



FITNESSWALES
NWYFIANTCYMRU

Business Skills

For Fitness Professionals



Personal Trainers and Group Exercise Instructors can benefit from this **E-learning package** to give yourself the 'Professional Edge'.
Learn how to attract customers, keep your clients and develop your business.

Successful Instructors will receive the

CYQ Level 3 Certificate in Business Skills

Part of the Personal Trainer Award

Study in your own home at times to suit yourself.

E learning means you will get a password and can log onto the course from any computer (as long as you have internet access). You can decide to put aside a block of time or you can dip in & out and complete a chapter at a time. You will also receive a Fitness Wales Manual to support your learning.



Business Skills

Are you eligible for an ILA? **YES/NO**. If yes, send us your voucher but do not send in any money until you receive your confirmation letter from ELWa. If you require more information on ILA's contact Learn Direct Tel:- 0800 100900. Are you receiving financial help other than an ILA **YES/NO**.

£135 Fitness Wales Members / **£160** Non Members (includes £25, which is one year's membership)

Three Ways to Pay

- 1) To pay by debit/credit card please book online at www.fitnesswales.co.uk/modules.asp
- 2) Enclose a cheque/postal order made payable to Fitness Wales
- 3) By official purchase order

Name.....DOB.....Email.....

Address.....Post Code.....

Tel No. (day).....(eve).....(mobile).....

Do you have any conditions or concerns we should know about (eg dyslexia, deafness, physical or mental health issues etc) if so please give details

I have read and understood the terms and conditions over and wish to book on the E-Learning for Business Skills.

Signed.....Date.....

Business Skills E Learning



The course covers:

- Business Development – Market research, SWOT analysis, Marketing strategies
- Customer Care – What is your target market, how to attract clients
- Client Needs – Strategies to get commitment, Client retention
- Business Planning – Financial Planning and legalities

The Assessment includes:

Deciding on your target market and the services you will offer, submitting a business plan and an effective marketing strategy to get your business up and running.

You will receive an Assessment Pack which you will need to complete and submit to the office. There are 3 submission dates each year, so again you can choose which deadline best suits your personal circumstances.

1st July 2009

1st November 2009

1st March 2010



Terms and Conditions of Booking

Please read before signing the application form.

Although there are no pre-requisites for this module, the Fitness Wales Certificate of Competence for Business Skills is only valid as part of the Personal Trainer Award when accompanied with an NVQ Level 2 or equivalent in Exercise & Fitness. Acceptance on modules does not mean Fitness Wales acknowledges an applicant's prior qualifications to be in line with National Occupational Standards.

At the beginning of the training you must inform Fitness Wales of any disability, injury or illness which might affect your participation. Fitness Wales operates an Equal Opportunities Policy.

Fees are non-refundable once you have activated your online learning account. However if Fitness Wales cancels the course/module you will receive a full refund.

To process your application, your details will be entered onto a database. Your details will not be passed onto any third parties without your consent.

**Fitness Wales, 1B Clarke Street, Ely Bridge, Cardiff. CF5 5AL
www.fitnesswales.co.uk / tel 029 20575155**