

**THE THREE KEYS TO
OPERATING A SUCCESSFUL
HEALTH CLUB...**

FIRST KEY: Advertising and Marketing

SECOND KEY: Selling Memberships

**THIRD KEY: Service the Members and
Build a Referral System**



FOLLOW THE SYSTEM, FOLLOW THE SYSTEM, FOLLOW THE SYSTEM...

Following the “Three Keys to Success” in running your health club is easy, fun and rewarding for both you and your members.

The three keys to success is a real-life formula that works, but only if it's followed every day, every week, every month and every year.

Folks, this is a business of selling memberships....

PERIOD...

Building your dues membership base can only be accomplished by understanding what you need to do every day to be successful in the fitness business. If you focused on the three keys to success and let everything else go, guess what? You would be building your business tenfold. To many franchisees, managers and salespeople focus on the wrong end of the business. They put bookwork, paying bills, listening to outside vendors trying to sell them stuff and just plan wasting time. When you work on the three keys the way you should be working then there is no time for anything else. Do not get lulled into meaningless duties that someone else can do. This is your ship... you're the Owner and Captain, are you going to steer your ship to a successful landfall or are you going to wander at sea and never find port. On the following pages you are going to learn how to operate a successful fitness center. Please read and reread and study over and over again until you have the “Three Keys to Success” down pat. Remember from the past pages you read, “Keep Fighting”

“Consistency”

The more you learn, the more you earn... If you do the work, it will happen! GOOD LUCK...

Let's talk about the first Key to Successful Health Club Operation

ADVERTISING AND MARKETING

When we talk about Advertising and Marketing we are talking about everything you do external to build prospects and sales. Such as post card advertising, newspaper advertising, TV, radio, flyers, doorknob hangers, networking and businesses, lead box programs, corporate programs, networking with the chamber of commerce and other community programs. Being in a grocery store, drug store, dry cleaners anywhere where there are people when you're standing in line introduce yourself and give them a guess pass to try out your club. The more people you introduce your club to, the more memberships you will sell. This type of external advertising should never stop. You need to set a reasonable advertising budget and rain or shine every month stick to it. So many people for some reason think that well, "I have to sign up and I advertised during the pre-sale so that's all I have to do". Folks, it's just the beginning, you never, ever stop your external advertising. Once you stop, trust me you will start losing membership sales. This is your top priority every day for you and your sales people to make sure you have appointments booked to give presentations. You cannot sell memberships without booked appointments...Yes, you need prospects to give presentations to. It is your first and most important job...prospecting.

POST CARD ADVERTISING:

Post card advertising is a very cost effective and sound method of advertising and should be done at least each quarter (4times per year). There are many promotions the Zoo Health Clubs use for the Post Card advertising. Scratch off promotions work well as do others, do not try to make up your own promotions. Use the recommended post cards and promotions offered to you by the Marketing support department. It is very important for you and your staff to know how to book phone appointments when you receive calls from the post card promotions or prospects walking into your club with a promotional post card. Study and learn how to give the proper phone presentation to book an appointment. How you handle the prospect once they receive the post card is even more important than the advertising itself. Booking the appointment and closing the sale is the name of the game.

Newspaper and Advertising:

Newspaper advertising can be effective but it must be consistent. If you are in a large city with no small newspapers you might find newspaper advertising expensive. A small local newspaper or a throwaway paper can work well as usually it is cost effective. Remember to ask about inserting flyers inside the papers or many papers are allowing a stick-um type advertising so look into what your local newspaper offers. Just keep in mind, if you use newspaper advertising, it can work well but needs to be consistent each week. You will receive calls from newspaper ads so you and your staff must be prepared to give good and effective phone presentations to book the appointment. Again, do not put together your own ads or special rates, use the expertise of our advertising and market support department.

TV and Radio

You are going to find both of these medias expensive in most areas. Radio advertising can be effective with the right advertising specials and consistency. Consistency is a main factor with both Radio and TV. Corporate suggests staying away from these medias unless you are in a small town with low rates for your local radio and TV stations. Talk to corporate support before making a decision to use these medias.

Flyers and Doorknob Hangers

If you want an inexpensive but effective method of advertising, this is it....

