

The Close Your Consults Workbook

By the end you'll have a full consult written out, from your first question to your two-choice ask. You'll also have replies to the four most common objections and follow-up texts ready to send to anyone who didn't buy.

FREE WORKBOOK 12 PAGES ABOUT 50 MINUTES

WHAT YOU'LL HAVE AT THE END

- ✓ Consult questions in order that get past 'I want to lose weight' to the real reason
- ✓ One plan recommendation, a price line, and an A-or-B ask, in your own words
- ✓ Written replies to time, price, 'I need to think about it' and 'I've tried before'
- ✓ Three follow-up messages, a tracker for everyone who didn't buy, and your own close rate

YOUR NAME

INSIDE

- 1 Write your consult questions
- 2 Write your recommendation, price line, and A-or-B ask
- 3 Write your replies to the 4 common objections
- 4 Write your follow-up messages
- 5 Set up your reps and track your one number
- 6 Your 7-day plan

START DATE



By Jason O'Dell, founder of RiseForIt. Goes with the free guide [Close More Personal Training Clients and Answer Every Sales Objection.](#)

STEP 1 OF 5 · LEARN IT

Write your consult questions

Vague questions get vague answers, and price questions too early make them set your price. If you skip the digging, you end up selling sessions instead of the reason they reached out.

HOW TO DO IT

- 1 Check off every bad question below that you still ask. Those are the ones you're replacing.
- 2 Write your opening question about the result: 'If this worked, what's different in your life a few months from now?'
- 3 Add a 'why now' question and a 'last time' question: 'What made you reach out this week, and not last year?' and 'What happened the last time you tried, and why did it stop?'
- 4 Write one follow-up you'll repeat: 'Why does that matter to you?' Keep asking it until you hear something personal, not a number on a scale.
- 5 Leave out budget. Save 'How many days a week can you train?' for after they say yes.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

1. *If this worked, what's different in your life a few months from now?*

2. *What made you reach out this week, and not last year?*

3. *What happened the last time you tried, and why did it stop?*

4. *What would make this a no for you?*

Follow-up I repeat: Why does that matter to you?

Practice run with Dana. First answer: 'I want to lose weight.' Real why: 'I don't want my kids to see me sit out at the pool again.'

Your turn on the next page →

STEP 1 OF 5 · YOUR TURN

Write your consult questions

Bad questions I'll stop asking

- ☐ 'So, what are your goals?'
- ☐ 'Do you want to lose weight?'
- ☐ 'How many days a week can you train?' (before they say yes)
- ☐ 'What's your budget?'
- ☐ 'Do you have any questions for me?'
- ☐ 'Does that make sense?' after every sentence
- ☐ 'Do you want to think about it?'

My consult questions, in the order I'll ask them

1.

2.

3.

4.

5.

My dig-deeper follow-up, the one I'll repeat until I hear the real reason

Practice digging: use past consults or a friend

Person	What they said first	Real why, after digging

- ☐
You're done when you have five questions written in order and none of them asks about price or schedule.

STEP 2 OF 5 · LEARN IT

Write your recommendation, price line, and A-or-B ask

My first sale was Miss Gertrude, and I talked for about two hours, giving her the moon. If you hand people a menu, apologize for the price, or fill the quiet, you'll do the same thing, and saying less while making it all about them is the skill.

HOW TO DO IT

- 1 Pick the one plan you'll recommend most often. Write its length and its price.
- 2 Write a fit line that ties the plan to their real why, with a blank for their exact words.
- 3 Write your price line. Say the number once. No 'sorry', no 'only', no discount. Then stop talking.
- 4 Write one thing you'll add if you need to protect your price, like a weekly check-in call. Add value instead of cutting the price.
- 5 Write your two-choice ask. Both choices are a yes, like paid in full or split into payments. End with 'Which one works better for you?'

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

Plan: 12-week plan, 3 sessions a week, \$300 a month.

Fit line: You told me you don't want to sit out at the pool again. That's why I'd recommend the 12-week plan. It gets you to that pool day this summer.

Price line: It's \$300 a month. (Then I stop talking.)

Add instead of cut: a weekly check-in call.

Ask: You can start the 12-week plan paid in full, or split it into three monthly payments.

Which one works better for you?

Your turn on the next page →

STEP 2 OF 5 · YOUR TURN

Write your recommendation, price line, and A-or-B ask

The one plan I'll recommend (name, length, price)

My fit line

You told me their real why, in their words. That's why I'd recommend the
plan name. It gets you to where they'll land by time frame.

My price line (say it once, then stop)

What I'll add instead of cutting the price

My A-or-B ask, word for word

- ☐ You're done when you can say your fit line, your price, and your A-or-B ask out loud in under a minute without saying sorry.

STEP 3 OF 5 · LEARN IT

Write your replies to the 4 common objections

If you make up your reply in the moment, you either argue or drop your price. Writing them now means you answer the real reason, using what they already told you.

HOW TO DO IT

- 1 Learn your sorting question first. It tells you if it's a real objection or a stall: 'Totally fair. Is it the plan, the price, or whether you'll stick with it?'
- 2 Fill one row in the table for each objection: time, price, 'I need to think about it', and 'I've tried before' or 'I can do it on my own'.
- 3 Start every reply with a question, not a defense. Leave a blank for something they told you earlier, like their packed mornings or their pool day.
- 4 For price, change the terms, not the price. Offer the payment plan.
- 5 Write your backup question for when the first reply doesn't land, and how you'll let them go kindly if it's something you can't fix.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

Time: 'You told me your mornings are packed with the kids. If the plan was three short workouts you could do at home, would time still be the problem?'

