

Health Club University Day 2

WELCOME

Continue Role Playing and Review



Lunch

12:00 1:00





Prospecting

Prospecting - External

- **Direct Mail**



- Effective/Expensive
- 1-5 Radius Of Club
- Target Zip Codes/Income
- Be Prepared
 - Staff Trained for Promotion
 - Staff Up

Prospecting - External

- **Shared Mail**
 - Effective/Less Expensive
 - Able to Mail More Quantity
 - Targets Coupon Shoppers



Prospecting - External

- **Flyers/Brochures**
 - Professional Look
 - 1st Impression Important
 - Call to Action (price)
 - Purpose – Get Phone To Ring/Walk-Ins
 - How to get out Flyers

Prospecting - External

- Social Media



Prospecting - External

- **Major Businesses**

- Human Resource Director
- Presentation Packet
- Company Paid/Payroll Deduction
- Minimum – Flyers In Pay Checks
- Offer Group Pricing



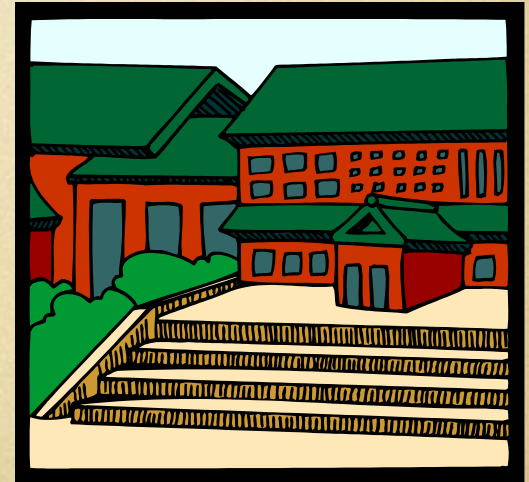
Prospecting - External

- **Health Fairs/ Expo's**
- **Local Networking Groups**
- **Single Groups/Events**
- **Schools/Teachers/Staff**
- **Doctor Offices/Nurses**



Prospecting - External

- **Apartment Complexes**
 - Monthly News Letter/Packets
 - Flyers by Mail Boxes



Prospecting - External

- **Group Selling Opportunities**
 - Golf Organizations
 - School Organizations
 - Church Organizations
 - Support Groups
 - Fitness Events



Prospecting - External

- **Group Selling Opportunities**
 - Business Of The Week
 - Sports Bar/Athletic Store
 - Men/Ladies Clothing Stores
 - Day Spas

Prospecting - External

- **Door Hangers**
- **Bag Drops**
- **Bulletin Board Notices**
- **Mobile Billboards**
- **Grocery Stores**
 - Any Large Store Lunch Room
- **Teacher Lunch Room**

Prospecting - External

- **Tent Cards**
- **Business Cards/Guest Passes**
 - Existing Members
 - Give In Public Places
 - Have An Expiration Date
 - Creates Urgency



Prospecting - External

- **Publicity And Public Relations**
 - Blood Drive
 - Toy Drive
 - Food Drive
 - Be Involved In Community

Prospecting - Internal

- **Point Of Sale**
 - 3 = FREE
 - Drives Guest To “Most Popular”
 - Great Offer For Renewals
 - Key To Success Is Presentation
 - 60-70% New Members From Referrals

Prospecting - Internal

- **Upgrades**

- Family Add-on
- Personal Training
- Tanning

Renewals

Prospecting - Internal

- **Phone**

- Smile And Dial
- Enthusiasm
- Conquer Laziness



- Set An Appointment With Yourself
- Uninterrupted Time When on Phone

Prospecting - Internal

Phone (Cont.)

- Old Guest Registers
 - No Shows – Showed Interest
 - Missed Guests
 - 20% Will Join Somewhere Within Next 90 Days



Prospecting - Internal

Phone (Cont.)