Flyers can be copied by the thousands and handed out on a weekly basis to businesses, placed on cars and given to people you meet. Always have a stack in your club for your members to pick up. Flyers should be part of your weekly advertising effort.

Doorknob Hangers are very effective and can be put on people's doorknobs by the many kids in different Church groups, kid's groups, etc. Give free two-week memberships mixed with a few 3 months and 6-month memberships to the group so they can raffle off the memberships at their next function. The organizations use the money from the raffles for many of their planned events and are more than willing to supply the kid power with adult supervision getting out the door hangers on a weekend.

There are also many companies that offer advertising handout services. Consistent doorknob hanger distribution is a great way to get the word out and keep it out in all your local neighborhoods.

Networking Business to Business

One of the best ways to get to know your business neighbor is to go introduce yourself. Make sure you bring flyers and two-week guest passes. You and your staff must be able to network with your local business owners and managers. This also sets the stage for you to introduce the lead box program a little later on. Your fitness center because of having many members offers value to the small business owner. Your members will shop in all local businesses and if the business can offer something a little special for your member they have the potential of gaining a new customer. Join your local Chamber of Commerce take advantage of the networking functions of the Chamber, be active and participate. Your job is to build your business and getting the word out through the Chamber is another great way to network with business owners and their customers.

Corporate Programs

A gold mine to cultivate right in your own back yard, just takes a little time each day or week for the phone calls and a visit to set up the program. Think of the potential of your police department, fire department, your schools, and doctors, nurses, the list goes on and on. You just need to introduce yourself and offer them a monthly discount or free enrollment. The key to building your business is not waiting for prospects to come to you but go out and find them.

Lead Boxes

Lead box prospecting is a great way to cover a lot of ground with advertising in a very short time. You need to have 50 active lead boxes out in a local business area. If you have already built a relationship with your local business it will be easy to place a lead box. Do not be disappointed if there are only 5 leads in a box at the end of the week. $50 \times 5 = 250$ leads per week. How many sales could you get from 1,000 leads per month? Plenty!

Believe in the lead box prospecting system, it can work big time when properly utilized. Spend time and Study the section on “Lead box prospecting” become an expert and it will pay you back in many membership sales.

Basic Networking



Everyone is a suspect for membership, your job is to take that suspect turn them into a prospect and of course turn the prospect into a member. Talk to people everywhere you go, always have your guest passes with your name on them ready to hand out. Be proud of who you are and what you do. You are part of a great industry, you are helping people look better and feel better and have something of great value to offer them.

Sometimes people have to be shown and value and understand that importance of staying health for themselves and their family. Look at yourself as a fitness crusader not as a salesman. Believe in the product and participate in the product, the more you are a believer the job of converting people to the fitness lifestyle will be that much easier.

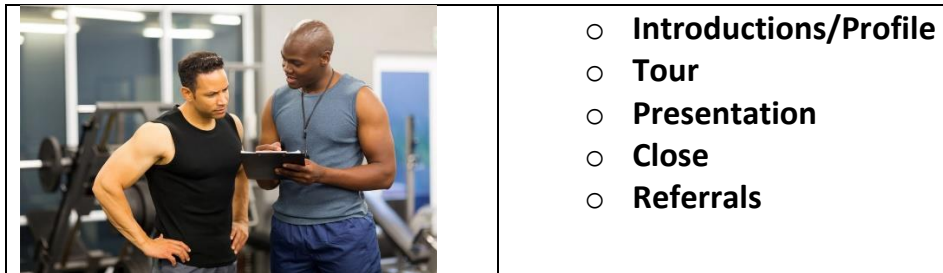
Advertising, marketing and networking are important components to successful prospecting. Prospecting is a must to be successful in any sales type environment. You could be the greatest presenter and closer to the World but without prospects to present to you will not make many sales. It is your job for you and your staff to become good prospectors. The better you become the more membership sales you will have and that spells “Success”.

Go forth and Prospect.....

The second key to Successful Health Club Operation

SELLING MEMBERSHIPS

The foundation of the business is selling membership; if you have mastered the art of prospecting this part will be much easier. The reason being you will have prospects to sit down with and give sales presentations to. There are five components to selling a membership. You will find complete training in the manual on each one of these subjects.



