Weekly Review: July 21–27

Fitness club chain, 3 locations, 11 sales reps. 214 calls analysed from trial session enquiries.

Summary

The team confidently brings prospects to the price and stops there. Needs discovery works almost everywhere, price comes up in six calls out of ten, but a concrete agreement on the next step appears in only one out of four conversations where price was named. The key finding this week: instalment plans only sell when the rep states the monthly amount and immediately asks whether the client is ready to sign up. Simply mentioning "we do offer instalments" performs no better than saying nothing at all.

Five observations

One. Instalments work as an action, not as information. We split the 128 calls where price was named into three groups based on how instalments came up.

HOW INSTALMENTS WERE MENTIONED	CALLS	SALES	RATE
Monthly amount stated, sign-up question asked	47	9	19%
Mentioned as an option, no calculation	39	2	5%
Not mentioned	42	1	2%

The gap between the first and second rows is far wider than between the second and third. Value is created not by the existence of an instalment plan but by the specifics: "that is 41 a month, shall we set it up?".

Two. An objection more often ends the conversation than opens it. Objections came up in 171 calls out of 214.

ACTION ON OBJECTION	CALLS OUT OF 171
Answered with substantive arguments	112
Acknowledged the client's doubt	98
Clarified the real reason	61
Attempted to close after answering	38

The link to outcome is visible: where the reason was clarified, the deal closed in 8 calls out of 61; where it was not, in 4 out of 110. Roughly a 3.6x difference.

Three. Conversations fade after the price. Of the 128 calls where price was named, a pre-close was made in 52 and a specific date and time for the next contact was fixed in 31.

Four. The West club lags in its approach to price, not in closing. At West the price is named in 25 calls out of 47, and an instalment calculation appears in only 5.

Five. Training at the Central club took hold halfway. On 14 July the Central club ran objection handling training.

METRIC (CENTRAL CLUB)	WEEK BEFORE	WEEK AFTER
Clarifying the reason for an objection	29%	48%
Acknowledging the client's doubt	51%	63%
Pre-close after price	32%	33%

Two techniques out of three grew and have held for a second week. The pre-close did not move.

By location

CLUB	CALLS	PRICE NAMED	PAYMENT CALCULATED	PRE-CLOSE	NEXT STEP WITH A DATE	DEALS
Central	96	62	28	31	18	7
North	71	41	14	15	9	4
West	47	25	5	6	4	1
Total	**214**	**128**	**47**	**52**	**31**	**12**

The Central practice is transferable: the techniques are the same, the product is identical, only execution discipline differs.

By person

Standout of the week: Marina Solovyova, Central club, 19 calls. Price named in 16 of 19, payment calculated in 11, pre-close in 10. Four of the week's twelve deals are hers.

Paradox of the week: Igor Vetrov, North club, 34 calls, zero deals. Price named in 85% of calls (chain best), pre-close in 19 of 34. Yet not a single sale. Metrics are met formally; the client goes unheard.

Needs attention: Kirill Dyomin, West club, 12 calls. Discovery is strong; the commercial part is entirely absent.

Deals of the week

Twelve deals. Each included a specific payment amount or start date. In nine of twelve, instalments were offered with a calculation. In eight, the reason behind an objection was clarified.

Growth hypotheses

1. Instalments with a calculation as a mandatory step after the price. Currently calculated in 47 of 128 calls. The fastest available source of growth.

2. A clarifying question before arguing. Reason established in 61 of 171. Cheapest technique with the most visible link to closing.

3. Fixing the next step with a date. Concrete agreement in 31 of 128. "Think it over" statistically does not return as a deal.

4. Transferring the Central practice to West. The gap comes from execution discipline, not product differences.

5. Separate attention to formal execution. Rising metrics alone do not guarantee revenue.