
Thrilling Results!**

By Phil Kaplan

For IDEA World 2006

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Note to IDEA World Attendees:

I've spoken at over 1,000 industry events, and while early in my speaking career I focused a great deal on "the handout," I quickly learned there's far more value in my striving to alter the way the audience thinks than there is to filling in the blanks. When I conducted "The New Strategy" session in Vegas, I responded to questions and the trainers in attendance clearly had interest in elements such as "the Series" and "the Orientation" beyond that which the session planned to cover. As a result, here you'll find the handout with some added notes related to the topics I didn't have time for, specifically, methods of continuing to take responsibility for influence "after" the initial commitment.

Before I provide the handout, I want to mention that I have two extreme opportunities for trainers, the first being timely as there are limited openings:

Opportunity #1: Be Better

The Be Better Project is a series of interactive teleconferences I'll be leading over the course of 8 months. It's limited to 20 trainers and only a handful of openings remain. It does require an investment, it is ONLY for career-oriented trainers seeking extreme growth, and it begins August 3rd, 2006. If you're interested, set aside 30 minutes or so, turn off the ringer on the phone, lock the door of your office, and read the following:

<http://philkaplan.com/bebetterproject.htm>

Opportunity #2: Change Your Mind

The second opportunity will be announced officially in the September issue of Personal Fitness Professional magazine, but a select number of personal trainers gained early access and found extreme value in a fully downloadable program. ***Change Your Mind – Change The World*** is my newest program for trainers and I'm thrilled not only by the extreme value it delivers for a minimal investment (money-back guarantee), but more importantly by the feedback of those who took it for a test drive. Find details at:

<http://philkaplan.com/trainerproduct-CYMCTW06b.htm>

Of course you can find lots of info by visiting www.philkaplan.com

Now . . . on to the handout complete with added notes

The New Strategy That Guarantees You'll Bring Any Client Thrilling Results!

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This session will share powerful insights that allow you to identify “triggers” that summon up motivation and “cues” that lead to client follow through. Without a clear strategy for pushing oft-ignored emotional buttons that compel clients to progress, exercise attempts are short-lived. You’ll learn to instantly identify each client as one of three distinctive “motivational-types.” While all qualified trainers have an exercise plan, only mastery of an overall strategy allows for a fail-proof results guarantee.

The Key to Confidence – The Money Back Guarantee

QUESTION TO PONDER:



Why in the world *wouldn't* you offer a guarantee of satisfaction if you do, in fact, possess an effective technology and a talent for utilizing that technology the help others find absolute benefit?

Professional Confidence:

- Assurance
- Freedom from Doubt
- Belief in Your Abilities and Your Product

Confidence Building in Steps:

- Guarantee the Session
- Guarantee conditionally (if you follow the program)
- Guarantee specific achievements
- Guarantee satisfaction unconditionally

The “Substance” That Develops Unshakable Confidence:

A comprehensive science based strategy that “works”

What Works?

Synergy:

1. The Right Nutrition
2. Moderate Aerobic Exercise
3. A Concern For Muscle

A Confident Trainer Designs Programs

- **Maintaining Respect for the Power of Synergy**
- **Manipulating, not eliminating, energy substrates**
- **Increasing Caloric Requirements**
- **Increasing Oxidative Abilities**
- **Amplifying Fat Release at Appropriate Times**

Always a “new stimulus!”



“NEW STIMULUS” VARIATIONS

- *More Weight*
- *More Reps*
- *More Volume*
- *Less Rest*
- *More Frequency*
- *More Muscle Recruitment*
- *More Challenging Movements*
- *More Intensity*
- *More Speed (Dynamic)*
- *Less Speed (Controlled)*

Reasons For Fitness Failure:

1. Absence of Belief
2. Ineffective Approach
3. Lack of Adherence (Follow-through)

An Overall Strategy Must Incorporate:

A Plan / Program Incorporating All Necessary Elements

A Teaching Forum (Teach, Assess, Playback)

A Willingness to Return to the Point of Absolute Comprehension

Facilitating Decisions – Mastering Influence

When Somebody Makes a Decision, They Actually
Cut Off All Other Possibility

Triggers Are Actions or Thoughts That Initiate or Stimulate
Decisions.

Without much thought, jot down the first five words that come into your mind when you look at the following word: SNAKE

Here I spoke the word "snake" aloud and asked attendees to jot down five words and then followed by requesting they break into groups of four to see which words were common to all lists. Typically there aren't any words common to four random people brought together. This illustrates how a single "trigger," the simple mention of the word, "snake," brings about a different emotion in every individual. This suggests it would be absurd to attempt to "influence" all prospective clients with a script or a pre-planned presentation. It's important to recognize individual differences and then use emotional triggers and words that will effectively persuade each individual to make a valuable choice. This introduced my NAVAQA persuasion strategy.

NAVAQA – The Six Step Persuasion Formula

Need
Ammunition
Vehicle
Alternatives
Qualify
Advisor

Need – Identify the Source of Pain

Ammunition – prepare to “hold up the mirror” by arming yourself with the prospect’s words

Vehicle – Prove in a presentation that you are the vehicle to take the prospect from where he or she is now to where he or she wants to be.

