



Client Preferences, Expectations and Life Style information

INTRODUCTION

In the fitness, training is not often embraced as a business strategy. Historically, education is led by mid-level troops who act independently. These personal trainers and group exercise instructors understand that knowledge, ingenuity and skill affect their ability to generate revenue. They accumulate continuing education units in their areas of expertise, gain certifications in additional areas and, consequently, grow their businesses and clientele. While these troops serve as role models for personal improvement and career progress, higher-ups are not always supportive of education as a concept and front-line troops do not have access to education as a performance-improving tool.

Lifestyle fitness coaching is an emerging field in the fitness and coaching industry. It is centered on an ongoing and guided process of dialogue that offers a systematic approach to help fitness and coaching professional understand their client's needs, interests, and personal orientations and use the information to direct their clients towards achieving their health and personal goals. Life coaching and fitness coaching can be "combined" into a dual process of "lifestyle fitness coaching. Lifestyle fitness coaching is an emerging field in the health and fitness industry. Centered on an ongoing and guided process of dialogue, lifestyle fitness coaching offers a systematic approach to help fitness professionals understand their clients' needs, interests, and personal orientations and use the information to direct clients towards achieving their health and personal goals.

Lifestyle fitness coaching is also a process of periodic discussions with the client about how the program is working for them, what benefits they are experiencing, what downsides they are encountering. Through this dialogue, coaches can help clients reflect on and continuously plan for current or anticipated changes in life patterns, interests, and capabilities.

Health fitness professionals can be described as discoverers and explorers, deconstructing myths, mapping new terrain, in creating unforeseen possibilities for participation and active living. Fitness once was jogging, and then aerobic dance, and now fitness only is limited by the imagination. With all the fitness options available, the power for change rest mostly in the realm of the education and support. Most people need help in initiating and maintaining active lifestyles. A lifestyle fitness professional will have both the power and the motivation to contribute to their clients, fitness, health and wellness.

CLIENT PERFORMANCE EXPECTATION

It's always easier to keep a personal training client than to find a new one. But that doesn't mean that it's easy. Keeping four critical tips in mind will help to retain not only the client base, but also the job as a personal trainer. Some of the performance expectations are as follows:

1. Always Create Value

It is necessary to demonstrate the value to the personal training clients from day one. But this is no easy task. The client's perception of the value begins at the initial intake or assessment, so make sure to make the mark right away. Use that first session to discover what that client cannot do on their own, and help them to move towards that goal in a tangible way as soon as possible. Beyond that initial session, the training environment must create ongoing opportunities to add value to each client's experience.

2. Manage Customer Relationships on Their Terms

Customer relationship management (CRM) has replaced customer service, which means really need to understand what the clients want out of their sessions and work with them to achieve those goals on their terms. Customer relationship management (CRM) is a widely implemented model for managing a company's interactions with customers, clients, and sales prospects. The overall goals are to find, attract, and win new clients; nurture and retain those the company already has; entice former clients back into the fold; and reduce the costs of marketing and client service. No matter how the trainer communicates with the clients, the goal is to keep them thinking about training with trainer. The more the client thinks about the trainer, the more those thoughts will reinforce his or her positive beliefs about the successes of both the trainer and client together.

3. Be Proactive with Re-Signing Packages

To avoid unexpected attrition, pay attention to the details of the clients' training packages. For every client, know how many hours the trainers have trained together and how many hours remain before renewal. Start discussing future plans and renewal options with the client as early as possible. All too often trainers error on the side of "Well, we can talk about renewing next time," only to discover that there is not a next time. Don't let that happen.

4. Keep Up with Management's Renewal Expectations

Before accepting a training position, ask the personal training manager what the renewal expectations are. At times this can be a lofty or unclear target, so it's important that to understand the rules from day one. Some questions to ask include:

- Is there a percentage renewal goal that all trainers are required to achieve?
- What is the average renewal rate at the club and how is it calculated?
- What support will I get from my manager to help me achieve my renewal goals?

CLIENT EXPECTATIONS

Expectations are simply guidelines to behaviour, the simpler the better. How complicated the expectations become will depend primarily on the behaviour.

The most appropriate, yet simple guidelines are:

- Remember we are all human and we all have feelings.
- Treat everyone the way one would like to be treated.
- If one does not know or aren't sure, ask.
- Be respectful to all people and things in the facility and in the community.
- Be prepared for the next activity on the daily schedule.

Customer Expectations

We hear a lot of talk about managing or meeting customer expectations – but how well do we really do in this area? Understanding and dealing with customer's expectations can be a great tool to aid retention. Here are some tips that will help the business deal with customer's expectations.

1. Understand expectations – It is difficult to meet a customer's expectations if we don't know what they are. Usually when someone joins a gym they are told what to expect rather than being asked what they are expecting from the business. This is due to a lack of understanding and it's probably just easier to do it that way.
2. Manage expectations – are the customer's expectations unrealistic? Do they expect a free personal training session every workout? Do they think they can lose weight too quickly? If we manage them we offer solutions that are realistic and achievable. If their expectations are too high bring them back down to earth gradually.
3. Meet expectations – once we know what they want, then only we know what we have to deliver. Their expectation may increase as time goes on so it is important to check with them regularly so that we can ensure we are meeting them.
4. Exceed expectations – When was the last time a customer said we had exceeded their expectations? To do this it's all about the little things that go a long way. We have to upgrade a customer or offer them some assistance above and beyond what they are expecting.

