

SBCC Fitness Trainer Certificate Survey

9 responses

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Your name:

9 responses

Jason Baker

Tristan Harris

Robert Wilcher

Colleen Welsh

Matthe Anderson

David Kivitis

Taylor

David Arico

Peter Parasiliti



Company or Place of Business:

9 responses

Expond

Gold's Gym SoCal

Killer B Fitness

UCSB Department of Recreation

Titan Sports Performance / Longevity Training Club

Santa Barbara Athletic Club

Expond

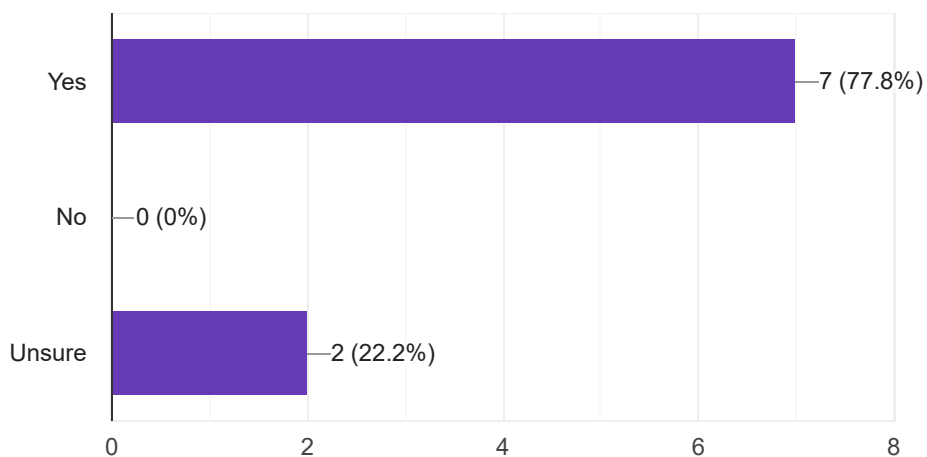
goleta valley athletic club

Los Angeles City Collrge

1. Looking at the proposed courses, do you think students that successfully complete this program will be more prepared than other entry-level applicants?



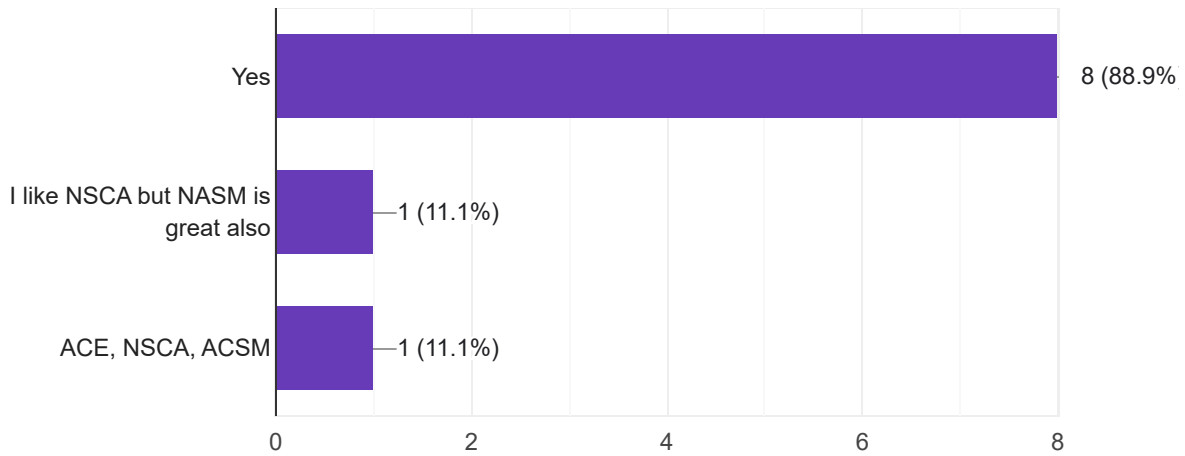
9 responses



2. Our certificate will prepare students for the NASM CPT exam. Is this your preferred certification of personal trainers? If not, what other certification do you prefer?



