

## March 2022 – Steve McKinney - How to Convert 80% of Consultations

Lawrence: Welcome to the March 2022 presentation inside [HIT Business Membership](#). We do this every single month. Today we've got [Steve McKinney](#). Previously we've had [Dr. Doug McGuff](#), [Luke Carlson](#), [Jeff Tomaszewski](#), [Bill DeSimone](#), [John Little](#). We invite all of the experts in both high intensity training and also strength training business to come to the [Membership](#) and share insights about business, tactics, strategies, principles that you can use in your own business, but we also talk about personal training as well. We have the same kind of people come unto the [Membership](#) to explore aspects of personal training to help you hone the craft and become better, and deliver a better service to your customers.

Today's guest, as I said, is [Steve McKinney](#), a good friend of mine. He is a first class certified personal trainer and owner of [Fitness & More](#), a personal training studio offering 1-on-1 workouts using the [3W approach](#) to fitness. Steve has been in the fitness industry for over 30 years winning various bodybuilding and fitness awards, and has personally supervised over 4,000 workouts in his career. I'm going to say that's probably more like 5,000 because this bio is a year old, Steve.

Today, we are focused on sales. I've been working with Steve and I discovered that Steve has an incredible sales ability and sales process, and is very successful at converting appointments with customers. The title of today's presentation is Fitness & More Sales Process: How to Close 100% of Your Sales Calls 80% of the Time. I'm really excited to get into this. I'm

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really grateful for Steve's time and I'm really excited to learn from him. Steve, take it away. I'll guide the presentation. You tell me when you're ready to move on.

Steve: Sounds good. Thanks, Lawrence. It's also awesome just to be with the names of all the people that you had mentioned earlier. Those guys are like heroes in the business. You know what I'm saying? It's really kind of cool.

We're just going to talk about the sales process and obviously being a little facetious here, how to close 100% of your sales 80% of the time. However, going back like you said, I've been in the business over 30 years. I started in the business when personal training wasn't really a thing. I remember buying How to be a Personal Trainer out of the back of a [Muscle & Fitness Magazine](#) for \$5. I got this little book and I would read that little book every single day. And then I read something where the original personal trainers were [Arthur Jones](#) and [Ellington Darden](#). That was my start off in the business there. I obviously loved the way to love the gym so I wanted to be in that atmosphere. That's kind of my background and then I'll just get in there. The reason I gave you that also is there weren't a lot of processes in place back in that day. You just have to figure them out on your own. That's why I was able to look in other areas of sales just to see how people solve things and what that looks like. And then over the years, I just worked into my own process. You can go to the next slide now.

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Lawrence: I can't remember if I said it but Steve is converting around 80% of his consultations which I think 99.9% of those watching or listening would love to do.

Steve: Okay. That's good. Awesome.

Lawrence: That gives you a little taste of what's to come.

Steve: The initial phone or text connection. I like to get people on a phone call and I want to hear that person if possible. I want to make that connection. Text doesn't give me as much voice tone. It just doesn't allow me to be who I am. If I can get them on a phone call, I want to do that. This is what I would say is a way that I presell. When I say I'm closing 80% of the people that I go after, a lot of the time I'm just looking at them from the time they get in the door when I get that initial face to face meeting. All this stuff sets that up. Does that make sense?

Lawrence: Yes. So the phone call is like a qualifier as well, right, so they don't waste either of your time. Got it.

Steve: That's 100% true, and I'll explain. One of the things in that phone call is I learned how to identify triggers. A couple of examples, one of the biggest things is how much is it? If somebody comes in and says, "How much is it?" People say you never told them how much it is. I disagree with that. If you ask me how much it is, right off the bat I'm going to tell you. The reason I'm

