



## **FITFORWARD: BOOSTING SALES AND SOCIAL IMPACT**

**Certificate of Completion: Boosting Sales and Social Impact**

**Course Code: M012/25**

**Duration:** 1 Day

**Delivery Format:** Hybrid

**Target Audience:**

Fitness centre teams

**Program Outcomes:**

Upon completion of this program, participants will be able to:

- Enhance their skills in sales, leadership, and social media marketing.
- Gain the knowledge and tools necessary to convert leads.
- Gain the knowledge and tools necessary to retain clients.
- Gain the knowledge and tools necessary to drive overall revenue growth

### **Detailed Syllabus**

#### **Module 1: Training on Increasing Sales**

**Outcome:** Participants will improve their sales skills to effectively convert leads and retain clients.

**Topics:**

- Sales process from attracting leads to closing deals.
- Product knowledge for better customer interactions.
- Customer service and objection-handling skills to retain clients.

**Activities:**

- Interactive workshops on each stage of the sales process.
- Role-playing scenarios to practice sales techniques and handle objections.

**Assessments:**

- Interactive workshops on each stage of the sales process.
- Role-playing scenarios to practice sales techniques and handle objections.

**Module 2: Leadership Training**

**Outcome:** Participants will develop their leadership abilities to motivate teams and improve morale.

**Topics:**

- Different leadership styles and their benefits.
- Team morale through effective delegation and conflict resolution.
- Leading by example to motivate others.

**Activities:**

- Interactive workshops exploring various leadership styles (e.g., transformational, servant, autocratic).
- Group discussions on the characteristics of effective leaders.

**Assessments:**

- Leadership scenario analysis where participants propose solutions to common leadership challenges.
- Development of a personal leadership development plan.

**Module 3: Social Media Marketing Training**

**Outcome:** Participants will learn to use social media effectively for marketing and community engagement.

**Topics:**

- Best social media platforms for marketing in the fitness industry.
- Creating engaging content, including videos.
- Community engagement and paid advertising strategies.
- Setting up metrics to track social media performance.

**Activities:**

- Hands-on sessions on using different social media platforms.
- Workshops on content creation, including writing captions, taking photos, and shooting short videos.

**Assessments:**

- Social media content creation and strategy development for a fitness centre.
- Analysis of social media metrics and recommendations for improvement.