



NESTA News – June 13, 2008

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Business Tip: Overcoming Client Objections

From John Spencer Ellis, CEO

What do you do when you ask a potential client if they want to train with you and they say "No"? What do you say next? How do you get them to change their mind? You don't. Oh, you can try, but you may run the risk of becoming more like a used car salesperson and less like a fitness professional demanding a high service fee. You should ask what it is that he/she didn't like or what doesn't work for him/her, but the answer will almost always be the same. The "cost is too high" or "thanks, I think I'll give it a try on my own". Yes, you have a million things you want to say to this, but you can't say them.

At this point you should simply say, "I understand. Please let me know if there is anything I can do to help you in the future. Do you know of 1 or 2 others who might be interested in my training services?" We know what you're saying. "That's it?! I just let them go?!" Yes you do. If you did your job well the client never would have said no in the first place. Current and potential clients come to you with an expectation. They know you're expensive. They know you know a lot but they also think that they do too! Any intelligent person can just attempt to copy the exercises other gym goers and trainers do with their clients (people watch you every day, all day). Your job is to give them the best service they have ever received. Don't just beat them up. Talk to them. Laugh with them. Be yourself. But more than anything else - prepare your program well. If you haven't catered the program specifically to what they said they wanted down to the most finite detail, they will think they can just duplicate the exercises you took them through on their own. They must see you, hear you, and constantly be aware of your motivational and entertaining presence or they will be on their way.

Overcome objections not by coming up with a snappy response, but by ensuring the greatest likelihood that you do not receive objections in the first place. Be more thorough than other trainers. Write the program down in advance and in painstaking detail. Don't just think you are better than other trainers; BE better by offering a level of personal and professional service that your client never expected. Run to get them water or a towel even though they say "No thanks." Ask them frequently how they're doing and watch their physical response closely. Perform the first few repetitions of each exercise with them (at least mimic the motion) to keep them focused on form and YOU as the trainer. Do your job well and their will be no need for objections. You must be wildly helpful and you must surprise them with your performance. Then you must do so again and again for as long as he/she is your client. Don't worry though, you don't have to do this, but you also won't be the one with the most clients.

For more information on how to communicate with your clients, gain new clients, and retain all of your clients for the long term, refer to your NESTA PFT manual. Don't have it? It's time to upgrade at www.nestacertified.com.

nestapft.com or by calling 1-877-348-6692.

Training Tip: To Plank, Crunch, or Throw? That is the question!
From Mark Baines, Senior Vice President of Program Development

Everyone wants to know the ideal exercises to perform core and ab work. Is there an ideal way? Should clients be spending time in a prone bridge (also known as a plank) trying to hold their own bodyweight steady while contracting deep tissue stabilizing muscles to strengthen their core? Is a crunch a better exercise because it involves movement and both a flexing and extending of the spine? Or is it best to perform ground based (standing with feet on the ground) exercises such as medicine ball throws and cable chops and lifts to train the core area and be more "functional"?

All of these exercises have their merit. Once your client can hold a plank/prone bridge stable, with good form, for more than a minute without a lot of trouble, it is probably time to move on. Remember that the plank also causes the psoas to contract which may pose a challenge for many who already have tight hip flexors. Perhaps then a crunch or reverse crunch is not such a bad idea (no side crunches please, that's not how really how your obliques work from a lying position that merely jams the facet joints of the spine at the hip). Some would argue that a crunch or reverse crunch do not prepare you for real life movement. It doesn't mean that they aren't good exercises, but we ideally want our clients up, moving, with their feet on the ground (like real life) performing progressive rotational throws and light to moderately loaded cable motions in rotary, chopping, and lifting patterns. Have clients progress from a kneeling position toward standing ONLY once they are free of pain and can perform the movements efficiently (without any external load). Simply keep in mind that clients must progress to more advanced ground based core movements while standing and that it is your job as a trainer to be clear about the form you expect, the tempo of repetitions and the movement itself, and that your clients understand as well. Have fun, and work your way from the ground up!

