

# NINE THINGS YOU CAN DO YOUR PERSONAL TRAINERS

WE ASKED



**John Platero, Director of Education, The National Council for Certified Personal Trainers**

**1** Pay attention to your staff. Think like a trainer. We all need money; however trainers are physical people who garner much of their strength from their physical appearance and presence. Allow them to be physical.

**2** Make them look cool. Make sure the uniforms look great. Use Dry-Fit or some kind of material that doesn't fade. Women's uniforms should be cut differently than men's. When personal trainers look great, they feel great, which turns into sales.

**3** Have someone in charge of quality. Personal training is a service. Don't lose sight of the back end. Assign a person to monitor the quality of training and keep abreast of the latest trends who can then teach the entire staff. Financially incentivize your staff to continually educate and improve their craft.



**Chris Ullery, Managing Editor, Bodybuilding.com**



**4** Make nutrition a priority. It's no secret that working out is only a small part of the fitness lifestyle. If your trainers can influence what clients do outside the gym, they'll see much better results. Make ongoing nutrition coaching a requirement for all trainers.