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going to tell you is I don't really want that client. A lot of times just being open and honest upfront, and I'm not trying to dance around that, I will feel it in the room is super helpful. It gives people a level of, "Okay, I'll talk to you." For other people, you can identify if they are tired. I'll explain what I mean by that. I put in here I have 16 [unclear] There are so many times when people will call me and they'll have some crazy medical condition, "Okay, you can fix this." I use those times just to talk to people in the middle of that. Some people have so many issues. Sometimes even to the point where like, "Hey, I have to use public transportation." In the States, that's not a good sign that they'll have to use public transportation to get to you. Those are tire kickers there. You want to identify that early on. And you want to let people know, "Look, here's really what it comes down to. This is going to be a thing that you're going to be doing regularly." I try to prequalify that particular person. And then, what that does is that sets the mood for that initial meeting. I'd meet with this person on the phone. I'm talking to them. I got to know them a little bit. For me, that personal connection is super important because I'm going to be working with that person or my trainer is going to be working with that person. I want to get a little bit of an idea of who that person is before I do it.

Now, I have a note in here - [Facebook Ads](#) - and I'll explain. There was a time where I'm at a company who did my marketing for me. What they would do is they would send out Facebook Ads for free initial consultation. That is where I learned a lot of this. A lot of times in the [Facebook](#) world when

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somebody sees ‘free’, they are just going to fill it out because they think they are getting something for free. Now, when [Facebook Ads](#), they have changed a lot. But back then, Lawrence, there were times where I was getting 5-10 leads per day. That’s great but that is so much work because you are trying to follow up, you are trying to make calls. There was a whole process that they put you through. I learned a lot of this through trial and error. I learned how to identify potential clients and potential targets. That’s kind of how that initial phone/text connection works. Sometimes it is just through text connection but it still gives me an idea of what I’m working with.

Lawrence: Do you have this list of questions in front of you or they are just in your mind like you just know to ask?

Steve: It’s in my mind.

Lawrence: Injuries, travel, options? Just out of curiosity, if they say, “How much is it?”, is the first question. How exactly do you answer that? I’m just curious. Is it you just say the price exactly as it is and then wait.

Steve: Yup. No, I just go right after like, “Okay, here’s how much it is. Here’s how much you’re charged per session.” And then I let it go from there. That’s not something that I want to be haggling with people on. It is just not. Because you are taught never to give the price out. That’s one of the initial things. I would try that and it felt so disingenuous. It was like this is now who I am personally.

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Lawrence: I totally agree.

Steve: That's how I approach that.

Lawrence: I love this because it is like if you say the price exactly how it is confidently, it is important because I think some people might not feel confident about their price and say it the wrong kind of tone. And then that person then says, "Oh, that's very expensive." That is all you need to know really right there, isn't it? You just say, "Okay. Well, maybe we're not a good fit for you."

Steve: That's exactly right.

Lawrence: And you'll save yourself so much time, right?

Steve: When you're working in the business, and you're doing sales, and you're the marketing person, and you're doing [QuickBooks](#), you have to really zero in on it. You have to be able to protect your time. That is super important. I've learned how to do that over the years. Do I get it right all the time? Absolutely not. I don't. But I don't like to mess around with that kind of stuff.

Lawrence: And even if you do convert that person who had that objection, the odds of them churning are so much higher because they are price sensitive.

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Steve: There you go.

Lawrence: Whereas what you want is a psychographic who really values exercise and pays a premium for it and also has the income to support that.

Steve: Absolutely. And they value their health.

Lawrence: Yes.

Steve: In my target market, I'm really pretty clear on that being the most important thing. You can go to the next.

Lawrence: Great stuff. Okay here we go.

Steve: What to do if I know they are not going to be a client? These three things happened a few weeks ago. The first one is "I'm a college student. I don't know if I can afford that." The next one is, "I'm an artist. They are starting artists." I've had that happen. I've had musicians and different people come through so there's a lot. Another one is, "I live 45 minutes from here." What do you do in that situation? You know they are not going to be a client. You are not probably going to get that sale. The question is, "What do I do if I know that they are not going to be a client?" Well, go to the next slide. Let me peek at my next slide, Lawrence.

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Lawrence: Yeah, sure.

