



EHFA Standards & Competencies **for Sales & Marketing for** **Personal Training - Optional Unit** **(MAP 04)**

Mapping of qualifications against the EHFA Standards & Competencies

You are required to review this mapping document to establish whether your qualifications align fully to the EHFA standards for Sales and Marketing for Personal Training. You should ensure that programme delivery and assessment both map to the EHFA learning outcomes and competencies and where gaps are evident, an action plan should be produced to identify how you will incorporate the missing outcomes and competencies (with target dates for completion).

A Programme Overview/Syllabus should be submitted with your completed Accreditation Process document to identify how your programme meets the EHFA standards – this will be reviewed as part of your initial application.

You will need to provide all programme delivery and assessment documentation on the accreditation visit as the evaluators will sample all areas of delivery and assessment. You will be required to identify which documents align to the standards and competencies shown within this document. All information provided will be treated with complete confidentiality.

EHFA Sales & Marketing for Personal Training

OPTIONAL UNIT PT2

EHFA LEARNING OUTCOME	EHFA COMPETENCY
Students should know and understand the following	Students should be able to demonstrate the following
1.1 Where to find out information about the market	Research existing and new markets for services
1.2 How the market is segmented – for example, by age, income, lifestyle, image, buying habits, occupation, social class, the benefits required	Identify the types of client who might be interested in services and the benefits they are looking for
1.3 How to assess the market for services, taking account of the price of your services, how to promote the service, customer needs and expectations, and trends in the industry	Identify existing and new trends in the industry
1.4 How to develop services that address a ‘niche’ in the market	Develop and cost services that will be attractive to potential clients
1.5 How to cost services and develop marketing and sales plans that take account of cash flow and tax considerations	Develop and cost services that will be attractive to potential clients
1.6 The importance of having realistic and achievable targets for your marketing and sales (taking into account income required)	Set realistic and achievable sales targets within reasonable timescales
1.7 The importance of being able to evaluate sales and marketing plans and how to develop ways of monitoring and evaluating marketing and sales	Decide how to evaluate marketing and sales
1.8 How to identify the best ways of reaching potential clients – for example, by approaching potential clients directly, by using other staff to approach potential clients on your behalf and by advertising materials	Identify the best ways to reach potential clients
1.9 How to present your services so that they and their benefits will be attractive to clients	Present services so that they are attractive to potential clients – for example, talking to people, printed documents, electronically
1.10 Different ways of presenting your services – for example, leaflets, advertisements, website materials and preparing ‘scripts’ so that you or others can approach clients directly	Provide written, spoken and electronic information about services and benefits clearly, accurately and in a way that will motivate the client to take them up
1.11 Why it is important to correctly identify a client’s needs and expectations in relation to the services you offer	Make sure that the client is ready to commit themselves to the sale
1.12 How to communicate your services and their benefits clearly and in a way that will motivate your clients to take them up	

EHFA LEARNING OUTCOME	EHFA COMPETENCY
Students should know and understand the following	Students should be able to demonstrate the following
1.13 The types of buying signals that a client might give that will help you to move the sale on, and how to use these	Identify buying signals from the client and use these to move the sale on
1.14 The importance of being able to negotiate services that meet the client's needs and your own, and how to negotiate a sale	Identify client needs and expectations
1.15 Why it is important to agree terms with the client and how to do so	<ul style="list-style-type: none"> • Offer and agree a service that meets the client's needs as well as own needs • Agree terms with the client and make sure that they are satisfied with the sale • Make sure that all relevant documents are completed
1.16 The importance of keeping up to date information on marketing and client enquiries	Keep track of marketing and sales and compare what is achieved with targets
1.17 The features of a client service management system and how to choose a method that is most appropriate to you and your business	<ul style="list-style-type: none"> • Develop and keep an up to date client service management system • Keep in regular contact with existing clients and with those who have made enquiries • Provide clients with information on new and existing services • Respond promptly and positively to further enquiries and make efforts to obtain new business • Follow all legal and organisational requirements for data protection