Introduction/Profile

Having the prospect sit down and first completing the Profile form is important. Never allow a prospect to tour the club themselves and never tour the prospect before you have them fill out the qualification form. You want to get to know the prospect and find out a little about them before going on the tour.

Tour

The tour is a very important part of the sales process. In most cases having the prospect sit on and try some of the easier machines that would be beneficial to them in achieving results is deal. Be enthusiastic and have fun with the tour but do not overdo it...Remember we are selling the sizzle not the steak.

Presentation

Make sure you sit down with the prospect in the sales are when giving your Presentation. Go through the presentation book page by page, do not skip or leave anything out. Find out the X factor (The real reason why they are there today).

Sell benefits, results are what the prospect is looking for. Losing weight, getting in better shape for an upcoming event, health reasons, everyone wants something out of the program. Find out the real X factor as that is what will sell the prospect the membership. The presentation book is designed to help eliminate objections while moving through the presentation. If you overcome most or all of the objections before you close...life is easy...

Close

Closing the sale is nothing more than asking the prospect to buy. When you go into the membership rates and ask which of these programs work best for you? You then present a physical action close by pushing the closing card in front of the prospect and asking them to fill it out. At that time, you take out the membership agreement and start filling it in. If you have done your job well during the presentation, the prospect will buy. If the prospect gives you an objection, any objection the prospect is telling you, "I am not ready yet, I need more information, I don't know if this will really work for me". Acknowledge by saying, "I understand", you then go back and talk more about the result and benefits of the program before asking the prospect to buy again. If you are comfortable with your closing ability and have studied the manual well, you can use this technique a few times before taking the objection head on. Most of the time you will find that after the prospect believes they can get the results they are looking for they will buy. If you have to answer the objection, do so. Answer the objection with a short or long answer whatever you feel is important but be sure to close again.

Referrals

After you have closed the sale and you have written up the agreement you tell the new member that they have made a good decision getting started on their fitness program. I would like to help you find an exercise partner to come in with. Who can you think of, who would enjoy being your guest for two weeks? You must have a friend, co-worker, or family member that would enjoy being your guest. Take out your referral sheet and try and get the names and phone numbers. Tell the member that you would like to give the referral a friendly call and invite them in as their guest for two weeks free...Explain the Zoo dollars and three new members within 30 days promotion.

Referrals are the lifeblood of building membership sales. Always work on building your referral files. You never want a day to go by that you are not getting and calling referrals to book appointments. When your referral file is empty so will go your membership sales.

THE THIRD KEY TO SUCCESSFUL HEALTH CLUB OPERATION

SERVICE THE MEMBERS AND BUILD A REFERRAL SYSTEM

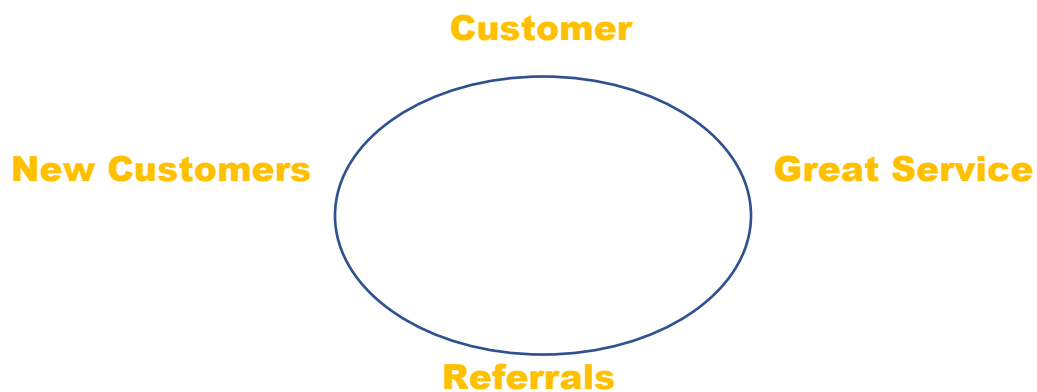
The first thing to learn and believe is the value of GREAT SERVICE! Visually hang this sign around all people you come into contact with.