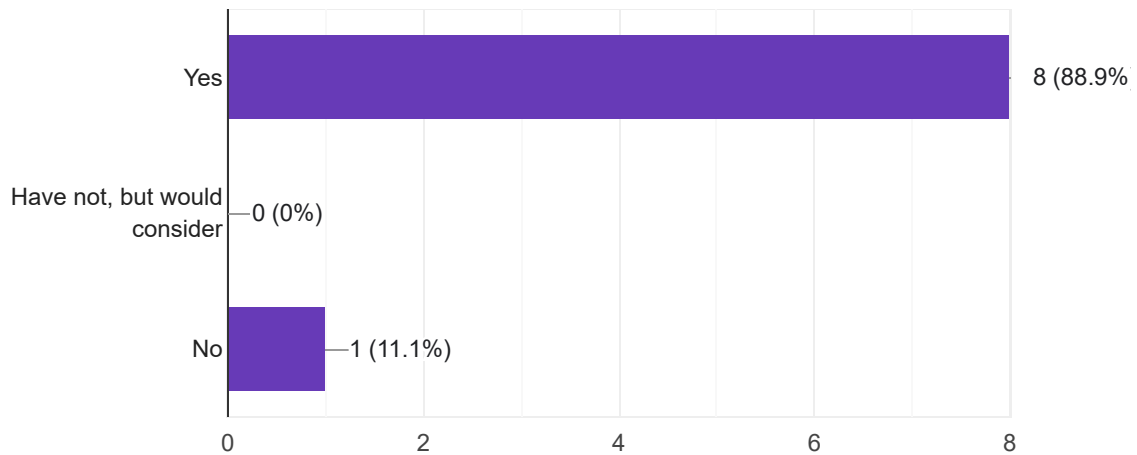
9 responses



3. We have also considered partnering with ACE. Do you hire ACE certified CPTs?



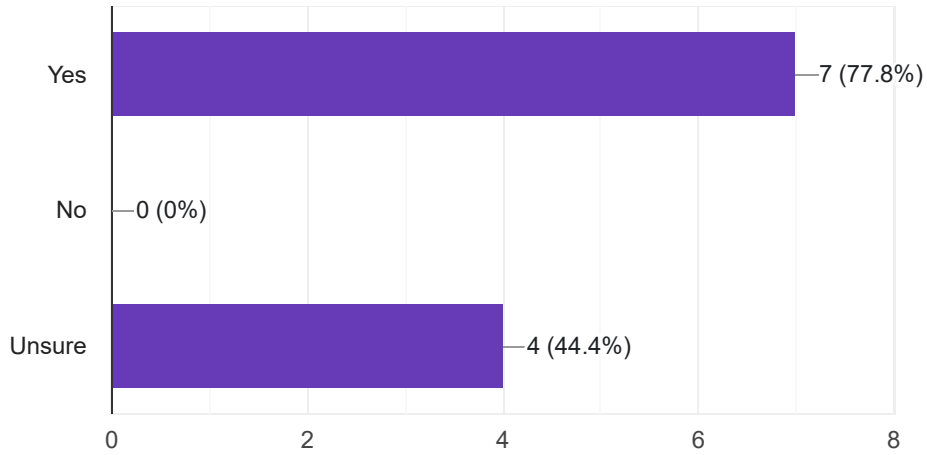
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4. Would a candidate with a Certificate of Achievement in Fitness Training from SBCC bring added value to your business?



