

Quiz Policies

Eligibility

The NCSF online quizzes are open to any currently certified fitness professional, 18 years or older.

Deadlines

Course completion deadlines correspond with the NCSF Certified Professionals certification expiration date. Students can obtain their expiration dates by reviewing either their certification diploma or certification ID card.

Cancellation/Refund

All NCSF continued education course studies are non-refundable.

General Quiz Rules

- You may not have your quiz back after sending it in.
- Individuals can only take a specific quiz once for continued education units.
- Impersonation of another candidate will result in disqualification from the program without refund.

Disqualification

If disqualified for any of the above-mentioned reasons you may appeal the decision in writing within two weeks of the disqualification date.

Reporting Policy

You will receive your scores within 4 weeks following the quiz. If you do not receive the results after 4 weeks please contact the NCSF Certifying Agency.

Re-testing Procedure

Students who do not successfully pass an online quiz have the option of re-taking. The fees associated with this procedure total \$15 (U.S) per request. There are no limits as to the number of times a student may re-test.

Special Needs

If special needs are required to take the quiz please contact the NCSF so that appropriate measures can be taken for your consideration.

Quiz Rules

What Do I Mail Back to the NCSF?

Students are required to submit the quiz answer form.

What do I Need to Score on the Quiz?

In order to gain the .5 NCSF continued education units students need to score 80% (8 out of 10) or greater on the CEU quiz.

Where Do I Mail My Quiz Answer Form?

You will mail your completed answer form to:

NCSF
Attn: Dept. of Continuing Education
5915 Ponce de Leon Blvd., Suite 60
Coral Gables, FL 33146

How Many CEUs Will I Gain?

Professionals who successfully complete the any continuing education quiz will gain .5 NCSF CEUs per quiz.

How Much does each quiz cost?

Each quiz costs the student \$15.00.

What Will I Receive When The Course Is Completed?

Students who successfully pass any of the NCSF online quizzes will receive their exam scores, and a confirmation letter.

How Many Times Can I Take The Quizzes For CEUs?

Individuals can take each NCSF quiz once for continuing education credits.

Planning for New Clients

Proficiency in exercise science and practical training instruction are necessary to get results through client programs but they may not be enough to get the clients in the first place. Many personal training programs rely heavily on orientations and initial consultations to convert leads into new personal training clients. Although this is a certainly a good opportunity for new clients, never forget about the largest segment of the membership, which sadly is the group of members who use the club the least. These are ideal candidates to pursue for personal training. They obviously care enough about their health and well-being to join a gym, but like most members fall into the fitness attrition cycle because they do not see the results they expected within their preconceived timeframe. Personal trainers should go through the membership lists and identify those individuals who have stopped using the gym or those who have serious inconsistencies. Make a list and designate a period of time to call these leads and plan to make a conversion.

The key word above is **PLAN**. Simply calling someone and asking them to come back to the gym is one thing, but having a premeditated plan that identifies and demonstrates the key benefits personal training has to offer which leads to a new client is another. Before contacting prospective clients personal trainers should have a step-by-step plan to add a new client. People want results and they are willing to pay for the fastest way to get there. In the fitness facility the personal trainer is their best hope for success and therefore this should be the foundation of the process.

Step 1 – Listen and connect

The first step is to listen twice as much as you talk. Side with dialogue that shows interest in what they have to say but emphasizes client led conversation. Use structured questions to identify why they joined the gym and where

they had difficulties once they were in the facility; ask them what they feel has limited their success and might help them succeed. Inquire about their specific goals and what motivates them as well as what they enjoy and dislike. Listen, show empathy, and engage them when appropriate. It is also important to collect the data as you interview the client as it will be needed later during the closing.

Step 2 – Use tangible proof

Everyone has doubts about their abilities particularly when they have tried and failed in the past. Using real clients who have found success through your program, or personal training in general, instills confidence that they too can succeed. Always find examples or success stories that fit the client's profile. A 50 year old woman will not be able to relate to a 28 year old man who lost 50 lbs. even if she herself is 50 lbs. overweight. Focus on the positive, explain the process and show a plan for success, but be realistic. There is no benefit to sugar coating the details as there should be a reason a personal trainer's motivational characteristics and instruction are valuable. The key is positivity. Losing weight and getting in shape means work, it means structure and people expect that, but the positive spin is what will make them believe they can accomplish it. Mrs. Smith, "Although we are starting here right now, with my instruction and your effort we can be here in as little as three or four weeks." Or "You have a solid foundation which we can build on; this will help us accelerate results once we meet the first couple milestones." Always identify your commitment and use terms that demonstrate this by using dedication words like "we" and "together."

Step 3 – Explain the structure

Outlining the plan of attack makes the client feel like they are signing on a pre-planned success story. Outline key policies and explain

the importance of commitment. Show confidence in your ability and theirs but never guarantee success. Rather, place the responsibility in their hands by explaining cause and effect relationships. For instance, “Clients who come three days a week and commit to a proper caloric intake see these results much faster.” Explain how adaptations work and approximate time frames for those results. Ask them how rapidly they want to change and then match the frequency needs to the session commitments or the packages. Also define additional services and how they integrate for optimal results if applicable. It is important to explain what accelerates the process and what limits it. Ask them what would be the best outcome for them and define a way to make it work.

Step 4 – Always direct the closure

A key to closure is reiterating their goals and using them to close the deal. Restate the reasons they listed and you recorded during the beginning of the interview. “Based on your needs this package is the best choice for your goals, when would you like to get started.” As part of this process it is imperative to have a scheduler readily available. Make openings seem like opportunities. “What time is the best for you?”, “Oh we’re lucky, I had a cancellation and can put you in.” Let them know you’re motivated to get started, show a level of excitement and attempt to schedule a couple of times immediately. “Let’s get you in for the week before I book up.” Demonstrate a sense of urgency.

