

36 - THE PERSONAL TRAINER BUSINESS MANAGER: THE IMPORTANCE OF KNOWLEDGE AND MULTIDISCIPLINARY INTERDISCIPLINARY FOR A SUCCESSFUL CAREER

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INTRODUCTION

In the 80s, some professionals working in American television were photographed by local media during physical exercise. Something that drew attention was the presence of a personal trainer (KASSAB, CARMO JUNIOR, 2012).

With the passing of years, the performance of the personal trainer was widespread and popularized. Initially, the main objective of hiring a personal trainer was, in addition to the proper individual monitoring, social status (KASSAB, CARMO JUNIOR, 2012).

In Brazil, the physical education teachers who developed their classes individually, appeared in 1990 (RODRIGUES, 1996). Over the years, investments in scientific research increased substantially, including in the area of physical education, which demonstrated, through the principles of sports training, that individualized training feature superior results when compared to training conducted in groups (BIIHER et al, 2014).

Thus, the personal trainer has gained credibility and began to be seen not only as a professional that would bring social status, but able to provide results in a short period (OLIVEIRA, 1999).

OLIVEIRA (1999) conducted a field survey in order to understand the motivation for hiring a personal trainer and found that many had little time for training, therefore, require a technically skilled professional for the results of achievement in the face of a reduced time frame to devote himself to training. Another important point shown in the survey was that the contractors sought privacy and quality in service delivery, focusing on attention to the problems presented by customers.

It appears that over the years, the personal trainer is a conductor of emotions, especially since the issue of health, aesthetics and results are prerogatives of those who need personalized care (KASSAB, CARMO JUNIOR, 2012).

The personal trainer who emerges amid a new wave and a new fad fitness world has created strength over the years, as this professional was not limited only to being an instructor and bodies modulator thirsting for the acquisition of a profile that was being imposed by the media and fitness industry. The knowledge and the scope of the figure of the personal trainer is defined from its formation and in a way, the characteristics of professional fitness (KASSAB, CARMO JUNIOR, 2012).

Thus, it is noted that in addition to technical knowledge and personal characteristics particular to exercise the role of personal trainer, personal trainer needs of the branch knowledge to control and improve the quality of service and the amount of customers.

Thus, the present study aims to demonstrate the need for multidisciplinary and interdisciplinary knowledge, particularly related to the management, for an excellent professional work as a personal trainer.

METHODOLOGY

This is a field survey conducted in 2015, between the months of May to September. They interviewed 25 physical education teachers who work as a personal trainer in the cities of São Paulo and São Paulo, with an average age of 28.12 years (± 2.8). The term of consent was presented and signed by all participants, as well as the other requirements established in Resolution CNS No 466/2012.

RESULTS

It is found that the physical education teachers interviewed initiate personal trainer logo activities after completion of graduation, however, only 24% continue the improvement of studies through post graduation courses programs (20%) or in the strict sense (4%).

The results demonstrate that the continuity in the studies is directly related to an increase in monthly income, considering that the respondents, professionals with post graduation courses are above the range of 3,000 reais a month. The professional with post graduation in the strict sense also showed a gross income above the 4000 monthly, however, allied to other activities such as teaching in higher education, in addition to the personal trainer activities.

Table 1: General characteristics of the sample

Age	n (25)	%
20-24 years	4	16%
25-29 years	12	48%
larger 30 years	9	36%
Schooling		
graduation	19	76%
lato sensu	5	20%
stricto sensu	1	4%
Acting		
Academy	2	8%
Park	5	20%
Both	18	72%
Gross income*		
1 a 2mil	4	16%
2 a 3mil	10	40%
3 a 4mil	6	24%
4 a 5mil	2	8%
5 a 6mil	2	8%
≥ 6 mil	1	4%
Time work as personal		
until 1 year	5	20%
1-2 years	7	28%
2-3 years	8	32%
3-4 years	4	16%
≥4 years	1	4%
Hours with personal		
until 10h	16	64%
10-20h	6	24%
20-30h	2	8%
≥40h	1	4%
Number of students		
0 a 3	16	64%
3 a 5	6	24%
6 a 10	2	8%
11 a 15	1	4%

*mensal value (gross)

The experience of the professionals, although small, is capable of generating a significant income when compared to the number of students, however, it is salutary to mention that the small number of students and hours devoted to personal trainer activity, possibly reflects the absence management "company" by the professionals surveyed. It is known that the amounts received by professionals working as a personal trainer are extremely advantageous, however, several aspects directly influence in attracting new students, especially the marketing strategies (business and personal).

Some simple parameters management are not observed by professionals, such as the drafting of the contract for the provision of services (78%).

During the research, 88% of the respondents mentioned that:

"I do not ask for the customer to sign a contract because he may feel embarrassed, and in turn, cancel the service."

This statement shows the total ignorance on the part of the professionals that contracts are fundamental legal parts to guarantee the rights and duties of the contractors.