Steve: This is it right here. Here's what I'll do. If they still want to come in, I'd bring them in. And then, what I do is I'll give them the absolute best. I'll give them exactly what I'd give my potential sales clients. I never just dismiss a person because they are not going to buy. Here's why. Online I'm making a promise – I'm giving a free introductory workout. I'm making a promise to that person, "You are going to come in, you are going to get a free introductory workout." Understand my system on this. I'm going to give you this information and this information, if you listen to me, I promise you it will change your life. For me, when I'm doing it I'm going to be excited about it because this is what I do. When somebody comes in, man, I put this thing together. I got an approach that I sell. And I'll talk about how to sell without selling. But the approach that I go with is I've had referrals from people who I knew were not going to buy. They'll come in. I'm going to show them this. And they are like, "Hey, this isn't going to work for you. I love it but it's too expensive, it's too this, I'm too far away. However, I do know someone in the area that might benefit." I might get a client out of that. But, I've also had people come in and say, "You know what, let me try this for 12 weeks." And then I'll take them through that initial workout.

Generally, Lawrence, I'm sure all of our people who are in that HIT model, I take people through two exercises – abs and then a pull down. By that

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second exercise you can read the body language. They are 2.5 to 3 minutes into the workout and they look at you like, “I’ve never felt anything like this before.” Now you are feeding them that steak dinner that they have never had before and they are going, “Holy cow! This is really, really interesting.” I’m still going to give my best every single time only because it’s an issue of integrity. And you want to run your business in that way. I just don’t dismiss people. That’s kind of how I approach that.

Lawrence: Just to summarize, and it’s more than that, Steve, and you know this. I literally posted this in the [Membership](#) about a week ago. I put someone through an introductory workout knowing they had already signed up their corporate team to another personal training business. This guy was a senior partner in a [unclear] firm, a very successful guy. I still put him through a word class free workout to make the consultation as best as I could possibly do. He immediately rang my business partner who has a close relationship with him and said, “I’m going to refer you to the CEO of [Boston Scientific](#)”, who is a gigantic medical tech business, American business; you might recognize the name, who has 3,000 employees in Galway.

Steve: That’s awesome.

Lawrence: Let’s break that down, right. It’s like when you get someone in for a free workout, there is so much going on there. You are going to give them, like you said, a life changing experience. Education that’s going to change their

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life and enable them to understand exercise differently so they can get better results regardless if they go with you or not.

Second thing, they are going to generate a referral. If you give them a great experience, they are going to talk about it, right? I literally had someone in the studio recently, he had a great workout, had a great consultation. I wasn't sure if he was the right fit although he may still convert himself, but then I had a text message from him yesterday saying, "Please, can you ring so and so. They are time starved and they want to get fit and I think you'd be a really good fit." This is the thing. We have to look at the bigger picture here – referrals, right? Like you said, sometimes they are so enamored by the experience that they'll find a way. They are like, "Look, maybe my income is lower than normal so I need to find a way to make this work."

And then lastly, their circumstances might change further down the line. Maybe in 6 months suddenly there will be a lot more income or something changes where they can make it work, and they haven't forgotten about you because it was such an amazing experience and they join. There's so many positive outcomes that can come from that session. I think it would be too myopic and just looking at the guy in front of us and thinking they are not going to join, "Oh, I'm just going to do a half-assed job." You are missing the point. I love this.

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Steve: And then also in the middle of that workout too, you are selling in the middle of that workout. But you are not selling on purpose, you are selling by osmosis. What I mean by that is when I'm taking that person through that I have a Nautilus Clamshell from the 70s, that old Nautilus Ab Machine. When taking the person through that and I'm telling, "Hey, I want you to squeeze on the contracted position and then slowly unsqueeze", just all those things, I'm actually telling them also... When I get to that last two or three reps, I'll make a comment like this, and this is a true statement so I emphasize it, "This last two or three reps are the reps that you wouldn't get on your own. You would have quit."

Lawrence: I love that.

Steve: [Luke](#) said, this was years ago, remember one of the [conferences](#). He said that people get 90% better results with a coach. I used those and I just tweaked little things. There was a little technique that [Doug McGuff](#) used on a pull down where on the rep he'll have people come down, and then bring the weight one inch forward as they come up, which you feel is a totally unusual way. Little tweaks to the workout make a difference. And then, telling them what you're doing, "Hey, here is what you're doing. This is why we do it."

Lawrence: Amazing. Alright. What's next?