During the closure there are some definite dos and don’ts. The key things to focus on include:

Service– explain all the advantages and services and demonstrate above average customer attention and commitment

Results– reiterate the success stories and how you believe your prospect is on the winning track

Safety – explain how they are not only accelerating results but also reducing risk for injury. Emphasize expert training instruction and experience in working with his or her population

Individual attention – show enthusiasm for their specific success, be motivational and show your commitment to the “team” outcome. Be respectful of their interests and again listen.

Value– show how valuable your services are to health. Use statistics and have data regarding the benefits of the services.

Have the answers – address objections clearly and with premeditated answers. People use the same excuses such as time, money, and permission from a spouse. I should ask my spouse, “would your spouse object to any investment in your health and well-being?”

Equally important are the don’ts. If you want to convert a prospective lead into a personal training client it is vital to avoid the following:

Disorganization– being disorganized at the meeting suggests that’s how you do business. The perception must instill confidence in your ability and not having your “ducks in a row” is the number one error.

Not having answers – When people go to an expert they expect their questions to be answered with confidence and conciseness. Dancing around the subject or not providing rapid clear response will reduce consumer confidence in your product and service.

Not asking enough questions/not listening – thoroughness is a trait people expect when they hire a professional. Listening demonstrates interest in their issues and personal situation. Listening also provides the important data needed to convert maybes to yeses.

Not being motivated for them – How can they expect to succeed if their leader is not

motivated for a positive outcome. People will believe in themselves if you show you believe in them. Not being excited to get started is a huge error in the conversion process.

Not having a solution – they come to you with their problems because you are the expert. If you do not have the answers or the solution in some way or another their interest will go elsewhere.

There are many people who are interested in personal training and just need a little support and motivation to commit to the program. Using members who have tried and failed is the

first step. Even if it just gets them coming back to the gym on a regular basis, it is a win. The more people you come in contact with and the more professional you are when you interact with them the greater your opportunity for conversions and referrals. Establishing an efficient process and emphasizing service while avoiding common pitfalls will certainly improve the opportunity for greater success when interviewing prospective clients. Track each meeting and follow-up. Record the information and learn from the errors while repeating the things that caused the greatest success. Your closing technique should constantly improve as a new skill in your professional repertoire.

CEU Quiz – Planning for New Clients

1. Many corporate personal trainers rely on _____ and _____ for new client leads.
 - a. Flyers; commercials
 - b. Word of mouth; job fairs
 - c. Gym orientations; initial consultations
 - d. Newspaper ads; facility orientations

2. The article points to which of the following groups of individuals who are a great source of new personal trainer client leads?
 - a. Those who train 5-6 days/week
 - b. Those who are already using another personal trainer
 - c. Those who do not frequent the gym even though they pay for membership
 - d. Those who are training for athletic events

3. The author of the article stresses the importance of _____ when attempting to bring in new clients for personal trainer services.
 - a. having a pre-meditated plan
 - b. the internet
 - c. patiently waiting for those individual to solicit your services
 - d. overwhelming them with reasons why they need to get back to the gym

4. Asking the prospective client structured questions about what they feel they need and what will help them get more out of their time in the gym is a great way to learn more about the client and present your services.
 - a. True
 - b. False

5. Which of the following is an example of a relevant success story to motivate an overweight, deconditioned 42 year old woman?
- The 22 year old college athlete who you successfully added 20 lbs of lean mass to in the off-season
 - The 65 year old women who you improved her balance and agility through training so she could function more efficiently while completing her daily tasks
 - The 38 year old man with hypertension who lowered his blood pressure through circuit training and aerobic exercise
 - The 46 year old women who lost 20 lbs and improved her cardiovascular/aerobic performance through proper dietary changes and regular resistance circuit training
6. When explaining the structure of your programming ideas be sure to match the _____ with the adaptation goals.
- Frequency of training
 - Length of each session
 - Cost per session
 - Assessment techniques
7. When attempting to close a new client, it is important to _____.
- Reiterate the goals they presented to you at the start
 - Have a scheduler available with appointment times/dates
 - Demonstrate a sense of urgency
 - All of the above are correct
8. Which of the following is something that should ALWAYS be integrated into your closing of a new client?
- Let them know they can get similar services from other trainers
 - Motivation to work together toward their goals
 - The availability of supplements
 - The annual cost of personal training

9. _____ demonstrates to prospective clients a genuine interest in their issues and personal situation.
- Listening
 - Talking
 - Writing
 - None of the above
10. Using your _____ and learning from your _____ will assist your professional development and ability to sell personal training.
- Training; peers
 - Successes; mistakes
 - Job; boss
 - Skills; clients

Quiz Answer Form

FIRST NAME _____ LAST NAME _____ M.I. _____

TITLE _____

ADDRESS _____ APT. _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

COUNTRY _____ POSTAL CODE _____

CERTIFICATION NO. _____ CERTIFICATION EXP. ____/____/____

MEMBERSHIP NO. _____ MEMBERSHIP EXP. ____/____/____

Quiz Name	Member Price	Total
	\$15	



Discover



Visa



Mastercard



Amex



Check/Money Order

Account No. _____

Exp. Date _____

Security Code _____

Signature _____

Date _____

Quiz Answers

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

Fill in each blank with the correct choice on the answer sheet. To receive 0.5 CEUs, you must answer 8 of the 10 questions correctly.

Please mail this Quiz answer form along with the proper enclosed payment to:

NCSF
5915 Ponce de Leon Blvd., Suite 60
Coral Gables, FL 33146

Questions? 800-772-NCSF