

DVD's

Non-Sales Professional's Guide to Selling Club Services/Products

Non-Sales Professional's Guide to Selling Club Services and Products reviews the importance of sales and every health/fitness club employee's role in it. The DVD examines some of the negative attitudes that staff might have about "selling" and outlines a series of simple steps that every club employee can take to contribute to the sale of a club's services and products. The DVD also features an overview of the key factors involved in relationship selling.

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Fitness Management

Featuring two extended play DVDs, this monumental resource for the health/fitness club industry includes over twelve hours of state-of-the-art programming in sixteen easy-to-navigate modules covering virtually every aspect of the health/fitness club industry.

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Functional Flexibility DVD

Functional Flexibility examines the role that flexibility plays in helping individuals effectively and safely perform activities of daily living and provides an in-depth overview of the key principles involved in prescribing, facilitating, and performing functional flexibility movements. Featuring two separate video programs—Functional Flexibility Training: Understanding the Basics and Functional Flexibility Training: Applying the Basics, the DVD also includes specific flexibility exercises for each of the major regions of the body.

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Key Characteristics of Great Clubs

The Key Characteristics of Great Clubs presents an enlightening and compelling look at the characteristics that all great global health/fitness clubs possess. The DVD highlights several "benchmarks" that can be used to establish a framework for greatness in the health-/fitness-club industry. Using these benchmarks as the framework for greatness, the DVD proceeds to discuss the various attributes that are common to those clubs that have achieved greatness.

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Transitioning from Trainer to Manager

Transitioning from Trainer to Manager presents an insightful overview of how a front-line fitness professional, such as a personal trainer, can develop the skills and attributes necessary to become a manager/supervisor in the health/fitness club industry. The five stages of development in a health/fitness professional's journey to becoming a manager are examined. The DVD then highlights how to create and execute a career development plan. Finally, the DVD details the 20 essential attributes and skills that a health/fitness professional will need to be successful in management.

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