THE REQUIREMENTS ANALYSIS

The needs analysis offers you a very good opportunity to evaluate your customer's wishes and goals in an initial meeting or in an introductory meeting. By asking clever questions and conducting the conversation, you can respond ideally to your customer and discuss the first steps of your collaboration.

Below you will find a guide to an example needs analysis:

Step 1:

o At the beginning of the conversation, you want to find a suitable level of conversation. The focus is on building trust and understanding the situation the customer is in

o You can start the conversation with open questions about the current situation, well-being and the past (especially regarding topics such as nutrition, training and goal achievement)

Example questions:

➪ **On a scale of 1-10, where would you rate your wellbeing?**
➪ **What is your current diet like?**
➪ **Tell me about your interests in sports, where do you currently see yourself?**

❗ **Important** ❗
The customer should build trust and have over 50% of the conversation - they should realize that you are interested in them. So listen carefully and take notes

Step 2:

o If the first step was successful, you have a good overview of your client's situation and character

o Now it's time to discuss your customer's goals and plans

o Your customer should now formulate their goals - you can ask them the following questions, for example:

➪ **What would you like to achieve with my support?**
➪ **Tell me your three most important goals?**

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o Make your customer aware of what it takes to achieve their goals - your customer should get a feel for the situation and a realistic assessment from you

Step 3:

o In the 3rd step, you need to find out what the customer is willing to give to achieve their goal

o The main thing here is to find out whether the customer can/will and wants to change something immediately

o It is also important to know what your customer's financial situation looks like

o The following formulations can be helpful:

➪ Only if you really want it will we achieve your goals! Are you prepared to accept changes in your everyday life?
➪ I assure you of my 100% support! But we can only achieve your goals if you give 100%. How many percent are you willing to give?
➪ I want to support you! But in order for me to be able to guarantee you the right level of support, you need to tell me what financial resources you have.

Step 4:

o Once the customer's objectives and ability to pay have been jointly identified, the next step is to present the customer with various/ customized solutions

o Here, it is advisable to create an offer from several packages before the joint exchange in order to then communicate this confidently and comprehensibly

Exemplary formulations could be

➪ I can immediately think of various ways in which we can achieve your goals...
➪ Your goals are ambitious but achievable. I can support you in various ways...
➪ I think it's great that we've formulated your goals! We should go down this path together with the same determination and foresight. I could support you on this path as follows...

Step 5:

o Step 5 is essential in the decision-making process and is also the last point at which you as a trainer can ultimately influence the further course of action

o Here it is advisable to support the customer in their decision-making process - you can “navigate” them in the right direction from your point of view with targeted formulations

For example, the following formulations can be helpful:

➪ Take a look at the path you've taken so far and where you want to go. Together with me, you will save time and money and reach your goal sustainably
➪ You have two options, as I see it: The first is to carry on as before and laboriously acquire knowledge, only to lose motivation again after a short time, or to use the knowledge I already have and from which you could benefit immediately, so that we don't lose any time and can attack and achieve your goals promptly
➪ I'm here to give you what you deserve: to wake up every day and feel better all the time. No more treading water or succumbing to the yo-yo effect. Together we are twice as strong and with my daily support you will achieve your goals!

Step 6:

o In the final step, you should discuss the next steps with your customer. It is essential that you make a note of important statements and information from your customer throughout the conversation so that you can address points of contact for further joint collaboration in a possible follow-up meeting

o If your customer decides on a certain form of your offer, you can present the next steps to them and adapt them through a joint discussion

o If your customer still needs some time to think things over, you have the option of arranging a second appointment for a joint meeting

Possible formulations to initiate a positive outcome to the conversation could be

➪ Now it's up to you. You decide how to proceed. I have shown you which paths we can take to achieve your goals. What are your thoughts?

➪ **It's always easier to achieve your goals together and I would love to help you achieve yours! Give me a final insight into your thoughts, shall we get started?**

The needs analysis is an effective and target-oriented tool for finding a suitable solution in a conversation with a potential customer. Therefore, use it and adapt it to your customer to achieve the best possible result.