**Make Me
Feel
Important**

Great Service = Happy Customers

Happy Customers = Referrals

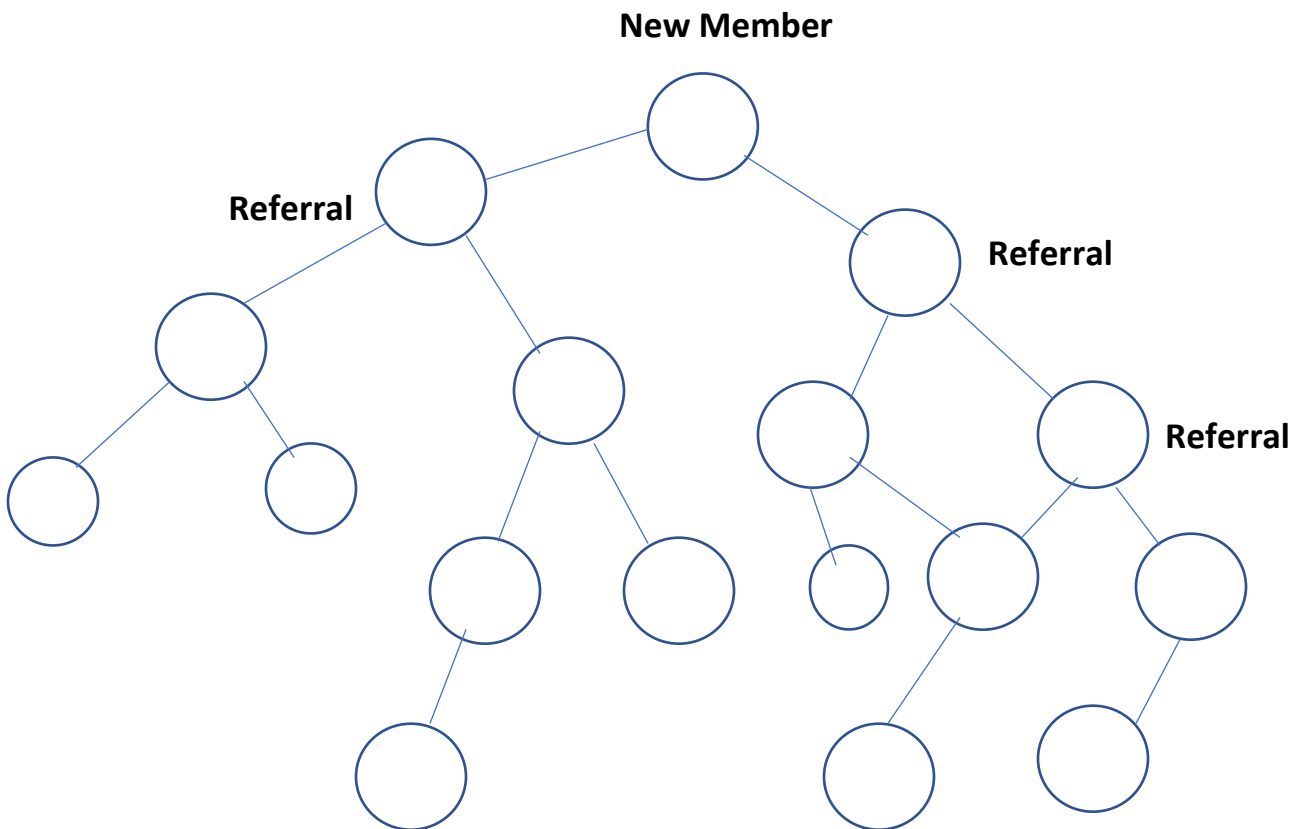
Referrals = New Customers



This Circle must never be Broken!

Service your members with a Purpose
To build a Successful Referral System

Your Lifeline is Your Downline



Enroll New Members, give good service ask for referrals
Enroll Referral, give good service ask for referral....
Enroll Referral, give good service ask for referral.
Your referral system should work like a network
Market the business and keep building new sales over and over and over.