RECRUITING AND RETAINING CLIENTS — EXER 2260

A. Course Description

- Credits: 1.00
- Lecture Hours/Week: 1.00
- Lab Hours/Week: 0.00
- OJT Hours/Week: 0
- Prerequisites: None
- Corequisites: None
- MnTC Goals: None

This course will provide an introduction to the business side of personal training. Students will learn sales and marketing techniques to use to recruit clients and customer service skills to retain their clients. This course will provide future trainers with the knowledge and skills to maximize their client base and to be effective in meeting the individualized needs of their clients.

B. Course Effective Dates: 8/26/13 – Present

C. Outline of Major Content Areas

As noted on course syllabus

D. Learning Outcomes

1. Demonstrate an understanding of basic marketing principles
2. Determine your personal market niche
3. Develop a sales and marketing plan
4. Develop techniques to turn the curious into clients
5. Discuss a variety of techniques to retain clients
6. Discuss different techniques for making a sale
7. Discuss effective techniques for incorporating social media
8. Discuss methods to increase a client's intrinsic motivation
9. Understand and demonstrate effective customer service skills
10. Understand the importance of "soft skills" in client retention

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

F. Learner Outcomes Assessment
As noted on course syllabus

G. Special Information

None noted