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Steve: Yup. We can jump to the next one. Okay, set up the meeting. We are going to go back to the phone call. We are going through the phone call or the initial text. I want to make sure that I'm not like... I don't want to do a sales call at the end of my day. Today, I had a very long day. The last thing that I wouldn't want to do is have a sales call at 6pm in the evening. I'm going to have my sales call either morning or early afternoon when there is plenty of time. I don't want to rush anything. I just had one yesterday and I did close it by the way. I set an hour aside and just go to talk to the person. I had good energy, had a bit of connection, and knew him from years ago. I set that up when [unclear] And then I make sure I have a good attitude. I have a little joke, 'coffee for closers'. I have friends who are in the card business and that's their big thing. They are closing, they are closing. Now, it's a totally different world there. But I don't want to go in with... I want to make sure that my attitude is good for what I'm doing. I just remind myself, this is what I do. Sometimes, man, you are working hard, you are fatigued. Sometimes you walk in and you just don't have that really good attitude. I want to make sure that my attitude is good. I am having a cup of coffee before I'm doing that sales call. I'm a coffee drinker so I'm looking at that.

And then the most important one to me is to say within your core values. My #1 core value is legitimate concern for people. I have to really care about that person. You can't fake that. If you care about people, it's going to show. If you are just trying to make money, it's going to show. I always teach my trainers, and I have for years, I always teach them this, "Listen, you take care

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of your client first and everything else will follow.” That has to be the best experience that they have all day. People come to the gym for a workout. I have a guy that comes, and this is more than one person, and he goes, “I just couldn’t wait to get here. I love coming here. I love the atmosphere.” That’s a big deal. I want to set that tone from the get go. I want that first workout, I want people to know, “Hey, listen, we are going to deal with your issues.” A lot of times you are coming out of a lockdown. You have people who have a lot of mental stress that they are dealing with. I engage in that dialogue. I’m looking at those things initially and just talking about the benefits of what workouts can do in the middle of that. That’s my initial meeting and that’s my call on that.

Lawrence: If anyone is interested in learning where ‘coffee is for closers’ comes from, watch the opening scene for [Glengarry Glen Ross](#) which is a film about real estate sales guys. It’s a very funny and very famous scene with Alec Baldwin in the beginning where he is trying to intimidate all the sales guys. One of the sales guys...

Steve: I love it. You are a movie buff. Everything I have you got a movie for. I love that. One of my buddies is pretty much like that. Anyway, go ahead. I’m sorry I didn’t mean to interrupt.

Lawrence: No, it’s okay. There is a scene at the start. Actually, I won’t spoil it. Just go watch it - [Glengarry Glen Ross](#). You know what, I might come across like a

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movie buff, Steve, but I'm guilty of watching the same movies over and over again. It's terrible.

Steve: Listen, I've watched [Jack Reacher](#) 25x. I love [Jack Reacher](#) movies. I love the book.

Lawrence: Oh cool. I might rewatch that. Right, next slide.

Steve: Okay, so this is how I fit people into my system in what I do. I lead people to what they want. Here is what I mean by that. Most clients who walk through the door, they don't know what they want. They are not really sure what they want. It's very like, I have this core people. There is a commercial in the States and I think it's on insurance. There is a quarterback who has a belt and so he is always taking his hands like this and putting his belt on. He is doing that, okay. I get so many people, and this is like a pet peeve of mine, who will walk in and I'm like, "What are you here for?" And it's, "I want to work on my core." And then they'll do bat belts. It's humorous to me because they'll do, "I need to work on my core. My doctor says I need to work on my core." As if working on the core is going to fix everything. I'm trying to explain that to people. That is like one of the things that I'm like, "Okay, do you even know what that means? What do you mean by that?" I'm just trying to talk to them about that.

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I had a lady come in and she was 66 years old. I said, “How can I help you?” We have the conversation going, she goes, “In high school I could do a backflip, and so I want to be able to do a backflip again.” I’m like, “Yeah, that’s just not going to...” I’m kind about it but it’s like that’s just totally irrelevant to life. That means nothing.