Table 2: Personal trainer career management

	YES	NO
1- There contract to provide services?	22%	78%
2- It has card for delivery to customers?	37%	63%
3- Have site, brand, pamphlet, poster, link on google or facebook?	11%	88%
4 is individual microentrepreneurs (MEI)?	5%	95%
5 has separate checking account to receive customer?	4%	96%
6 -Possui business email to correspond with customers?	2%	98%
7- Has online system for access by customers?	2%	98%
8- Have you done any course of SEBRAE, management, planning, finance?	4%	96%
9 drew up a business plan on its activities?	2%	98%
10- Has planning for cash flow, equipment, etc?	5%	95%
11- know the law of the individual micro-entrepreneurs	25%	75%

Other factors simpletons management as a business card (63%), sometimes professionals do not cook up for delivery to customers and potential customers. Allied to this, many still do not use technological tools that increase business visibility, increasing the number of students and billing of their "business" (88%).

It was found that 98% correspond to their students by personal email and 75% know do not know the law of individual microentrepreneurs.

DISCUSSION

behavioral aspects of personal trainer

Knowing the customer lies in a different culture. In addition to a physiological assessment, personal trainer needs more precise tools for diagnosis, which will define the method of the strategy to be indicated. It is here of an investment in your own psychic and social content. Knowing your customer means a rigorous investment in observation skills, reflection, sensitivity, planning strategies and individual organization, ie, a deep awareness of individuality of its client (KASSAB, CARMO JUNIOR, 2012).

It is essential that the personal trainer identifies the physical needs of the customer aims to adopting best practices so that the goals are achieved, winning customer loyalty.

professional knowledge

Cossenza and Contursi (2000) mentions that although there are lay people, usually former athletes, bodybuilders, nightclub bouncers, academy students, who believe that their experiences are sufficient to teach, in fact, its technical preparation makes it impossible to mount and drive a fitness plan for sedentary properly and efficiently.

This ideology is the biggest paradigm that the personal trainer will have to demystify throughout his career: the fact that their professional competence and qualifications are measured by their physical appearance.

Cossenza (1996) points out that the changes require a more professional, starting a painful process of perennial recycling.

Cossenza and Contursi (2000) say that the personal trainer's work should not be limited to trying to lose weight, hypertrophied or hipertonicar the muscles of the student, but concerned with the whole of your body providing a total training based on scientific training principles sports.

This care that seeks the person who hires a personal trainer is often associated with a lack of affection or need to transfer the problem (beware of health) to someone who is qualified and willing to solve it. Transferring with the problem of risk and blame fail the task.

The work of the personal trainer is made of a framework of knowledge from the biological sciences. Which are summarized in exercise physiology, anatomy, biomechanics, nutrition and biochemistry.

According Cossenza and Contursi (2000) personal trainer programs have the same benefits at different price points, this because professionals are increasingly specializing in specific expertise in the area of customized training.

Personal trainer manager and entrepreneur

For O'Brien (1999) we must see the commercialization of the personal trainer business the same way we view any important project, setting goals and outlining the steps to achieve them.

According to Bossle (2009) the name of the personal could be thought of as the brand name of the personal trainer business.

The mark of an identity the company, adding more value to the product or services offered by more than the actual product or service. Punctuates even in a world where consumer choice options are growing the brand of a company will have greater relevance than their own products.

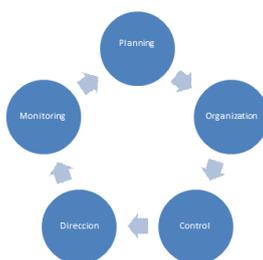


Figure 1: Administrative cycle
Source: Adapted Ribeiro (2007, p. 30).

Rodrigues (1996) defines the professional personal trainer as a "super micro-enterprise" that sells fitness services and aims to conquer the customer, satisfy him and keep him faithful.

In the marketing field the biggest challenge for the experts is not to create methods and strategies to win new customers but to create loyalty of existing mechanisms, developing strategies that seek to promote a relationship more intimate and lasting.

Cossenza and Contursi (2000) pointed out in his book public relations, for example, sending messages of congratulations to the students on special dates for them, as a major contributor to maintenance and customer loyalty, still scores to keep a current customer is demonstrably cheaper than acquiring new customers.

O'Brien (1999) says that when work on their own must take various professions at the same time as a manager, accountant and secretary, as well as service provider. Also suggests that those who want to be a personal trainer but it does not want to deal with these responsibilities is better to be an employee in a gym or club.

The results showed the surveyed professionals who do not seek knowledge areas as administration, planning, management or entrepreneurship. During the interview, in short, the most common statements were:

"I never worked out a business plan on my work as personal because I know what to do.

The most alarming result is that almost all respondents mentioned:

"I did not seek SEBRAE because I know they take care of business and not individuals"

This statement shows that surveyed professionals do not have the perception that their professional activities is your company, or need an administration, planning and management as any other distinct branch company.

