



# SALES AND MARKETING PLANNING

Get to know and start  
doing now!

***Athletic***



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# **WHY HAVE A STRONG SALES PLAN AND HOW TO BUILD ONE?**

To sell more fitness equipment and services, you need a strategic and well-structured approach. Your customers—gym owners, personal trainers, and fitness centers—are looking for high-quality products that give them a competitive edge. Understanding their needs and differentiating yourself from the competition is key.

While the final decision is in the hands of the customer, having a powerful sales plan makes it much easier to convert leads into long-term clients. Think of it as preparing for a fitness competition—those who apply the best techniques, strategy, and consistency achieve success.

To build a winning sales strategy, you need to focus on every stage of the process—from attracting gym owners and fitness professionals to ensuring customer loyalty and repeat sales.

Warehouse in Nantong -  
China.

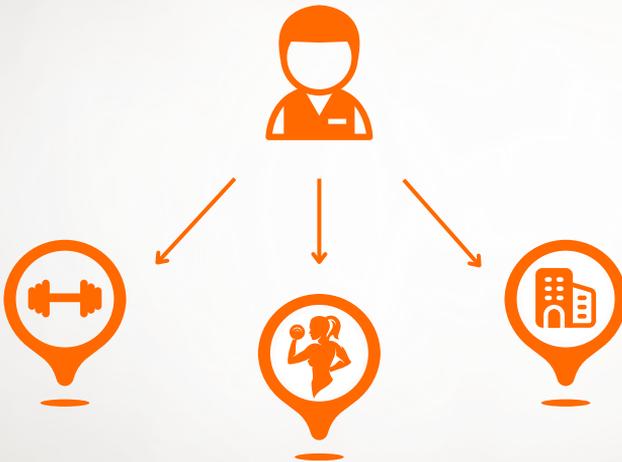
# UNDERSTAND THE IMPORTANCE OF SALES PLANNING

A well-defined sales plan helps **predict trends in the fitness industry**, set revenue goals, allocate resources, and define marketing strategies. Whether selling to **commercial gyms, hotels, universities, or personal training studios**, a structured plan ensures sustainable growth.

Additionally, many fitness businesses use **incentive programs** to reward their best-performing salespeople. Implementing commissions, bonuses, or loyalty programs for repeat buyers can **increase motivation and drive sales performance**.

# KNOW YOUR CUSTOMER

Understanding your target audience is crucial. **Gym owners, fitness enthusiasts, and corporate wellness programs have different needs.** Analyzing their demands will help craft a **personalized approach.** **Maintain a customer database** and gather insights through surveys, purchase history, and feedback to improve your offering. Such methods help create personalized and more effective marketing campaigns, strengthening your relationship with your audience.



# KNOW YOUR COMPETITOR

Your direct competitors are businesses targeting the same audience with similar fitness products and solutions. Marketing expert Philip Kotler highlights three essential metrics for tracking competitors:

## Market Share

What percentage of the fitness industry does your competitor control?

## Share of Mind

When people think of fitness equipment, do they think of your brand?

## Share of Heart

Do customers prefer your brand when buying gym equipment?

By studying competitors, their pricing, unique selling points, and customer reviews, you can refine your positioning and brand messaging to win over more clients.

# IMPROVE YOUR SALES SKILLS

Selling fitness equipment requires more than just **product knowledge**—it demands an understanding of how these products benefit the end-user. **Train your sales team** to communicate how your equipment improves gym efficiency, **enhances training results**, and helps **business owners attract and retain members**.



# HOW TO DEVELOP A STRATEGY TO RETAIN CUSTOMERS

Loyal customers drive consistent revenue. To keep gym owners and fitness professionals coming back, use these retention strategies:

- **Volume Discounts:** Reward bulk purchases.
- **Cross-Selling:** Suggest complementary products, like pairing treadmills with heart rate monitors.
- **Upselling:** Offer premium versions of your equipment.
- **Extended Warranties & Maintenance Plans:** Provide long-term support to gym owners.

A fitness business thrives on **trust and results**. Ensuring **high-quality service, fast problem resolution, and consistent follow-ups** will **turn buyers into loyal customers**.

To be a successful salesperson, approach the challenge with passion and professionalism. Keep learning—read good books on the subject and attend relevant seminars. This will broaden your perspective on sales and reinforce that the sales process doesn't end once the deal is closed.

# BUILD STRONG CUSTOMER RELATIONSHIPS

**Philip Kotler** states that:

***“Acquiring new customers costs 5 to 7 times more than retaining existing ones.”***

As important as gaining new clients is maintaining the current ones. To achieve this, customers must feel secure about your brand and the professionals representing it.

Loyal customers are more likely to promote your brand through word-of-mouth marketing.



# CUSTOMER RETENTION STRATEGIES

- **Use a CRM system:** Gather and manage valuable customer data.
- **Establish contracts:** Engage with customers beyond just making a sale.
- **Conduct satisfaction surveys:** Collect customer feedback and analyze results.
- **Resolve issues efficiently:** Address problems quickly and straightforwardly.
- **Deliver on your promises:** Avoid making commitments you cannot fulfill.
- **Leverage special occasions:** Use holidays and events to promote your products.
- **Utilize social media:** Treat social platforms as key communication channels—never leave a customer unanswered.

Challenges will arise, and competitors will try to capture your market share.

