



Anyone Can Sell: Creating Revenue Through Sales in the Fitness Business

Thomas Plummer

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Fitness industry expert Thomas Plummer presents this indispensable resource on the art of selling effectively in the fitness business. The book offers a comprehensive and detailed (yet easy-to-use and apply) examination of the process of selling. Plummer explores such topics as how and why people buy, what is expected of you as a salesperson, the rhythms and steps of the sale, following up on leads, and six things you can do now to increase your sales. Each chapter contains helpful tips, and key points are emphasized throughout the chapter and at each conclusion. This large format book is ideal for beginning trainers and professionals, as well as seasoned veterans looking to increase their fitness business revenue.

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