I have a system that I put together, and I put it together years ago, I called it the [3W approach](#) to fitness. This is my sales process right here. This is my big thing. I have people look at me and say... When I have them sit down on the leg extension or a chair, and then I have a chalkboard/whiteboard and so I’ll write the [3W approach](#) to fitness. This is my system. The 3Ws are weight training, walking, and watching your diet. I go through each of those things because most of the people that come through in my target audience are going to be overweight. A lot of them are Type 2 diabetic or pre-diabetic. They are losing their strength. They don’t have as much energy. I know that. I know that at my age I understand it. I’m 61. I understand that loss of energy. I understand how your body feels. I understand those little aches and pains that kind of go on with each decade. And then I explain, this is how we approach this, and then I help them set goals.

90% of my people that come in are people who need help in all those areas of nutrition and strength training. My number one lead is strength training, weight training and its benefits. I talk about all those things and then what I’m doing in that situation... I think [Tim Ryan](#) was on your podcast a little while and he was talking about selling the benefits. That’s what I’m doing.

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I'm selling here's what's going to happen, here's what we are going to do, and here's what it's going to look like. I am also not selling them something that isn't true. I'm not putting a big pie in the sky. I'm just saying, "Look, here is what we are able to do and here is how we are able to do it. 20 pounds in 12 weeks of fat loss and gaining muscular strength is a very common thing.

Lawrence: Achievable.

Steve: Yeah, it's very achievable.

Lawrence: Just to recap. I'm keen to give the members a view on what exactly the process looks like. So you've got the presell, and you've gone through some of the criteria of that. But I'm assuming you're going to ask questions like what medications are you on, do you have any injuries, what are your goals, what is your motivation. Those kinds of things. Or do you wait until somebody...

Steve: No. I do it all. They come in and they are going to fill out that PAR-Q. They are going to fill out that form. And then, we go right from that form to the question, "Okay, I see you have this knee problem. You have this joint problem."

Lawrence: Hang on. You'll address that in person some of those things?

Steve: Yes.

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Lawrence: Okay.

Steve: I'll also talk about those in the initial meeting as well to get an idea. And then when they come in, we're going to revisit. I'll remember something from our initial phone call always connecting in that way. I'm like, "Okay, you told me that you just went to the doctor. He said you have high cholesterol. Your blood pressure is up..." whatever the case may be, "and so this is how we approach that." When I sit people down and I look at their sheet, I'm like, "Okay, here is your weight now. I can tell you obviously you want to lose some weight. Let me give you a goal weight." I'm kind of good at giving them a goal weight. What I'll do is paint that overall picture of a year from now, but I'll also paint that immediate picture of three months from now. And then we'll just talk about that and we start going from there.

I'm just letting them know my big thing is strength training and accountability. When it comes to accountability, one of the simplest ways for accountability, I don't know if you do this. I always ask, "Hey, how is your diet?" That's my accountability question. And people say, "I knew you were going to ask me that." That's moving forward but it's still the accountability aspect because that's what I'm selling as well. I'm selling a level of accountability in the middle of that.

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Lawrence: Just to summarize the actual, I mean maybe you are not finished with it yet, but in terms of the consultation just so the members have an idea of the chronology exact structure. Can you just lay that out for us at a high level? So they walk through the door, what's the first thing, second, and third?

Steve: So when they walk through the door, I'll greet them. Talk to them just for a moment and then have them fill out the form. From there, I go through the form and then start asking questions - "What are you here for?" Just to kind of build that dialogue. And then, I have them sit, I'm like, "Let me explain what we do."

Go to the next slide. Let me see if I have that on there.

Lawrence: Yeah, here you go.

Steve: Okay. I will explain general to particular. Here's what I mean. I explain my [3W approach](#) to fitness – weight training, walking, and watching your diet. And then, I explain the workout, "Hey, this is the general process of what I do." I explain it in this way. You're going to buy a suit and what you're going to have with that suit is you're going to have a suit that needs to be fitted to you. My workout is going to be very general in the beginning. But I'm going to make it fit you and make it particular and make it individual. I'm explaining all these things in this whole process.