- Buddy Referrals
 - Guest Passes
 - POS Referral Card
- Lead Box Leads
- Inactive Members
- Previously Expired Members



Prospecting - Internal

- **Member Appreciation/Open House**
 - Every 90 Days
 - Invitation, Flyers, Posters, Announcements
 - Special Events
 - Parent/Kid Group Workout
 - Self Defense, Pilates, etc
 - Boy Scout/Girl Scout Badge
 - Members Advertise Their Business
 - Personal Training/Massage Therapist



Prospecting - Internal

Member Appreciation/Open House Cont'd

- Prizes
 - From Local Merchants
 - Display For 2 Weeks
 - The Bigger, The Better



Prospecting - Internal

Member Appreciation/Open House Cont'd

- Vendor Tables
 - Skin Care Products/Teeth Whitening
 - Seasonal Clothing/Sunglasses/
Sports Wear
 - Nutritional Supplements-Samples
 - Chiropractor/Body Fat/Screening

Buddy System

Service with a purpose to build a buddy system

How to win a Free Membership
Sponsor 3 New Members within any 30 day Period
Equals $1+2+3=FREE$

- Club Success Depends on your buddy system
- Responsibility/Everyone's
- 60-70% Percent of New membership should be referrals
- Service with a purpose to build a referral system.



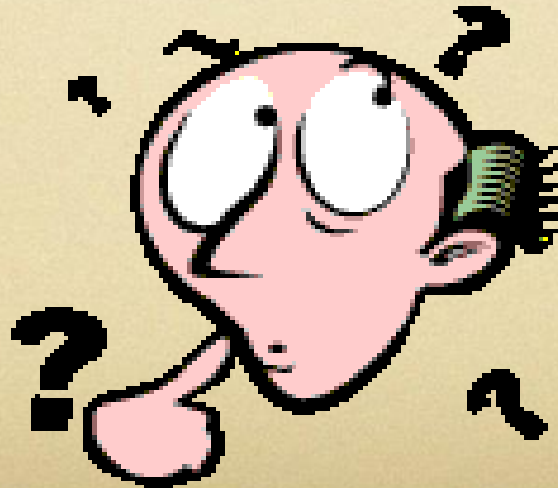
When to Discuss Guest Program

- At point of sale
- After servicing member
- During general conversation



Common concerns/objections

- I Don't Want to Give My Friend's/Family's Number
- I Don't Have Friends/Know Anyone
- My Friends Are Already At Another Gym
- I Don't Want the Gym Over Crowded



60-70% of New Membership

- Create internal promotions for members
- Make members happy
- Establish rapport with members
- Give excellent service
- Get to Know Members by Name
- Spend Time on Floor to Assist Members with Machines
- Service Member ask for Referral



Guests

- Member benefit of having workout partner
- How to win a free membership
- Tell member how we help by calling & inviting in on free one week membership



Phone Presentation For Referral

- Introduce yourself
- Tell referral how and why we contacted you
- What you get/give one or two week free membership
- Create sense of urgency/free membership valid until _____
- No pressure/obligation to join
- Make reservation





2:00 – 2:15

Marketing Calendar



Marketing Calendar

Successful Marketing Takes

- Planning
- Preparation
 - Materials
 - Staff
- Execution



Marketing Calendar

3 Types of Marketing

- External – System Wide Promotions
- Internal – Inside Club Promotions
- Target Markets – Focus Groups

THE ZOO HEALTH CLUB 2019 MARKETING CALENDAR

	System Wide Prom & Website	Internal Promotion
JAN	Welcome to 2019 \$19.95 per month \$1.00 down	Raffle a Flat Screen T.V. (For January and February 2 months)
FEB	It All Starts At The Zoo Health Club 2 for 1 Membership Two memberships for the price of one.	Raffle a Flat Screen T.V.
MAR	Kick Start Your Body Makeover Today \$19.00 per month	Apple a day cash Raffle \$300.00
APR	Let's Get Moving \$0 Enrollment	Sponsor a Guest and Get a Free T-Shirt (For 2 months)
MAY	15 Day \$15.00 for 15 Visits To be used in 5 weeks Permanent residents only	Sponsor a Guest and Get a Free T-Shirt (For 2 months)
JUN	Summer's Almost Here \$20.00 for 20 visits To be used in 5 weeks Permanent residents only	Raffle a 1 year membership keep or give to a friend
JUL	Summer \$10.00 for 10 visits To be used in 5 weeks Permanent residents only	Raffle an iPod (For 2 months)

AUG	<p>Summer is here \$10.00 for 10 visits To be used in 5 weeks Permanent residents only</p>	<p>Raffle an iPod (For 2 months)</p>
SEPT	<p>Work Out For Free 7 Day Free Membership</p>	<p>Raffle 10 Speed Bike (For 2 months)</p>
OCT	<p>Fall into Fitness \$19.00 Down and \$19.00 per month</p>	<p>Raffle 10 Speed Bike (For 2 months)</p>
NOV	<p>Happy Thanksgiving \$20 Down No Dues until January 21019</p>	<p>Raffle a large turkey or a turkey dinner for 6</p>
DEC	<p>Give the Gift of Wellness \$7.00 for 14 Days of Fitness To be used in 5 weeks Permanent residents only</p>	<p>Christmas Cash Raffle \$300.00</p>

When using any of the ads for advertising please fill out the support ticket in franchise support section of the website. The IT/ Marketing department will put in any change to your amenities, your address and phone. The ad will be ready to download and use.