Alternatives – Two options (a fork in the road)

Identify cues

- Visual
- Auditory
- Kinesthetic

Qualify – Is there anything preventing you from taking the next step and . . .

Advisor – In the case of a “not yet,” preserve rapport and avoid slipping into salesperson mode. (What would happen if)

Here's the part I didn't get to. It primarily focuses on the continuous need to persuade and influence, even after a client is convinced that a commitment to training is a wise option. "Getting clients" is important, but "keeping clients" or at the very least "empowering clients by stacking sessions with continuously enhanced value" leads to career growth and longevity. The strategies of human influence go beyond "making the sale." Exceptional trainers know how to re-summon the motivational triggers that might have initially prompted a client to say yes.

Commanding "Yes" . . . Again and Again

Slide: Triggers



REMINDER:

- Triggers lead us to go through a "Decision Making Process" and no two people are identical in their *Programmed* Trigger Responses.

If you are going to continue to influence, you must continue to recognize that the things you say and do with clients will stimulate outcomes, and the better you get to know each client, the more predictable the individual trigger:outcome link becomes.

On the following page you'll find a list of statements made by a hypothetical trainer. At first glance they'll all appear to be positive triggers, but in the slides that follow you'll "meet" individuals who will clearly have different responses to the statements.

Slide: As Your Trainer (list of promises)

As Your Trainer . . .

- ❑ I'm going to make sure you get your workouts in and continue to challenge you
- ❑ You'll do weight training and cardio four-days per week
- ❑ You'll feel your muscle growing within a few weeks
- ❑ You'll be surprised by the amount of food you'll be eating

Slide: Meet Chip (how would he respond to the trainer comments?)

Chip - Former Athlete



- ❑ Ran track in college
- ❑ Had a 30" waist at the age of 30
- ❑ In conversation refers to how he used to "feel" when he was "in shape." He felt strong, powerful, muscular, and confident
- ❑ Lifted weights, ran, and hiked at least four days per week and he ate anything he wanted. He believes that's a part of his downfall. He LOVES food!
- ❑ At 31 years old became a father
- ❑ Didn't exercise for 14 months, now has a 35" waist and "feels" guilty about his layoff
- ❑ Committed to get "back" into shape and is willing to dedicate 1-hour per day 4 - 5 days per week
- ❑ Feels he needs someone to push him and keep him accountable. As a former athlete he likes to feel challenged by a coach

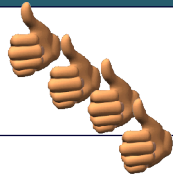
Slide: Meet Louise (how would she respond to the trainer comments?)

Louise - Data entry clerk




- ❑ Joined a gym 5 years ago
- ❑ Only did aerobic classes . . . and hated them
- ❑ Lost 5 pounds and stalled
- ❑ Developed shin splints after 5 weeks
- ❑ Gained 20 pounds over the five years since and can't stand to look at herself in the mirror
- ❑ Hates exercise, doesn't want " bulk "
- ❑ Her friend lifts weights and looks bulky
- ❑ Has been on many diets and repeatedly failed and now found comfort in having 2 small meals a day and one mid-day snack
- ❑ She looked great in college and can describe in detail how every aspect of her body looked
- ❑ Is apprehensively joining out of desperation but says she can't "see" herself spending more than 15 minutes in the gym three times per week. She tried walking last week and was exhausted

Slide: Chip & Louise respective emotions



- ❑ I'm going to make sure you get your workouts in and continue to challenge you
- ❑ You'll do weight training and cardio four-days per week
- ❑ You'll feel your muscle growing within a few weeks
- ❑ You'll be surprised by the volume of food you'll be eating. My clients eat a lot!

Slide: Adjusted comments to "fit" Louise's positive emotions



- I'm going to start you out really gradually, with only 12 minutes per session
- You'll do toning and low-impact exercise
- For now I'll just share some nutritional facts with you, but I'm not going to push you at all. You'll do what's comfortable.
- We'll get you to consistently improve, but the increase in challenge will be so gradual you'll barely even notice you're being challenged

By this point it should be clear that in order to effectively stimulate a cascade of "yes" emotional responses, you have to understand the motivational triggers for each individual client.



Consider This . . .

- Although “de-cide” means to cut off all possibility (at a given moment in time), people may de-cide to do something and fail to follow through.
- Decision making is a continuous process that requires repeated consideration of potential, obstacles, effort, and reward.



Consider This . . .

- If we are going to continue to influence clients beyond the point of “yes” we must continuously apply triggers, always refining our ability to identify client-specific “hot buttons”

Clients won’t always tell us their hot buttons, but they will reveal their motivational keys in conversation. Words and language are very revealing if you know what to look and listen for.