Want more core and functional exercise ideas? Check out our Core and Functional Training Programs at <http://www.nestacertified.com/nesta-programs.html>. For a limited time, you can purchase the Core Conditioning, Functional Training, and Biomechanics Specialist programs together at a discounted price by calling 1-877-348-6692 and asking for Alison.

In The Fitness Industry: Adult Fitness Testing
From Jessica Felton, Public Relations Advisor

Today's baby boomers probably remember the fitness tests they had to do in school. They will all be pleased to learn that they can take part in a "grown-up" version online. The President's Council on Physical Fitness launched the Adult Fitness test, where people (of any age...really...) can go online <http://www.adultfitnessstest.org/> and enter their information to see if they are on par with fitness levels of others.

The test has several different facets as it did back in elementary school.

1. Aerobic fitness is measured by performing a 1-mile walk or a 1.5-mile run
2. Muscular strength is measured by doing as many pushups and sit-ups as possible in one minute
3. The sit-and-reach test is used to measure flexibility
4. Body composition is measured by BMI (your weight in lbs x 703 over your height in inches squared) and waist circumference

All of these tests can be done on one's own time, and entered on the website. The site also offers a data collection form that you can print to keep track of your information.

Clearly, this is not the tell-all of one's fitness, but it is a simple way of assessing certain aspects of where a person is in terms of their physical health as well as when compared to others of their age.

Perhaps if people were TRULY aware of their abilities (or lack thereof), they might consider joining a gym or find a personal trainer to help them increase their test scores! Well, we can only hope.

Consult your NESTA PFT manual for other great assessment ideas to motivate your clients toward

progress at www.nestapft.com.

Training Connections: Building Business Relationships and Resources From Dave Goldstein, Vice President of Business Development



The National Exercise & Sports Trainers Association has joined forces with Optimal Nutrition, Inc., a national organic meal delivery service.

Optimal Nutrition specializes in the production and delivery of customized organic meals, 91 Bars, and state-of-the-art hydration to ignite runners, swimmers, cyclists, football players, baseball players, and every competitor in between.

Each meal is designed and portioned specifically to your body's needs based on Basal Metabolic Rate (BMR) and activity level. And each ingredient is sourced fresh from the finest organic farms and manufacturers with no additives or GMO (genetically modified organism) foods.

Contact ONI today to learn about our new Affiliate Program in conjunction with NESTA where you can earn revenue by helping your clients reach their goals.

Find us online at www.optimalnutritioninc.com/ref/NESTA or call 858-202-0445 today!



NESTA and Polar continue their strategic relationship by offering NESTA certified trainers the ability to LEARN AND EARN by becoming an authorized Polar heart rate monitor distributor! There are NO minimums, no warehousing product, and no hassles! Visit: www.nestacertified.com/news.html to download your application.

GIVE YOUR CLIENTS THE TECHNOLOGY THEY WANT THROUGH THE KNOWLEDGE YOU HAVE AND EARN MONEY IN THE PROCESS

Live Training: NESTA PFT and Continuing Education Workshops From The NESTA Live Instruction Team



The NESTA live workshop schedule in the coming months can be found below. If you do not see a workshop scheduled in your area any time soon, please contact us. NESTA currently provides live learning opportunities in AZ, CA, IL, IN, NY, AND WA (FL, OR and TX coming soon). In most cases, in order to hold a NESTA workshop there must be at least 30 attendees or the workshop may be postponed to a later date or alternate location. We realize that live hands-on training is perhaps the most useful form of training for any professional. Please be sure to sign up early as workshops often sell out. Let us know how we can be of greater service to you.

Nothing beats a combination of live training with solid distance education. Sign up now at <http://www.nestacertified.com/workshop-schedule.html>.

Job Openings for Trainers, Coaches and Instructors From Everyone at NESTA wishing you great success

If you are NESTA certified or have a NESTA specialization and are looking for a job or position in your local area, start here. NESTA wants you to be successful and find a place that you can further your

career as a fitness professional in an environment that best suits your needs. Your dream job may be closer than you think!

Go to www.nestacertified.com/jobs.html and get working now.

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