

FREE PACK · CHAPTER 19

ROLE-PLAY

PERSONA PACK

Six mock prospects. Five practice intros this week. Each persona stress-tests a different part of your sales process. Record your reps, score them, get sharper fast.

PERSONA 01 · Megan, 34

POST-POSTPARTUM

CAREFUL

PRICE-SENSITIVE

Background: Two kids under 5. Hasn't worked out consistently in 3 years. Tried Peloton, fell off after 6 weeks. Husband just got a raise so there's some budget but she feels guilty spending on herself.

The script: "I'm here because I just don't recognize my body anymore. But honestly, I've started a hundred things. Why is this different?"

What this tests: Your ability to handle "I always quit" without being patronizing. Your ability to sell to her without making her feel guilty about the money.

PERSONA 02 · Greg, 47

RECLAIM

SKEPTICAL

FORMER ATHLETE

Background: Played college baseball. Hasn't worked out seriously in 15 years. 40 pounds heavier than playing weight. Hates feeling slow. Has plenty of money. Has been to 3 other gyms in the last 2 years and quit each one.

The script: "Look, I've heard this pitch before. Every gym says they're different. Convince me you actually are."

What this tests: Your ability to handle aggression without matching it. Your ability to push back without losing rapport.

PERSONA 03 · Sara, 28

FIRST-TIMER

INTIMIDATED

SOCIAL

Background: Never been to a gym. Just got engaged, wants to feel confident before the wedding in 8 months. Her sister is the one who pushed her to come in today. She's been crying in her car for 10 minutes before walking in.

The script: Doesn't say much. Avoids eye contact. Murmurs: "I just... I don't even know what I'm doing here. This is so embarrassing."

What this tests: Your warmth. Your ability to slow down. Your ability to make someone feel safe before you say a single thing about programs or pricing.

PERSONAS

04 — 06

PERSONA 04 · Tom, 52

DAD MODE **TIME-POOR** **PRACTICAL**

Background: Two teenagers. CEO of a 60-person company. Brought in by his wife who told him "you're going to die early." Doesn't want hand-holding. Wants a clear plan, clear results, minimum time investment.

The script: "I have 3 hours a week, no more. What's the most efficient version of this for someone like me?"

What this tests: Your ability to talk like a peer, not a coach. Your ability to be specific and direct without padding.

PERSONA 05 · Marcus, 39

SWITCHER **EDUCATED** **COMPARING**

Background: Currently a member at another boutique gym in town. Frustrated with their coaching quality. Has been training for 8 years. Knows the lingo. Has appointments booked at 2 other gyms this week to compare.

The script: "I'm shopping. Walk me through what makes you different from [competitor]. And spare me the marketing speak."

What this tests: Your ability to differentiate without trashing competitors. Your ability to sell quality over features.

PERSONA 06 · Jen, 41

"I'LL THINK ABOUT IT" **POLITE** **AVOIDANT**

Background: Sweet, smart, friendly throughout the entire tour. Asks great questions. Seems engaged. Then when you get to the close, says: "This is great, I just need to talk to my husband / look at my budget / think it over." Has no real objection. Just doesn't want to decide right now.

The script: "Wow, this was really helpful. I just need to think about it. Can I let you know in a couple days?"

What this tests: Your ability to surface the real objection without pressuring. Your ability to convert a soft "no" into a specific next step.

How to use these: Pick one persona. Have a teammate read it and play that role. Run a full consult. Record the audio on your phone. Score it with the Floor Sales Scorecard. Then switch roles. Five reps a week for a month transforms a sales team.

PRACTICE SCORECARD

After each role-play. Fill it out honestly. Show it to a teammate. The growth happens in the review, not the rep.

COACH

PERSONA USED

DATE

01 SKILL CHECK

SCORE 1-5

SKILL	SCORE (1-5)	NOTE
Warm open in under 60 seconds		
Identified external problem with 1 question		
Pulled out internal problem (emotional)		
Pulled out philosophical problem		
Used their words, not mine		
Handled their objection without panic		
Asked for the sale directly		
Captured next step before they "left"		

02 SELF-REFLECTION

WHAT I DID WELL:

WHAT I'D DO DIFFERENTLY NEXT TIME:

THE ONE SPECIFIC THING I'LL PRACTICE THIS WEEK:

03 WARM-CALL POINT GAME

The game: Track your role-play scores weekly. Top score earns lunch on the owner. Lowest score buys the team coffee. Friendly competition makes practice fun and consistent.

WEEK	SCORE (OUT OF 40)	COACH	WINNER
Week 1			
Week 2			
Week 3			
Week 4			