



# PRICE RESEARCHING THE COMPETITION

**The worksheet below is taken directly from our comprehensive Nine Week Turnaround Course. If you love this, learn more at <https://seejakeandjanetrain.com>. Visit our “Products” “Nine Week Turnaround” page. Or email us at <mailto:info@seejakeandjanetrain.com>. We would be happy to hear from you!**

It is important and empowering to research your competition’s pricing and offerings. It can also, unfortunately, be a little overwhelming and easy to avoid. This layout is going to make it a lot easier for you to capitalize on this valuable information.

## **FIRST: Be clear about your “why.”**

- 1) You are researching your competition to learn what the market will bear. In the fallout of the housing market crash of 2008, buyers and sellers quickly realized their home was only worth what the market would bear. People with gorgeous, newly renovated homes worth \$250,000 in 2007 faced the heartbreaking reality that their homes were only worth half that or less a year later. Houses are only worth what people are willing to pay for them. To some degree, your services, too, are only worth what people are willing to pay for them. You need to find out what people are generally willing to pay for personal training in your area.
- 2) Another reason for your research? You want to make sure you are comparing apples to apples. An uncertified personal trainer with two weeks of experience is different than a veteran trainer offering quality training and meaningful customer service. You are not going to just ask, “How much do you charge for personal training?” You are going to obtain details that put this answer in perspective. This distinction is VERY important when you are deciding how to price YOUR services.

## **SECOND: Find your competition.**

- Big-box gyms, any boutique fitness studios with one-on-one or small-group training and fellow independent trainers are your competition (and colleagues). These are the ones you need to interview.

## **THIRD: Let’s do it...**

**AS WITH ANY INFORMATION-GATHERING EXERCISE, YOUR  
#1 GOAL IS TO LISTEN.  
ALLOW ROOM FOR THE OTHER PERSON TO GIVE YOU THE  
ANSWERS YOU SEEK. A PAUSE IN THE CONVERSATION IS  
YOUR FRIEND.**

***BIG-BOX OR LOCAL GYMS with personal training***

- Call. Ask to speak with the personal training manager.
- Let them know you are interested in learning about their different tiers and options of pricing for clients hiring personal trainers. Some will launch right into their full personal training pricing talk. Let them. Take notes. Some will think you are a potential customer and ask you questions. Handle this in whatever way makes you feel comfortable. Sharing that you are a fitness professional doing research on what training costs in the area is one option. (And it may lead to a new person in your network.) Allowing the personal training manager to think you are a potential customer is another. (This always made me nervous and felt a bit deceptive. Do what is comfortable for you.)
- Questions you need answered:
  - What does it cost?
  - How long are training sessions?
  - Do clients have to be members of the gym? If so, what does membership cost?
  - How experienced are your trainers? (And is that reflected in the variations in pricing?)
  - Do you offer package pricing? What are those different packages?
  - What is your semi-private or small-group training price?
  - What is your small-group training size limit?

***BOUTIQUE STUDIOS with personal training***

- Call. Ask to speak to a manager. If not available (keep in mind, this kind of location has a very small staff), consider posing your questions to the receptionist.
  - Ask the same questions you posed to the larger gyms.
  - What does it cost?
  - How long are training sessions?
  - Do clients have to be members of the gym? If so, what does membership cost?
  - How experienced are your trainers? (And is that reflected in the variations in pricing?)
  - Do you offer package pricing? What are those different packages?
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## **FELLOW INDEPENDENT TRAINERS**

This is a different undertaking than calling a studio or gym. Asking fellow independent trainers what they earn is a bolder endeavor for you, and their eventual sharing of what they charge requires trust. The trainers you interview need to feel that you respect that their income is private to some degree. If you have established mutually respectful relationships with trainers in your area, this step will be easier. If not, do not worry. Here are guidelines for asking...

- Beforehand, ask for five minutes of their time to talk. Most fellow trainers will agree to this before or after a training shift.
- Speak in a relatively private area away from other trainers and clients. I recommend speaking in person, but if that's not possible or convenient, a quick scheduled phone call will also work.
- Start by explaining what you are doing: "Thank you so much for being willing to talk. This should only take a few minutes. I'm asking fellow trainers and studios in the area what they are charging for their personal training services as I decide how to price my services. Would you share what you charge for a single session?"
- This question is phrased exactly this way for a reason. Many trainers will answer what they charge and then go on to explain what they charge for various packages. Let them. And listen.

**AGAIN, AS WITH ANY INFORMATION-GATHERING EXERCISE, YOUR #1 GOAL IS TO LISTEN. ALLOW ROOM FOR THE OTHER PERSON TO GIVE YOU THE ANSWERS YOU SEEK.**

### ***FELLOW INDEPENDENT TRAINERS Continued...***

- Find out the answers to the following questions:
  - Do you complete an initial Assessment? Do you charge for it? If so, how much?
  - Do you offer packages? What is that pricing breakdown?
  - How do clients pay you (check, cash, credit card, before or after sessions)?
  - Do you have a cancellation policy? Do you have trouble enforcing that?

In the interviews with fellow independent personal trainers, be appreciative and respectful. If time allows, ask about the trainer's credentials and years of experience and if they have employment elsewhere. (If they are employee trainers, you might learn what they earn/charge at that facility as well.) Your priority is of course learning what they charge and what the market will bear, but it is also a great opportunity to learn about a colleague.

If your fellow independent trainers are unavailable or unwilling to share their pricing, ask the personal training studio management what trainers generally charge. Again, focus on listening and allow the manager room to offer more detail after the initial question is posed.

Gathering concrete pricing data about what trainers are charging is empowering and advantageous. Instead of "guesstimating" what you should charge, you will have an accurate sense of what is out there and a good perspective on the market in your geographic area. This information will be used to calculate your new, lucrative pricing model in the weeks ahead. Congratulations in advance on doing this very valuable research.