CONCLUSION

It is essential that physical education professionals acquire knowledge in different branches of the health sector, such as management areas (people, finance, business) and planning in order to clearly understand that their professional performance goes far beyond the provision services, but rather, requires organization and planning.

It is salutary to the presentation during the graduation, materials on personnel management, financial management, strategic planning and entrepreneurship, as well as legislation and specific sites in order that the professionals who serve as personal trainers have technical and administrative capacity to boost career by structured and systematic organization, increasing the prospects of success in professional career.

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ABSTRACT

From the 80's there was growth in the performance of physical education professionals who work in custom work. Note that the financial figures are extremely attractive, however, some professionals do not have the broad view of the organization and planning of your business is critical to success in personal trainer career. When interviewing 25 professionals working as a personal trainer, there was low or absence of fundamental multidisciplinary and interdisciplinary knowledge for the management of a company, which directly implies the lowest of new students capture potential and, consequently, in a lower return financial, requiring them to act in other areas. Thus, it appears that the incentive to search for knowledge in the areas of administration, management, planning and entrepreneurship are essential to a dynamic and successful personal trainer career.

Keywords: personal trainer, management, entrepreneurship.

L'AS PERSONNEL MANAGER FORMATEUR D'AFFAIRES: L'IMPORTANCE DE LA CONNAISSANCE ET INTERDISCIPLINAIRE MULTIDISCIPLINAIRE POUR UNE CARRIÈRE RÉUSSIE.

RÉSUMÉ

Depuis les années 80 il y avait une croissance dans la performance des professionnels de l'éducation physique qui travaillent dans un travail personnalisé. Notez que les chiffres financiers sont extrêmement attrayant, cependant, certains professionnels n'ont pas la vue d'ensemble de l'organisation et de la planification de votre entreprise est essentielle à la réussite dans la carrière d'entraîneur personnel. Lors d'un entretien de 25 professionnels travaillant comme un entraîneur personnel, il était faible ou l'absence de connaissances multidisciplinaire et interdisciplinaire fondamentale pour la gestion d'une entreprise, ce qui implique directement le plus bas des nouveaux étudiants capturer le potentiel et, par conséquent, à un rendement inférieur financière, les obligeant à agir dans d'autres domaines. Ainsi, il apparaît que l'incitation à la recherche de connaissances dans les domaines de l'administration, la gestion, la planification et l'esprit d'entreprise sont essentiels à une carrière dynamique et réussie entraîneur personnel.

Mots-clés: entraîneur personnel, la gestion, l'esprit d'entreprise.

EI AS ENTRENADOR PERSONAL GESTOR DE NEGOCIO: LA IMPORTANCIA DEL CONOCIMIENTO Y ESTUDIOS IN MULTIDISCIPLINAR PARA UMA CARRERA EXITOSA

RESUMEN

A partir de la década de los 80 se produjo un aumento en el desempeño de los profesionales de educación física que trabajan en trabajos a medida. Tenga en cuenta que las cifras financieras son extremadamente atractivo, sin embargo, algunos profesionales no tienen la visión amplia de la organización y la planificación de su negocio es fundamental para el éxito en la carrera de entrenador personal. Al entrevistar a 25 profesionales que trabajan como un entrenador personal, hubo bajo o la falta de conocimiento multidisciplinar e interdisciplinar fundamental para la gestión de una empresa, lo que implica directamente el más bajo de los nuevos estudiantes captura potencial y, en consecuencia, en una menor rentabilidad financiera, que les exige actuar en otras áreas. Por lo tanto, parece que el incentivo para buscar el conocimiento en las áreas de administración, la gestión, la planificación y el espíritu empresarial son esenciales para una carrera de entrenador personal dinámico y exitoso.

Palabras clave: entrenador personal, la gestión, el espíritu empresarial.

O PERSONAL TRAINER COMO GESTOR DE NEGÓCIOS: A IMPORTÂNCIA DOS CONHECIMENTOS MULTIDISCIPLINARES E INTERDISCIPLINARES PARA UMA CARREIRA DE SUCESSO.

RESUMO

A partir da década de 80 houve o crescimento na atuação dos profissionais de educação física que atuam em trabalhos personalizados. Nota-se que os valores financeiros são extremamente atrativos, contudo, alguns profissionais não possuem a ampla visão de que a organização e planejamento de sua empresa é fundamental para o sucesso na carreira de personal trainer. Ao entrevistar 25 profissionais que atuam como personal trainer, constatou-se a baixa ou ausência de conhecimentos multidisciplinares e interdisciplinares fundamentais para a gestão de uma empresa, o que implica diretamente no menor potencial de captação de novos alunos e, conseqüentemente, em um menor retorno financeiro, obrigando-os a atuarem em outras áreas. Diante disso, verifica-se que o incentivo a busca por conhecimentos nas áreas da administração, gestão, planejamento e empreendedorismo são essenciais para o dinamismo e sucesso na carreira de personal trainer.

Palavras-chave: personal trainer, gestão, empreendedorismo.