Identifying Needs and Problem Building Script Personal Training

(including transition statements)

***Transition to identifying needs:***

Ok, let me just review. What I’ve heard you say is:

By being overweight, your clothes don’t fit, your health is suffering, and you don’t feel good about yourself and your body anymore.

Not only that, but you’ve tried to correct this several times on your own or with various programs and have **failed repeatedly.** Is that right? *(hold up the mirror, and close with assumptive agreement question.)*

***Transition to problem building:***

Ok, ultimately these are all just symptoms of much bigger problems that come from:

1. Not having the knowledge of how to put a complete program together, nor the motivation and accountability to see it through
2. Not having a workable plan of action to integrate the nutrition, exercise, and lifestyle components required for your success
3. Not having the support system required to make the lifestyle changes necessary to not only achieve your goals, but also maintain them for life.

***Transition statement to presentation:***

So, let me tell you a little about our program and how we are going to help you solve these problems…