All advertising must have "FRANCHISES AVAILABLE" WWW.ZOOGYM.COM

When running your external advertising, you should coordinate your internal promotion along with it by having handout fliers, posters, and email blasts to the members.

The fliers should have two one-week guest passes at the bottom

Raffles work, give 5 raffle slips for bringing in a friend and five more raffle slips if friend enrolls.

You can raffle off almost anything from laptop computers, cell phones, bikes, dinners, I pad, and flat screen TVs and cash as everyone gets motivated for money.

Give a - ways work well such as: Bring in a new member and receive a t-shirt, coffee mugs, water bottles, towels, free personal training session.

Each month you must have an advertising budget at least for your internal promotions. This business is a game of creating traffic into your club, no traffic no sales

You will find in the franchise support section of the Zoo web-site two new support guides.

- **How to use a \$20 for 20 visits and a \$10 for 10 visits promotion to build membership sales.**

We suggest reading it as it explains in detail how to be successful converting a 10 For 10 or 20 for 20 membership into full memberships

- **How to set up a 21 - day get Fit Study to build membership sales.**

ADVERTISE AND MARKETING FIRST KEY TO YOUR SUCCESS! JUST DO IT!

WELCOME 2019

The Zoo Health Club wishes you
a very Happy and Prosperous
“NEW YEAR”

NOW ONLY!
\$19.00 PER MONTH
\$1.00 DOWN

Limited Offer

THE
ZOO
HEALTH CLUB

CALL NOW

(XXX) XXX-XXXX

Address Here
City, State Zip

WWW.ZOOGYM.COM

IT ALL STARTS AT THE ZOO HEALTH CLUB



**2 FOR 1
MEMBERSHIPS**

CALL NOW!

(XXX) XXX-XXXX

Address Here, City, State Zip

WWW.ZOOGYM.COM

2 MEMBERSHIPS FOR THE PRICE OF ONE

- **GROUP FITNESS CLASSES**
- **WORLD CLASS EQUIPMENT**
- **PERSONAL TRAINING**
- **GROUP TRAINING**
- **CHILD CARE**

KICK START YOUR BODY MAKEOVER TODAY...

WALK IN WITH \$19

WALK OUT WITH A MEMBERSHIP!

- GROUP FITNESS CLASSES
- WORLD CLASS EQUIPMENT
- PERSONAL TRAINING
- GROUP TRAINING
- CHILD CARE

CALL NOW!

(XXX) XXX-XXXX

Address Here

City, State Zip

WWW.ZOOGYM.COM



LET'S GET MOVING!

AT THE ZOO HEALTH CLUB...

\$0

ENROLLMENT ON ALL MEMBERSHIPS

- GROUP FITNESS CLASSES
- WORLD CLASS EQUIPMENT
- PERSONAL TRAINING
- GROUP TRAINING
- CHILD CARE

CALL NOW!

(XXX) XXX-XXXX

Address Here, City, State Zip

WWW.ZOOGYM.COM



THE
ZOO
HEALTH CLUB

15 DAY

FITNESS JUMPSTART
JUST \$15.00 FOR 15 VISITS

To be used in 5 weeks, 1st time visitors only,
permanent residents only



THE
ZOO
HEALTH CLUB

- GROUP FITNESS CLASSES
- WORLD CLASS EQUIPMENT
- PERSONAL TRAINING
- GROUP TRAINING
- CHILD CARE

CALL NOW! (XXX) XXX-XXXX
Address Here, City, State Zip

WWW.ZOOGYM.COM

SUMMER IS ALMOST HERE!

- GROUP FITNESS CLASSES
- WORLD CLASS EQUIPMENT
- PERSONAL TRAINING
- GROUP TRAINING
- CHILD CARE

\$20.00 FOR 20 VISITS

To be used in 5 weeks, 1st time visitors only, permanent residents only



CALL NOW!

