

## Plan and set up a personal training business within a fitness facility

**Level** 4

**Credits** 12

**Purpose** People credited with this unit standard are able to: generate a business plan that addresses all areas of the business; negotiate and secure a suitable personal training contract with a fitness facility; analyse the business processes needed for each area of the business and generate the documents required for operating purposes; and complete familiarisation tasks and preliminary promotional activities within a fitness facility.

**Subfield** Fitness

**Domain** Fitness Assessment and Individual Fitness Instruction

**Status** Registered

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**Entry information** Open.

**Accreditation** Evaluation of documentation by NZQA and industry.

**Standard setting body (SSB)** Sport, Fitness and Recreation Industry Training Organisation – Fitness Advisory Group

**Accreditation and Moderation Action Plan (AMAP) reference** 0069

This AMAP can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

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### Special notes

- 1 Competence in this unit standard requires knowledge of fitness industry Codes of Ethics and Ethical Practice and other codes as may be adopted by the fitness industry from time to time. The Fitness New Zealand Code of Ethics 2005 is available online at <http://www.fitnessnz.co.nz> or from Sfrito at <http://www.sfrito.org.nz>. The Register of Exercise Professionals Code of Ethics is available online at <http://www.reps.org.nz> or from Sfrito at <http://www.sfrito.org.nz>.

- 2 Competence in this unit standard requires knowledge of relevant provisions of statutes including the Health and Safety in Employment Act 1992, Injury Prevention, Rehabilitation, and Compensation Act 2001, Fair Trading Act 1986, Consumer Guarantees Act 1993, Privacy Act 1993 and subsequent amendments.
- 3 The policies and procedures established by the candidate in element 3 of this unit standard may be used for assessment purposes in Unit Standard 22832, *Operate a personal training business within a fitness facility*.

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## Elements and performance criteria

### Element 1

Generate a personal training business plan that addresses all areas of the business.

### Performance criteria

- 1.1 The major goals of the business are defined against a timeline of 12 months within the personal training business plan.  
  
Range      major goals must include but are not limited to – outputs – turnover/total income, gross costs/total expenses, gross profits; inputs – time, capital, effort.
- 1.2 The major goals of the business are analysed in terms of how they may best be achieved and strategies are documented within the personal training business plan.
- 1.3 The objectives in each business area are defined as key performance indicators against a timeline of 12 months within the personal training business plan and best case, break-even, and likely case scenarios are generated.  
  
Range      objectives must include but are not limited to – outputs – leads, conversion rates, customers, average spend, frequency of spend, fixed costs, variable costs; inputs – hours, capital, effort.
- 1.4 The risks in each business area are analysed and risk management strategies are explained within the personal training business plan.  
  
Range      risks must include but are not limited to – not meeting key performance indicators in any business area and not meeting legal obligations;  
risk management strategies may include but are not limited to – modifying procedures, completing additional training, purchasing insurance cover, adapting business activities (for example expending more capital, effort, or time in an area), completing a reassessment of the business objectives, completing a reassessment of the business opportunity.

## Element 2

Negotiate and secure a suitable personal training contract with a fitness facility.

### Performance criteria

- 2.1 Prior to meeting, bargaining range and fallback positions are identified, through reflection on the candidate's business needs and risk management strategies as covered in the candidate's business plan, and not disclosed to other contracting parties.
- Range bargaining and fallback positions may include but are not limited to – minimum settlement points, addition, removal, or modification of clauses.
- 2.2 Prior to meeting, bargaining strengths and weaknesses of other contracting parties are identified and strategies for dealing with objections are identified.
- 2.3 Negotiation meeting is conducted on a win-win basis with opinions of all contracting parties solicited and considered.
- Range meeting may include but is not limited to – negotiating one-to-one, one-to-many, many-to-one, many-to many; win-win basis includes but is not limited to – negotiations and situations which consider every contributing party's contribution and viewpoint equally, procedures and methods which lead to solutions which satisfy every party equally.
- 2.4 Negotiations are courteous, calm, and fair, and arguments presented are based on fact.
- 2.5 Agreement which is satisfactory to all contracting parties is achieved.

## Element 3

Analyse the business processes needed for each area of the business and generate the documents required for operating purposes.

Range business areas include – marketing/promotion (leads generation), sales (conversion rates, customers, average spend, frequency of spend), service delivery (client screening and testing, exercise prescription, session delivery, and client support), finance/accounting (turnover, fixed costs, flexible costs, gross profit, tax, net profit), legal, and insurance.

### Performance criteria

- 3.1 For each business area the business policies and procedures needed are documented.
- Range policies and procedures must include – responsibilities, accountabilities, inputs, and outputs.

- 3.2 Documents and/or the software required for the operation of the business are produced or acquired from existing sources and where necessary adapted.

#### **Element 4**

Complete familiarisation tasks and preliminary promotional activities within a fitness facility.

#### **Performance criteria**

- 4.1 People identified in key roles within the fitness facility are informed in terms of the candidate's personal training services and the candidate's target market for referral.
- 4.2 Where applicable promotional material is produced and placed according to the candidate's business plan.
- 4.3 Potential personal training client information from sources identified in the candidate's business plan are gathered in line with the Privacy Act and contract arrangements made with the fitness facility.
- 4.4 Familiarisation tasks undertaken at the facility enable candidate to use all of the equipment they plan to train clients on, to navigate and provide guidance to clients on the facility's layout, and to provide clients with accurate and current information on facility's policies that may affect the client's usage of, and access to, the facility.

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#### **Please note**

Providers must be accredited by the Qualifications Authority, or an inter-institutional body with delegated authority for quality assurance, before they can report credits from assessment against unit standards or deliver courses of study leading to that assessment.

Industry Training Organisations must be accredited by the Qualifications Authority before they can register credits from assessment against unit standards.

Accredited providers and Industry Training Organisations assessing against unit standards must engage with the moderation system that applies to those standards.

Accreditation requirements and an outline of the moderation system that applies to this standard are outlined in the Accreditation and Moderation Action Plan (AMAP). The AMAP also includes useful information about special requirements for organisations wishing to develop education and training programmes, such as minimum qualifications for tutors and assessors, and special resource requirements.

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#### **Comments on this unit standard**

Please contact the Sport, Fitness and Recreation Industry Training Organisation Limited [info@srito.org.nz](mailto:info@srito.org.nz) if you wish to suggest changes to the content of this unit standard.