

## **Intrinsic Excellence: Business Development and Leadership Systems for Success in Personal Training (Paperback)**



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*This publication will never be effortless to get started on reading through but very entertaining to read through. It normally is not going to expense too much. I discovered this publication from my dad and i encouraged this book to find out.*




*(Otilia Schinner)*

## INTRINSIC EXCELLENCE: BUSINESS DEVELOPMENT AND LEADERSHIP SYSTEMS FOR SUCCESS IN PERSONAL TRAINING (PAPERBACK)



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Dragon Door Publications,U.S., United States, 2016. Paperback. Book Condition: New. 228 x 152 mm. Language: English . Brand New Book. The proven success-driver revealed in Intrinsic Excellence is known as the The Four Core Competencies methodor 4C. The 4C method is a heart-based yet scientific formula for sustainable growth in a people-centric business. 4C has consistently produced high-performance trainers with high-income businesseswhile turning two personal training divisions in a major corporation from historic lows into record-breaking highs. 4C all but guarantees the dedicated fitness professional the ability to achieve high levels of success in personal training, while creating opportunities for growth that go beyond their current field. This innovative method can prove a veritable lifesaver for the personal trainerbecause it clearly defines what is necessary for success, how to specifically achieve that success, but most importantly how that success directly affects personal development for both trainer and every customer with whom they interact. The Four Core Competencies covered in Intrinsic Excellence are:Technical Expertise, Customer Care, Sales and Business Development/Strategy. As the author puts it, "Mastery of your art cannot be confused with success in the profession." Most of those who fail as personal trainers fail because they mistake their necessary technical expertise as the principle predictor of financial success in their field. "Not so" is Rolando Garcia III's response to this perceptionand it holds true for almost any other profession. Technical expertise is at best only 25 of the success-formula Without a thorough grounding in the other three core competencies, the trainer is doomed to mediocrity and will most likely not survive in the industry. Intrinsic Excellence not only provides a masterful exposition of the role and function of each core competency, but also weaves the four core competencies into a dynamic, interactive programshot through with the flesh and blood...

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