(XXX) XXX-XXXX

Address Here, City, State Zip

WWW.ZOOGYM.COM

SUMMER

\$10.00 FOR 10 VISITS

To be used in 5 weeks, 1st time visitors only, permanent residents only

- GROUP FITNESS CLASSES
- WORLD CLASS EQUIPMENT
- PERSONAL TRAINING
- GROUP TRAINING
- CHILD CARE

SHAPE UP

CALL NOW!

(XXX) XXX-XXXX, Address Here, City, State Zip

WWW.ZOOGYM.COM

THE
ZOO
HEALTH CLUB



SUMMER DELIGHT!

\$10.00 FOR 10 VISITS

To be used in 5 weeks, 1st time visitors only, permanent residents only



- GROUP FITNESS CLASSES
- WORLD CLASS EQUIPMENT
- PERSONAL TRAINING
- GROUP TRAINING
- CHILD CARE

CALL NOW!

(XXX) XXX-XXXX

Address Here

City, State Zip

WWW.ZOOGYM.COM



Workout for free...

RESERVE YOUR 7 DAY FREE MEMBERSHIP NOW!

To be used in 5 weeks, 1st time visitors only, permanent residents only



- GROUP FITNESS CLASSES
- WORLD CLASS EQUIPMENT
- PERSONAL TRAINING
- GROUP TRAINING
- CHILD CARE

CALL NOW!

(XXX) XXX-XXXX

Address Here

City, State Zip

WWW.ZOOGYM.COM

THE
ZOO
HEALTH CLUB

*fall
into
fitness*

**\$19.00 DOWN
\$19.00 PER MONTH**

- GROUP FITNESS CLASSES
- WORLD CLASS EQUIPMENT
- PERSONAL TRAINING
- GROUP TRAINING
- CHILD CARE

CALL NOW!

(XXX) XXX-XXXX

Address Here

City, State Zip

WWW.ZOOGYM.COM



Happy Thanksgiving!

**\$20.00 DOWN
NOTHING DUE
UNTIL JANUARY 2020**

CALL NOW!

(XXX) XXX-XXXX

Address Here

City, State Zip

WWW.ZOOGYM.COM



- GROUP FITNESS CLASSES
- WORLD CLASS EQUIPMENT
- PERSONAL TRAINING
- GROUP TRAINING
- CHILD CARE



MERRY CHRISTMAS PAY JUST \$7.00 FOR 14 DAYS OF FITNESS

To be used in 5 weeks, 1st time visitors only, permanent residents only

*Give the gift of
Wellness
this Christmas*

THE
ZOO
HEALTH CLUB

WWW.ZOOGYM.COM

CALL NOW!

(XXX) XXX-XXXX

Address Here

City, State Zip

Most Common Mistakes



Most Common Mistakes

- “Owners Syndrome”
- “If I Build It, They Will Come”
- Eliminating The Sweat Work
- Letting Calls Go To Voice Mail
- Giving Out Too Much Information
- Trying To “Reinvent The Wheel”

Most Common Mistakes

- Refusing To Spend Money
- Advertising Without Considering Recommendations
- Club Not Set-Up Properly
- Lack Of Staff/Hiring Wrong
- No Goal System For Staff
- Not Advertising after Pre-sale

Most Common Mistakes

- Not following the Three Keys
- Forgetting to ask for Referrals at POS
- Lack of Outside Prospecting
- Excessive Operating Costs

How To Hire



What to pay your sales people

- **Sales Manager:** \$1,500 to \$2,000 for 45 hours per week

10% of all down payment money/paid in full.

\$5.00 for a standard card membership and \$10.00 for a Zoo card membership. You can also pay a bonus for the month if the goal you set is hit or at least 80% of it.

- **Sales Assistants:** Pay \$10 to \$12 per hour part time with same commission.
- **Sales Assistants:** Full time \$1,200 to \$1,500
Same sales commission
- **Front Desk:** \$10 to 12 per hour

Things to Consider When Hiring

- Sales Motivated - Everyone sells
- Action – How a Person does Their Job
- Inter-Action – Need to be outgoing, friendly type personality
- Positive Attitude
- Should be fit



Successful Tips

- Sales people must hit 80% of set Goal.
- Don't be afraid to terminate a non-producer.
- Do not pay high salary.
- Give sales commissions, bonus.

Where To Look For Employees

- Temporary Front Sign
- Craig's list
- Recruit from other business or competition.
- Other



Paramount Acceptance Corp.

Third Party Processor

Set for Tuesday 4-16-2019 3 pm EST

