

Health Club University Day 3

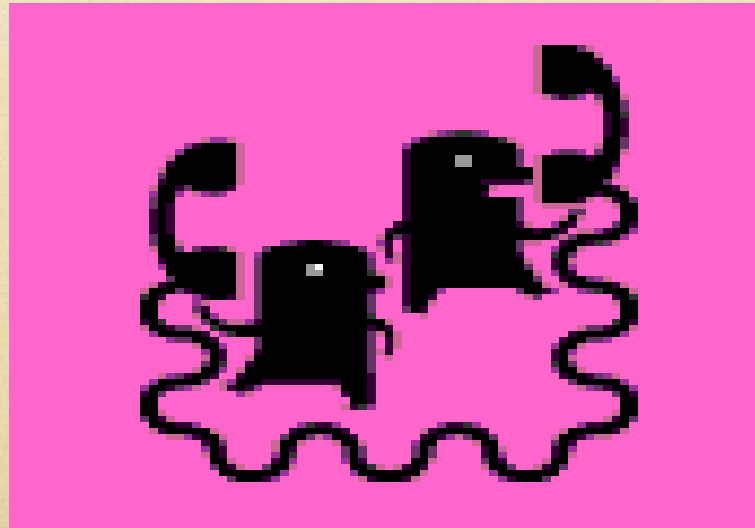
WELCOME

The Meeting Has Started

Please Turn Off

or

Silence Your Cell Phone



Jim Riordan IT Manager

Alyssa Hernandez Office Manager

JIM:

- Web Support
- Optimization of Online Presence
- Online Membership Lead Generation
- Monitor Incoming Membership Leads/ Club Follow Up.
- Create Zoo emails for You and Staff.
- Franchise Support Portal: Password/Go over Backend
- Create Custom Marketing Materials Per Your Location.

ALYSSA:

- Social Media
- Key Tags



Personal Training



Building a Successful Personal Training Business....

Personal Training Is A Huge Profit Center and Cannot Be Overlooked...



Personal Training

- Members Buy Personal Training For A Few Very Good Reasons:
 - Motivation
 - Commitment
 - Education



Building a Successful Personal Training Business....

- All Trainers Should be Self Insured
- All Trainers Should be Certified
- All PT Money Goes Through Paramount Acceptance Corp.



When Training Clients!

- Dress The Part
- Keep Your Hands Out Of Your Pockets
- Don't Drink Coffee Or Other Drinks
- Don't Eat
- Don't Train
- Don't Look Around
- Don't Talk To Other Members
- Don't chew gum



"TOTAL ATTENTION ON YOUR CLIENT"

Build Your Personal Training Business

- Hire Outside Company
- Build Your Personal Training Business



Build Your Own Personal Training Program

- Hire a PT Sales Manager/Pay
- Hire Personal Trainers/Pay
- Sell PT Packages on EFT
- Sell Membership First/Make Appointment for Free Consultation
- Consultation Includes Taking Weight, Fat Testing and Education on Resistance Machines. Trainer Brings Member to PT Manager/Sell benefits of Having a Personal Trainer.





New Franchisee Checklist

OUT TO
LUNCH



12:00 – 1:00



New Franchisee Pre-Sale Check List

Pre-Sale

- Setting Up Pre-Sale Space



Pre-Sale Promotion

- Leads, Leads, Leads



Sell, Sell, Sell for a Successful Pre-Sale!





Break
15 Minutes

Equipment, Club Lay-Out, Review, Questions/Answers



**Congratulations You Are Now a Zoo
Keeper**