LIFESTYLE INFORMATION

Be ensured the clients about their interests and desires. The information obtain allows us to specialize activity programs so that clients will enjoy their training sessions. Lifestyle activities also offer some busy clients a chance to participate in recreational forms of activities. Busy work schedules often prevent a great deal of play time - even on the weekends - so the chance to get exercise in a recreational setting is very inviting. Many lifestyle activities are appropriate for the entire family.

Offering new options to achieve ongoing fitness goals lets the client know that we keep up with the latest health and fitness trends and research. Lifestyle activities instill healthy habits that last. Best of all - when the client is bored with the gym and needs a

break for a while, they can continue to train with us and get a safe and effective work out.

Options for the Trainer

Some of the options for trainers are as follows:

1. Walk with client at the local park, or along a nature trail.
2. Go cycling with the client.
3. Set up a basic training course with a variety of stations at a park, beach, or athletic field.
4. Rollerblade or roller skate along a bike path.
5. Create a mini triathlon.
6. Run/walk the stadium steps at a local college or high school.
7. Go kayaking.
8. Go rock climbing and
9. Map out trails clients can safely walk, run, climb or ride on the weekend with family or friends.

OBSERVATION

A number of observations can be made in relating to health fitness professionals and the agendas of their actual and intending clients:

- Because they become physically close with clients, fitness instructors and personal trainers have been challenged to remain within the boundaries of their fitness agendas; they are repeatedly presented with other dimensions of their clients' lives that affect their clients' health and happiness.
- If we except the possibilities that a segmented, mechanic and mechanic treatment of human beings misses the larger picture, then the practice of doing muscle test, body composition measurements, and video to max assessments without determining who people are, what they like, what they need, and what their life visions are seen not only unwise but also ineffective.

UNDERSTANDING THE CLIENT LIFESTYLE

Personal Trainers at Fitness Center are utilizing First beat Lifestyle Assessment as a tool in their work. Lifestyle Assessment evaluates the client's life situation, stress factors, sufficiency of recovery and effectiveness of exercise during everyday life.

First beat Lifestyle Assessment (3-day measurement, comprehensive reporting, feedback, action points and follow-up) helps personal trainers truly understand their clients' everyday lives. It also helps in addressing several of the key factors that form well-being: recovery, exercise and nutrition. The time when the Personal Trainer actually meets their client is very limited, for example an hour per week, and this might not always be the best possible moment for the client. Lifestyle Assessment enables to see the client's life more comprehensively by providing information from several days in the client's everyday life. It takes planning the client's training program to the next level.

Knowing the Client's Background

Understanding the client's situation in life is a key element in personal training. External demands, for example work or family, affect the client's possibility to succeed. Lifestyle Assessment makes these issues visible and is a remarkable additional value to

personal training. Knowing the client's background helps us to support them in trying to achieve their goals. It also makes the process more human since we know what we can expect from the client considering his/her real-life stressors.

Seeing the Results

Lifestyle Assessment reveals the effects of the client's lifestyle and actions. People often have false beliefs on how healthy their lifestyle is. The reality is shown in the measurement results and can act as an eye-opener. A fitness test does not tell that much about an individual's well-being. Taking recovery into account is extremely important. If the client's recovery is not sufficient, the training program cannot be expected to cause progress. Lifestyle Assessment illustrates the benefits of exercise. If the intensity of a workout is too high, it should be adjusted to support the improvement of the client's physical condition.

Understanding the Client's Life and Care

The individual report reveals the link between lifestyle and well-being.

One client had a habit of relaxing with a glass of wine. After seeing her Lifestyle Assessment report we understood that he/she had not slept properly in days and that they woke up in the middle of the night because of alcohol. Many clients also have false impressions about sleep. They believe they sleep a lot, but the quality might actually be poor. This might be because they are using smart phones or reading emails late in the evening. Seeing the effects of their actions in the report is a trigger to many people to make a behavior change. After launching the Lifestyle Assessment as part of their personal training services, fitness center has received a lot of positive feedback from their clients. For the Personal Trainers, Lifestyle Assessment means an opportunity to gain a deeper understanding about their clients. The more trainer know about my clients' lives, the easier it is to care.

CONCLUSION

In the fitness, training is not often embraced as a business strategy. Historically, education is led by mid-level troops who act independently. These personal trainers and group exercise instructors understand that knowledge, ingenuity and skill affect their ability to generate revenue. Lifestyle Fitness Coaching is different than personal training in many aspects. Thus, coaching is responsible for uncovering individuals motivational strategies, building rapport and creating meaningful dialog by using questionnaires and assessments to determine likes, dislikes as well as establishing immediate, intermediate and long-term goals.