Three Non-Sales Tactics for Attracting Gym & Personal Trainer Clients

By Graham Rickenbaker

New York City-based personal trainer Graham Rickenbaker offers fitness training and life coaching to area executives undergoing personal and career changes. Serving executives within the healthcare, legal, and fashion and design industries, Graham Rickenbaker helps clients to find balance and embrace new opportunities. He is currently developing a gym and executive fitness program.  
  
In the [fitness](http://en.wikipedia.org/wiki/Fitness‎) industry, gyms and health clubs must constantly revaluate and adjust their programs and marketing techniques to stand out from competitors. However, attracting new clients, whether to a gym or personal training program, does not necessarily mean aggressive sales tactics. These three approaches all focus on customer service and relationship building:  
  
1. Maintain a pristine facility and equipment. This one seems self explanatory, but a health club needs to perform constant upkeep and maintenance to keep clients satisfied and coming.  
  
2. Provide free consultations or assessments. Want potential clients to commit? Get them in the door with free evaluations before telling them about the benefits of working with a personal trainer.  
  
3. Partner up with local organizations. Personal trainers and gyms alike may find it beneficial to establish strategic partnerships with areas hotels, condominium and apartment complexes, and recreational centers to advertise and/or to offer unique packages through.