Price: 'I hear you. Can I ask what you're comparing it to?' Then: 'You said the pool day matters. What's it worth to you not to sit that one out again?' If money is the issue, I offer three monthly payments.

Think about it: 'Of course. Usually that means one thing is still bugging you. What is it?'

Tried before: 'What happened last time?' Then: 'This time the plan fits your week, we check in weekly, and I'll notice if you slip.'

Backup: 'What would have to be true for this to be a yes?'

Your turn on the next page →

STEP 3 OF 5 · YOUR TURN

Write your replies to the 4 common objections

My sorting question (real objection or stall?)

My objection replies (one row each: time, price, think about it, tried before)

Objection	My first question	My answer, using their words	Then I ask

My backup question when the first reply doesn't land

How I'll let them go kindly

The reply I'm weakest at, written out in full

☐ You're done when all four rows are filled and every reply starts with a question.

STEP 4 OF 5 · LEARN IT

Write your follow-up messages

Most trainers send one text and give up, but 'not yet' isn't 'no' until they say it is. The trainer who remembers what the person said is the one who gets the yes later.

HOW TO DO IT

- 1 Write your same-day recap. Use the goal they told you, in their words, and name the plan you talked about.
- 2 Pick one short tip or video for a few days later that fits a problem you hear a lot. Don't ask for anything in it.
- 3 Write your one-week direct ask. Make it clear that either answer is fine.
- 4 After that, check in once a month. If they say no, thank them and stop.
- 5 For DM leads, ask one question per message. Before you book a call, ask: 'What's your goal?' and 'If the plan fits, are you ready to invest in a coach?' Then move to a voice note or a quick call for the price.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

Same day: 'Hey Dana, thanks for the call. You said you want to stop sitting out at the pool with your kids. Here's the 12-week plan we talked about. Text me with any questions.'

3 days later: 'Saw this and thought of you. A 10-minute morning workout you can do before the kids are up.'

1 week later: 'Still thinking about the plan? Is it the timing or something else? Either answer is totally fine.'

Tracker: Dana / Monday / pool day with her kids / tip on Thursday, direct ask next Monday

Your turn on the next page →

STEP 4 OF 5 · YOUR TURN

Write your follow-up messages

Same-day recap

Hey first name, thanks for the call. You said you want to their goal, in their words. Here's the plan name we talked about: short summary or link. Text me with any questions.

My few-days-later help: one tip or video, and who it fits

One-week direct ask

Hey first name, still thinking about the plan name? Is it the timing or something else? Either answer is totally fine.

Follow-up tracker

Name	Call date	What they said they want	Next message	Send on

People from the last two weeks who didn't buy and haven't heard from me

- ☐
- You're done when your three messages are saved in your phone and everyone who didn't buy is in the tracker with a send date.

STEP 5 OF 5 · LEARN IT

Set up your reps and track your one number

If you wait to feel confident, your schedule stays empty. Confidence comes from reps and proof, and you can only see proof if you track it.

HOW TO DO IT

- 1 Say each objection reply out loud ten times before your next live consult. Practice with a friend, your partner, or your phone camera.
- 2 Write last month's consults held and clients signed. Divide signed by consults. That's your close rate. Compare it only to your own last month.
- 3 Pick one thing to change this month, like your ask or your follow-up. Only one, so you can see what moves.
- 4 Write who you'll send elsewhere. If someone needs a doctor, a physical therapist, or a program you don't run, tell them.
- 5 Use the calculator to see how many consults and bookings you need for the clients you want.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

Last month: 10 consults held, 3 clients signed. $3 / 10 = 30\%$.

Reps: 10 run-throughs with my roommate Sunday night, one full consult on my phone camera.

One change this month: end every consult with the A-or-B ask.

Refer out: anyone with knee pain after surgery sees a physical therapist first.

Your turn on the next page →

STEP 5 OF 5 · YOUR TURN

Set up your reps and track your one number

My practice reps

- ☐ Time reply out loud 10 times
- ☐ Price reply out loud 10 times
- ☐ 'Think about it' reply out loud 10 times
- ☐ 'Tried before' reply out loud 10 times
- ☐ One full run on camera, first question to A-or-B ask
- ☐ Watched the recording back once

My close rate

Month	Consults held	Clients signed	Signed / consults	The one thing I changed

Work backwards from the clients you want

New clients you want

Your close rate on calls (%)

How many booked calls show up (%)

Fill in all three boxes.

The one thing I'll change this month

Who I'll refer out, and where I'll send them

- ☐
You're done when last month's close rate is written down, even if it's zero, and your practice reps are on your calendar.

THE PLAN

Your next 7 days

| Use your answers from the pages above, one small action a day.

YOUR ANSWERS, IN ONE PLACE

My A-or-B ask

My hardest objection reply

Follow-ups I owe

My one change this month

ONE SMALL JOB A DAY

Day	Do this	Done	Notes
Day 1	Copy your A-or-B ask into your phone notes and say it out loud ten times.	☐	
Day 2	Send a recap to everyone on your 'follow-ups I owe' list and add them to the tracker.	☐	
Day 3	Record yourself saying your hardest objection reply on your phone camera. Watch it once and fix one line.	☐	
Day 4	Run a full practice consult with a friend or your partner, from your first question to your A-or-B ask.	☐	
Day 5	Send your few-days-later help tip to anyone in the tracker who is due for it.	☐	
Day 6	On your next consult, use your new questions and your one change. If none is booked, send your one-week direct ask to anyone due.	☐	
Day 7	Write this week's consults held and clients signed, divide, and check whether your one change is working.	☐	