Reading the Signals

- What are their voices saying
 - Language is revealing



Reading the Signals

Listening for Cues

Language

- *Well, I'm doing OK with the exercise part of it*
- *I'll probably start Monday*
- *If I don't go out of town I'll try to make it to the gym*

These phrases are extremely revealing. The first may be reconstructed to say, "I'm not comfortable with the nutritional elements." The second suggests "starting Monday" is simply a possibility, not a commitment. The third one is a weak way of agreeing. "Try to make it" means "I might not." These provide evidence that further motivational triggers can be valuable.

Slide: Language revealing a “visual” prompt is needed

Reading the Signals

- What are their voices saying
 - I see what you mean
 - Picture me with 20 more pounds of muscle



Slide: Language revealing absence of belief and lack of support

Reading the Signals

- What beliefs and stimuli do they reveal?
 - I can't stick to anything
 - My wife always tell me to just give it up



Slide: Physiology Speaks Loudly

Along with this slide, I'll typically ask someone from the audience some questions and ask them to respond in an animated way, sometimes being untruthful. With no more than five questions I can get their physiology to reveal a lie. As an example, I'll ask a question to which they will verbally say yes, but their head subtly shakes from side to side. The point is, the physiology is more revealing than the words, so you don't only want to listen to what your clients say, you also want to "listen" to their actions!

Reading the Signals

- What are their voices saying
 - Language is revealing
- **What is their physiology saying**
 - The physical expression is typically more reliable than words in relaying emotion

Listening for Cues

- Initiate responses by asking open ended questions:
 - How's everything going?
 - What have you noticed so far?
 - Have you seen any changes, felt anything different?
 - Has anyone said anything about your new commitment to exercise?



What is Motivation

- Two Opposing Forces:
 - Want (Desire)
 - Aversion (Fear)

We are driven and motivated by desire for gain and the avoidance of pain. Some people are more “toward” people; their prime motivational triggers get them to focus on a goal. They want to move “toward” the goal. An example might be someone who is envisioning what they want to look like at their wedding or at an upcoming event.

Others are more “away from” people; their prime motivational triggers get them to focus on a pain they might have experienced and the emotions associated with that experience move them to take action to avoid re-experiencing the pain. An example might be someone who was picked on as a “fat kid,” and lost weight in his or her teens. The motivational trigger might be a vision of “fat returning.”

Recognizing Motivational Subtleties

Individuals Have Their Own Unique Strategies of Images, Sounds, and Feelings, and Piecing them Together Completes the Motivational Puzzle.

Mediocre Sales People Stimulate “Yes” . . . Once!

Exceptional Persuaders Facilitate a Cascade of Decisions, Each One Fueling the Motivational Fire!

Why are People So Susceptible to Program Abandonment?

Program Abandonment is less a factor of Willpower than it is a factor of:

- Communication Shortcomings
- Lack of Comprehension or Retention
- Flawed Expectations
- Re-emergence of destructive rituals
- Crippling False Beliefs



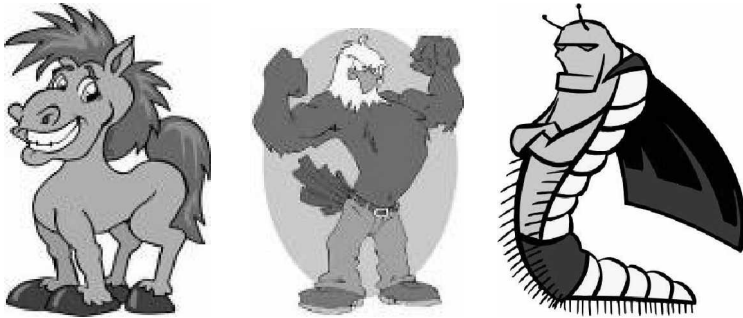
In closing the session on strategy, I would reveal a new approach I've incorporated into my newest program, my [21 Day Journey to Excellence](#). Instead of using standard or conventional categorizations to determine exercise intensity, I came up with three never-before-used categories that incorporate prior experience and the strength of the internal belief systems.

The individuals who are already fit and want to be better will tolerate greater challenge and embrace a sense of post-exercise fatigue. I call those people "thoroughbreds" and know the motivational triggers most will respond to.

The individuals who were once "in-shape" but have begun a deterioration I call "The Phoenix," an analogy referring to the mythological bird who returns to the next decrepit and aged only to have the nest burst into flames rejuvenating the bird and allowing it to re-experience its prior strength and vitality. The Phoenix has a point of reference, an actual experiential sense of what it feels like to be in shape, so it's relatively easy to find motivational triggers related to each individual experiential memory.

The individuals who are fearful, apprehensive, and uncertain, those who have a goal but have never actually felt they were in control of their bodies I place into the category of "The Chrysalis," the pre-butterfly stage of development. I know these people need gentle coaxing, gradual intensity increases, and a continued series of evidence to support the fact that they can in fact initiate change.

“Programming” Based on Belief and Experience



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Links:

The 21 Day Journey to Excellence:

www.21dayjourney.com

TRANSFORM! (the complete program)

www.philkaplan.com/TRANSFORM.htm

The Be Better Project

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