

Get to Know Your Customer

The first step in helping people achieve their health and fitness goals is getting to know them. You have to ask questions to see where you can fill a need before you start talking about Challenge Packs and Challenge Groups. Below are sample questions you can use to find out your prospect's goals, limitations, struggles, etc.

- 1. Do you have limitations keeping you from achieving your goals? Time or physical?**
- 2. What have you tried in the past that has/hasn't worked for you?**
- 3. Do you struggle with nutrition and healthy eating?**
- 4. What do you typically eat throughout the day? What do your meals look like?**
- 5. Do you ever feel fatigued or lack energy?**
- 6. What will losing weight allow you to do that you can't do now?**
- 7. How will losing weight make you feel?**
- 8. What other health and fitness goals do you have (other than losing weight)?**
- 9. Do you have any habits you're trying to break?**