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## Intrinsic Excellence: Business Development and Leadership Systems for Success in Personal Training

By Rolando Garcia

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 method or 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 businesses while 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 trainer because 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...



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