

CrossFit®

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OWNERS
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COACHES
CONFERENCE

PRESENTED BY



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Affordable & Effective Tools for Prospecting

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Why is growth important?

Strategies For Growth

The 3 Pillars for Growth



What is a Prospect?



Who should we prospect?

Population in France:

•0-9yrs:	12%
•10-19yrs:	12%
•20-29yrs:	12%
•30-39yrs:	11%
•40-49yrs:	11%
•50-59yrs:	12%
•60-69yrs:	11%
•70-79yrs:	8%
•80-89yrs:	5%
•90+:	THE REST

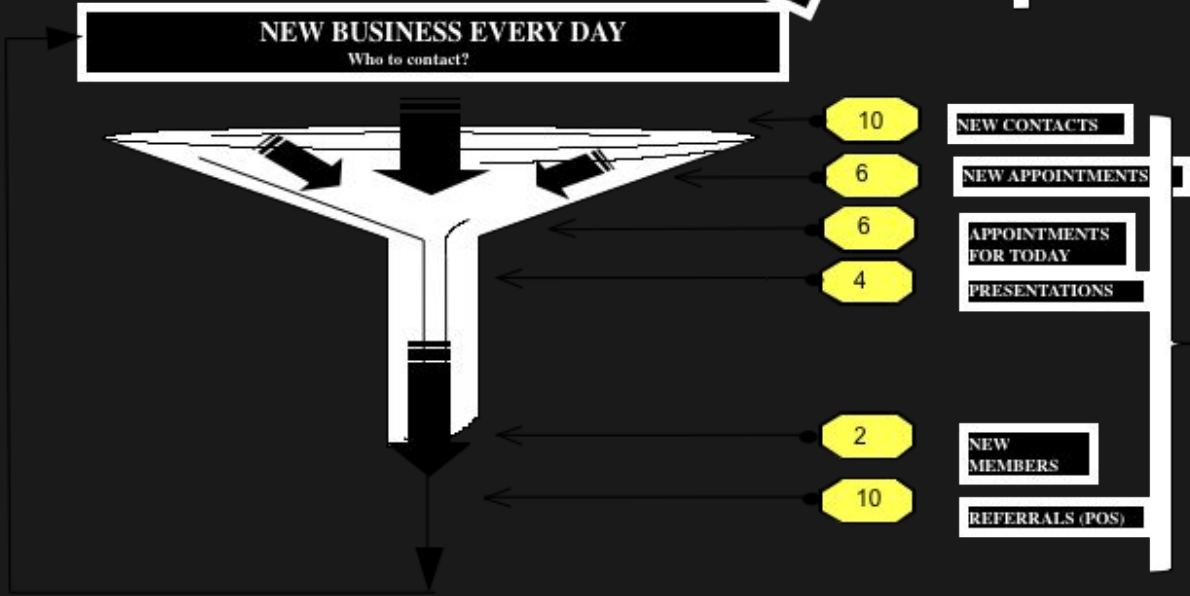


Who do we want to serve?

Who most needs our service?



How do you
**'FILL YOUR
FUNNEL'?**



M.P.C.
*Minimum
Performance
Criteria*

11 Golden Rules for Prospecting

- Qualify as early as possible each prospect, get to know the person
- The goal is NOT to sell a membership
- Never write if you can talk, never talk if you can see the person
- Never accept the first 'NO'
- Speed is key to answering incoming enquiries
- The prospect will always ask for the price, but that is not what they need
- Selling is not telling
- Use alternate choice close for setting appointments as near in the future as possible
- Smile, be confident and make a friend
- Always be prospecting, just keep going

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Together we will grow CrossFit,
One person, one conversation, one
trial session at a time!

Thank You

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