The key to success is continuously monitoring your strategies, adjusting methods, and improving through professional development.

successful salesperson must work through different sales phases: attracting, retaining, and recovering customers. It's also important to avoid common mistakes, as discussed in the next section.



# CHOOSING THE BEST SALES PLANNING MANAGEMENT METHOD

Sales planning involves setting commercial goals, defining hiring needs, refining sales pitches, selecting the right tools, and identifying market opportunities. While defining these aspects is straightforward, the challenge lies in executing them correctly.

There are two main approaches to managing sales planning:

- **Waterfall Model:** This sequential approach outlines clear steps in a structured manner—starting with gathering client requirements, followed by estimating costs, setting timelines, and tracking progress. Each phase (analysis, construction, testing, and deployment) must be completed before moving to the next.

- **Advantages of the Waterfall Model:** Clear structure and defined steps. Easier to manage in large projects.
- **SCRUM Methodology:** This agile model focuses on smaller, incremental sales cycles (maximum of 3 months). It allows for adjustments along the way, making it highly adaptable.
- **Advantages of SCRUM:** Flexibility to change plans during execution. Faster feedback and improvements.

**Tip:** Use project management tools like **Trello** or **Monday.com** to stay organized.



# **WHAT IS THE GOAL OF MARKETING PLANNING AND HOW TO DO IT?**

Marketing planning helps you organize your business and increase sales. With a structured plan, you can outline your strategy, set deadlines, and execute tasks efficiently.

A well-defined marketing plan also enhances your brand's competitiveness and digital presence. When your marketing strategies align with your business goals, your products and services gain recognition, strengthening your market position.

# MARKETING PLANNING STEPS

A structured marketing plan increases your business's market competitiveness and online presence. When strategies align with your company's mission, your products and services gain visibility and credibility.

## **DEFINE YOUR OBJECTIVES**

Every plan starts with clear objectives. Common goals include:

**Increasing sales**

**Enhancing brand recognition**

**Expanding online presence**

**Outperforming last year's targets**

## **IDENTIFY YOUR BUYER PERSONA**

A persona is a detailed representation of your ideal customer, including their goals, equipment needs, fears, interests, hobbies, family background, and income level. The more details you gather, the better you can tailor your marketing efforts.

You can have more than one persona, for example: If I have a restaurant on the beach, maybe my target audience isn't **ONLY** hungry customers, what if I can attract mothers to wash their children's feet that are dirty with sand? Then it would be necessary to map this target audience as well.

Think outside the box.



# MAP THE CUSTOMER JOURNEY

Understanding the buyer's journey helps you guide potential customers toward a purchase. The journey consists of:



## **Awareness Stage:**

The customer realizes they have a problem or need.



## **Consideration Stage:**

They research potential solutions.



## **Decision Stage:**

They evaluate options and make a purchase.

A company cannot survive in the market without effective **sales and marketing planning**.

A **sales plan** helps structure sales processes, organize teams, and prepare for market fluctuations. A **marketing plan** helps you identify, attract, and retain customers. Understanding your audience allows you to choose the right strategies, boost visibility, and increase sales.

Therefore, if you run a business, always plan your actions, involve your team, and focus on the best sales and marketing strategies to achieve outstanding results. Consider partnering with a marketing agency to help you develop effective communication strategies and attract more customers!



# **BOOK RECOMMENDATION**

Books that we really like and recommend about this subject:

**Cracking the Sales Management code**

**Predictable Revenue**

**The 4-Hour Work Week**

**Start by the Why**

# WHY ATHLETIC

At **Athletic Vision Fitness**, we've built the **'Why Athletic'** foundation to help your business grow with strategic planning, high-quality products, and unmatched support. Whether you're looking for reliable equipment, powerful marketing strategies, or seamless logistics, we have everything you need to succeed. Partner with us today and take your sales to the next level—**let's grow together!**

## KNOWLEDGE

- Athletic: A global fitness company with 38+ years of experience.
- Specializes in manufacturing motors and electronic components.
- Presence in 40+ countries.
- Competing with leading brands worldwide.

## UNIQUE LOGISTIC SOLUTION

- LOW MOQ - High mixing products in the same container
- CONSOLIDATION - Combination of portfolio from different places
- Ready to ship products
- Manage inland logistics

## COMPLETE AND COMPETITIVE OFFER

- Athletic supplies fitness equipment, Pilates gear, and accessories for fitness facilities.
- Exclusive designs crafted by the R&D team
- Rigorous testing and approval processes.

## CUSTOMER SERVICE SUPPORT

- Customers get 1% free spare parts with purchase.
- Additional spare parts available during the guarantee period.
- Original spare parts available up to 5 years after warranty ends.
- Multi-language back-office team for assistance.

## RELIABLE QUALITY

- Incorporates high-tech production systems.
- Maintains strong quality control throughout manufacturing.
- Uses appropriate raw materials to enhance product performance.
- Conducts final quality checks through pre-shipment inspections.

## SALES AND MARKETING SUPPORT

- Tailored local and global marketing strategies.
- Marketing consultancy for enhanced effectiveness.
- Support in organizing showroom and exposition events.



# ***Athletic***

*Just schedule a meeting or send an e-mail:*

***marketing@athleticvisionfitness.com***

***The best fitness solution in 5 continents***

***www.athleticvisionfitness.com***

A decorative pattern at the bottom of the page consisting of a series of white, stylized, overlapping geometric shapes that resemble a stylized 'A' or a series of connected triangles, creating a modern, architectural look.