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Going back. I got off track there. They walk through the door, fill out the PAR-Q. We begin the dialogue. Then I have them sit down and I start my presentation on the board, and I explain the [3W approach](#) to fitness. I'll write down 'weight training' and explain all the benefits to that. And then I'll talk about walking after dinner and the importance of that and how that aids in digestion. These are things that I just learned over the years. And then I'll talk about watching your diet and what we have to do in the middle of that. I'll explain all of those things. And then like, "Do you have any questions?" I'll have this open dialogue of question and answer. Most people don't have a lot of questions when it comes to it because I'm leading them to my system. Because I know what they are after even though they don't know what they are after. I'll explain to them, look, here is really what you're after. You want to get stronger and feel better, and strength is going to do that. You want to lose some body fat and I explain how a diet does that. And then I also always put in how exercises are a very inefficient way to lose body fat. I explain that diet is a big part of that. And then I just explain the benefits of those things.

After I get to that and ask any questions that they might have; once we get to the end of that I'm like, "Okay, are you ready for a workout?" And then we start going through the workout. You read the client in the initial workout because you're going to have people who have worked out before and you're going to have people who haven't. You have to read that. There's some questions that go in that initial workout because you want them to feel what we do, and so I'm emphasizing the negative. You want them just to be a

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touch sore but not completely, you know, [unclear] That's not what you're after. You have to really be careful of those things. That workout is your sales process as well. During that workout I'm explaining everything as I go through it.

Lawrence: Yeah, awesome. Okay, alright, so we've gone through that slide.

Steve: I think this is the last one.

Lawrence: Okay.

Steve: Now, I finished the workout. I call this 'the close'. When I was doing [Facebook Ads](#), I worked with a company and they had this script that they had on closing your sales. I would try to follow that script. For example, I remember one guy saying, "You put three prices on a sheet of paper. You put low, middle, and high. And then you circle the middle." I'm like, oh man. I tried those things. I'm like, man, this isn't me. This doesn't fit me at all. When I come to the close, I'll just talk to the client. Just to give you an example, I was talking to a guy yesterday. I cut his workout short because I could read a little loss of color in his lips. That's what I'm looking for first. I'm like, "Oh, you're starting to feel a bit nauseous." He's like, "Oh, maybe just a bit." "Okay, let's just stop right there. I don't want to go any further with that." Then we'll just chat a little bit. I'll just say, "Hey, what do you think? Would you like to move forward?"

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Never am I desperate in my sales. My thing is my business is fine without you. I'm good. I'm not desperate. I'm not begging. This is not something that I'm going to beg you to do. I don't want that client at all. We go to the pricing issue and I just make it...

Lawrence: I love that statement by the way. I think that's great. I think that's a huge gem right there. Continue.

Steve: Yeah, I think it's important. Lawrence, people are intuitive and they can walk away from something. I know for me when I'm around people, when somebody is trying to sell me something, I don't like that. I connect to people. That's my big thing. My business is based on helping people. I love my business. Don't get me wrong. I'm in business to make money just like everyone else. But my number one thing is I got into this business because I enjoy helping people. I like the whole bodybuilding personal training thing. It's fun to me. I enjoy that and I love to put a smile on people's faces. That's why I'm in the business. I just try not to come across as desperate because I'm not. That's going to show.

Lawrence: If I can just add. I think one of the ways of summarizing this is people hate to be sold but they love to buy.

Steve: That's great.

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Lawrence: If you start being pushy at any point, you want to stop yourself right there.

Steve: Absolutely.

Lawrence: It's going to put them off right away.

Steve: Do you have a movie reference for that, Lawrence?

Lawrence: For that quote?

Steve: Yeah. Because you just got a movie reference for everything I'm talking about.

Lawrence: That's probably from [Brian Tracy](#) or one of those classic sales authors. You know those guys. [Tony Robbins](#) also.