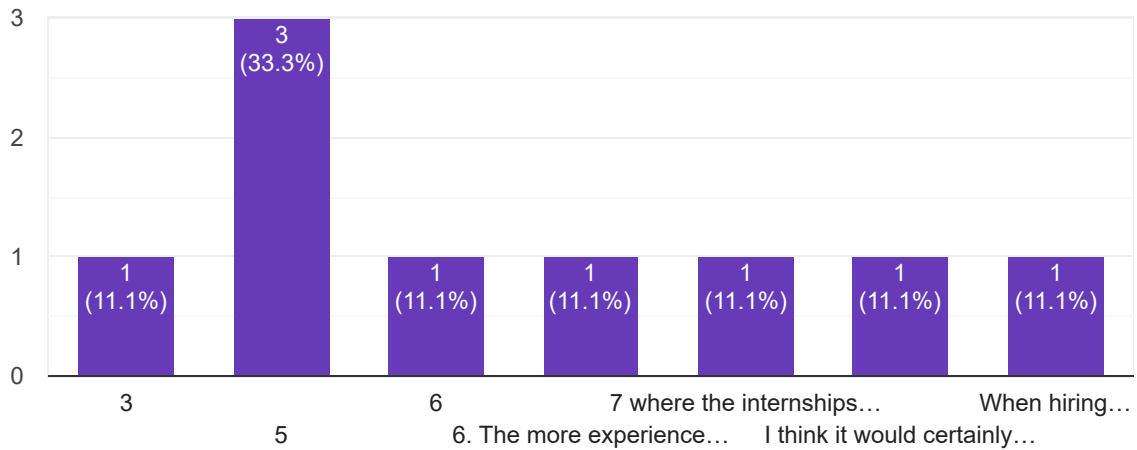
9 responses



5. On a scale of 1 to 7, with 1 being low significance, and 7 being high significance, how much significance in the hiring process would you give to having completed a certificate program like the one SBCC is drafting?



9 responses



6. What skills do you think students should acquire through the program?

9 responses

Extensive knowledge of Anatomy

Corrective exercise specialties. Programming involving unilateral and bilateral movements. A variety of knowledge or functional movements and exercises. Ques on where to adjust and what to look for. Nutritional background to some degree. The understanding of a regressive program - someone coming back from an injury and the understanding of how important injury prevention is in any program.

Confidence with public speaking and positive attitude training to serve others

A+P, program design, cueing and instructional techniques, customer service skills

Communcation, Biomechanics, Movement and exercise correction

Goal setting and motivational skill

Business skills

The most important thing they can learn that is not taught in your program would be an emphasis on sales techniques. The skill set most of our new trainers lack is the ability to sell training packages (like selling a package of 10 or 20 sessions, or a monthly model where they sell training by the month). In order to be a successful trainer they need to learn how to acquire and retain clients. They also need to learn to how build relationship with the client so that they continue to train and also refer new clients to the trainer. Lastly, they need to know how to work with a diverse range of clients, specifically older clients that need corrective exercise. A trainer is really a salesman/psychologist who leads their clients through workouts.

Moment. Analysis corrective exercise and program design



7. What qualifications do you look for in your candidates?

9 responses

Great personalities, passion to want to help people, work experience, and a accredited certifications in their modalities

Education, Experience, Certifications, Personable qualities, Professionalism, and Attitude.

Coachable, Confidence, Dependable, Attitude, Character

Communication skills are key. I am looking for health educators who can connect with a broad variety of clients who have a broad variety of goals.

Positive, multitasks, friendly, exciting, observant.

Mentorship skills

I like to see experience beyond school in either customer service or sales

ACE or NASM certification, experience is preferred but not required, We have hired college graduates and built them up as green trainers if they have a good attitude and passion for health and fitness.

Willingness to learn



8. Is there anything else you would like to share that might help us in developing a valuable certificate program for our students? (*optional*)

8 responses

An entrepreneurial course or basic business course would be a great add on

I feel that as much background and knowledge regarding corrective exercise and rehabilitative practices as well as nutrition will elevate those individuals significantly among the rest.

Lots of experience helping others. Knowledge is very important, but character is probably the most important.

A workshop or unit in goal setting that looks beyond the anthropometric and towards participation-based goals. We strive to be a weight-neutral program and want our clients to imagine and experience success with more than just changes in the mirror.

They should step away understanding proper movement and injury prevention

Holding Clients accountable to who they want to be not who they are. Being a Mentor not a Friend.

The social aspects of a personal trainer go a very long way in this industry. If there is any way to give the students resources for an apprenticeship or any hands on business experience, I believe that would give them the confidence that is necessary to be a successful personal trainer with exponential growth.

As I stated earlier new trainers underestimate how hard it is to sell training and retain clients after a few sessions. They also don't realize that a lot of their clients utilize their trainers as therapists. Many of the clients physical issues are stemming from mental and emotional issues so a background in psychology can be helpful.

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