

THE THREE TRANSFORMATION PHASES

Let me explain how the “**THREE TRANSFORMATION PHASES**” work getting you results and maintaining results for as long as you want.

THE FIRST TRANSFORMATION PHASE: Of your fitness program is a particularly important phase, it is where we concentrate on taking off all your excess weight and inches. Depending on how much weight and inches you need to lose, the first phase might take less time or a longer amount of time. During your first phase, your diet program is important. We have a complete nutritional program for you to follow. Your body needs to start losing the excess weight and inches before it can start the next phase. You might say we are like a sculptor who first takes a formless block of clay and starts the process of trimming away the excess before starting the shaping process.

THE SECOND TRANSFORMATION PHASE: Of the program is even more important than the first as now we go back and proportion, shape, firm and tone the body the same way the sculptor starts shaping and proportioning the block of clay. During this phase your diet is the same as in the first phase if you are still losing weight. If not, more calories are added most in the way of protein for the firming and toning process.

THE THIRD AND FINAL TRANSFORMATION PHASE: Is even more important than the first two as this is where you stabilize the results and start on your maintenance program. As the sculptor who now takes the finished block of clay and places it in the oven to harden and stabilize.

If you drop out of the lifestyle change you made, then little by little your body will start losing the results. Just like a car you left in the garage without running for a while. The tires go flat, the battery goes dead. **Don't let that happen to you...**

Maintaining your results is easy if you control your diet and exercise 2-3 times per week for at least 30 minutes.

TIME – DESIRE - MONEY

This sales strategy and closing tool works wonders to put your prospect in a position of saying yes to everything other than the money. The money is easy to overcome and that is a good position to be in. Here is the way you present Time – Desire – Money.

TIME

_____ (Name) we have talked about getting started on your fitness program and my understanding in spending this time with you today is that you will make the time and put aside 2-3 times per week for 45-minutes for the functional training class, right?

Prospect: Yes

Sales counselor: Great!

DESIRE

_____ (Name) we also have talked about how much you really want to lose the extra 20 pounds and lose the extra inches in your problem areas right?

Prospect: yes

Sales counselor: I really feel that you have the interest, the commitment and most of all the **desire** to get yourself in shape. You do have the **desire**, right?

Prospect: Yes

MONEY

Sales counselor: _____ (Name) we also have talked about how much you really want to lose the extra 20 pounds and lose the extra inches in your problem areas right?

Prospect: Yes

Sales counselor: Then there could be one other reason why you do not start your fitness program. It must be the money, right?

Prospect: Yes

Sales counselor: Ok _____(Name) this is what I can do for you.

Drop down at this point to the next phase or price structure and close