Steve: Okay, yeah. The pricing issue if it becomes, "Hey, I can't afford that." I'm not haggling on that. This probably isn't going to be for you. I like to train my clients twice a week. Some of them can only train once a week but I like twice a week. And then some people will ask me, "I'd like to come 3x a week." My answer generally to that is you don't need to come 3x a week. You just don't need it. I told somebody that the other day and they were just so shocked about that. They go, "That's what I like about you." That was their thing. I'm like, "I'm not going to sell you something you don't need", or "I'm not going to do something to you that's going to harm you. This is the

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prescription that seems to work best.” That’s kind of how I approach that. Sometimes in pricing, this is not for you. This isn’t something that can fit you. I don’t want you to have to be struggling to pay me. Don’t come in with a roll of quarters. I don’t want to have to go through that. If you can afford this, this is perfect for you. This is a good fit. But if it’s not, it is perfectly okay that you can’t afford it. I’ve given you some tools to run with there. I just kind of go with that.

Explain why you reject it. I’ve already talked about that closing thing. I just give people a choice. I don’t try to manipulate any of that kind of thing. And then I have to ask myself as I’m training and going through that end of the close process, “Do I want this client? Do I want to quit my trainers with this client.” I’m very careful. There are clients that you don’t want. There are clients that drain energy so much that when that client is coming in the door you’re like, “Oh no, man, I don’t want to deal with this client.” And that ruins the rest of your day and the rest of your workouts for people. If that client from the get go is giving you problems or questioning everything. I had a client who came in, and this was a while back, their trainer was leaving town hence they were looking for another trainer. I took them through a workout. I got to the end of the workout. They are like, “Man, that was a third of what I do. I usually train for an hour. That’s a third of what I do.” And then I gave him my pricing and they say, “I paid less for an hour workout.” You know what I’m saying? I’ll tell you what I said. This is exactly what I said, “I get it. But if you need to kill it out of your day, you can set out your car for 45

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minutes before you come in.” What you’re getting here is you’re getting a workout that’s going to give you results. You’re not paying for time for me. If I can get you a workout in one minute and you get results from that, what’s the big deal?

Lawrence: If I could give you a pill and it will get you all the results you want with no time expended you go for it. You take it.

Steve: Exactly. I’m about efficiency. I’m looking for that person who doesn’t have time to work out. There are clients that’s like, “This is not a good fit. This isn’t going to work for us.” I’m very kind about that but I just know that this is not the kind of person that I want to train.

Lawrence: Steve, there is one thing that I just want to get from you before we wrap up. What’s the workout? What does that workout look like in the consultation? I know it might differ for some people. But can you give as a view on that workout because that’s the main thing that’s going to sell them.

Steve: We go after that core to begin with. What I mean by that is I have that Nautilus Clamshell, that old 1970.

Lawrence: I love it. I’m so jealous.

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Steve: I'll start there. But I also do some explaining, "Okay, we are going to go slow and controlled. I want you to feel the movement throughout the full range of motion when you get into the contracted position where I have you not only give me a pause but I want you to squeeze that muscle. I want you to intentionally connect your mind to the muscle. I know that sounds esoteric but I want you to feel what we are doing. Never unload the muscle. I'm going to keep you under the load for 60-90 seconds." You can see in that first 2 or 3 reps and you just read that.

I'll take them through the ab then the next movement is a pull down. [Drew Baye](#) had a new pull down apparatus.

Lawrence: It's a piece of M isn't it? What's it called?

Steve: It's really good. I really like it. Also, it switches around to a triceps press down as well. I'll take him through that – the pull down.

Lawrence: What is that? Super Slow [RenEx](#) or is that a torso arm machine.

Steve: It's just a pull down machine. It's nothing. I don't even know the name. It's a [Maxicam](#). I think it is a [Maxicam](#).

Lawrence: Okay, cool.

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Steve: I'll take them through that one. Once again, emphasizing the negative. The whole thing that we do. And then the next movement is a chest press. By that third exercise, the lights are going off in them. I just bought a [Strive Chest Press](#). I don't know if you've seen those before. You can change the settings on them. They are actually pretty nice if you like [unclear] the kind of stuff there. What I do is I tailor my workout based on my equipment. That machine works a little bit better with zone training. So then I introduced them to the chest press and the zones. I work there. Then I go to a seated row. I just have a basic seated row.

And then my next movement is I have an old school [Double Nautilus Shoulder](#) lateral raise overhead press. One that one, Lawrence, I find that sometimes it causes cervical problems for people that angle. What I do a lot of times is I spin them around and actually have them go facing on it and explain why we do that. I follow that up with a [Nautilus](#) machine curl. And then I have a [Strive tricep machine](#). Then I'll have a leg curl, a [Nautilus](#) leg curl.

Lawrence: Is the machine called a bicep curl?

Steve: I'm sorry, the?

Lawrence: The first machine. Is that a bicep curl?

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Steve: Yeah, it's a [Nautilus](#) bicep curl.

Lawrence: Got it. Okay.

Steve: It's not the best machine in the world but it serves its purpose. If they don't feel good, I can go to dumbbell curls. I have that.

Lawrence: I love the [Nautilus](#) preacher bicep curl. I don't know if it's the same one. I love it. I absolutely love it.

Steve: At the top you really get a good contraction. And then sometimes in those situations, you can change the protocols. But I give them the basics. Then it's leg curl, leg press. I have a Strive leg press, very nice Kevlar belt driven, very smooth. Then I have a leg extension. And then I have a [Leg Blaster](#) squat from [Frank Zane](#). I don't know if you're familiar with that at all.

Lawrence: Yeah.

Steve: I finish off with that if they can do that many exercises. Generally, like yesterday, I got to the press. I'm like, "Okay, let's slow down here." I stopped with the overhead press. I did a leg press and a leg extension, and that was the workout. The guys were like, oh my gosh. The guy came from the background of I'm working on an hour a day 5 days a week. The problem with that is it's a part time job and that's what I explained to him.

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Lawrence: That's a great analogy.

Steve: Yeah. And then you're I'm in the meal prep. I'm like, "Oh my gosh, I can't live like that." This got to be simple. So that's how I approach it.

Lawrence: Steve, that was amazing. I say we wrap up there. Thank you so much for your time because I know you got to shoot off for an appointment. No, actually let me just move on from that. What's the best way for people to find out more about you, learn about your business, connect with you if possible?

Steve: Yeah, [www.fitnessandmore.net](http://www.fitnessandmore.net), [steve@fitnessandmore.net](mailto:steve@fitnessandmore.net). And then I can also give you my phone number for people to text as well, Lawrence.

Lawrence: Yeah, if you want to.

Steve: 618-709-2835.

Lawrence: Thank you. That's very generous.

Steve: I'm very good at just talking. If people need help with anything, I'm good with that. I'm more than happy to help if I can help another trainer. I'm more than happy to do that.

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Lawrence: Thank you. For all the members, I'm going to try to convince Steve to break down what he just presented in some bullets which will serve him in creating his own sales process for [Fitness & More](#). You might want to also share it with us in the [Membership](#).

Steve: I'll do that, Lawrence. You are always good at challenging me on those things. I'll do that. Everything is here, man, for me so I needed it on paper.

Lawrence: At some point you are going to want to delegate this. If you want to achieve your own goal, you need to delegate what you do. It's the hardest thing to let go of that vine, right? But there will come a point where you'll find someone. Maybe they are already in your team who can do this and you can delegate. You can't do that until you get that process you just amazingly explained on a system, on a document for them to follow. This hits two birds with one stone. You are providing it to the members but also helping yourself.

Steve: Thanks, Lawrence. I appreciate you, man. You are awesome. I appreciate all you do.

Lawrence: That feeling is very mutual. For everyone listening and watching, this will be transcribed if you prefer to read. Thank you everyone for being a member. Thank you, Steve, for being a member. Thank you for your business. Thank you so much for helping today.

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Just to keep everyone aware of what's coming, I'm in the process of arranging something around scheduling. I'm really keen on recording something with someone on how they schedule effectively in terms of pricing and packaging, or software they use, scheduling automation, systems and processes, how to manage it, who owns it in the business, different workflows for scheduling just so we can get some really good content on how we can schedule better and more efficiently in our businesses.

Steve, I'll leave it there. Thank you so much again for your time. I look forward to talking to you soon.

Steve: Sounds great. Have a great day. Thanks, Lawrence.

Lawrence: You too. Take care.