

Taking it to the Next Level

Mark Harrison



STAFF INTERACTIONS

The Current Scenario

Why do members join health clubs?

Top reason...

- ▶ 1. To stay healthy and stay in shape.

The IHRSA Health Club Consumer Report: 2015 Health Club Activity, Usage, Trends and Analysis

Why Members Quit

Q: Why did you leave/quit your former health club?

Top reason.....

- ▶ **A lack of use**

63% of people who pay for a gym don't use it and end up leaving quoting
'Too expensive'

- ▶ This is where we come in...

People buy People

Hairdresser, Nail technician, Plumber, Pub

Retaining clients is all about... Improving Staff Interactions.

- ▶ Instructors need to get to **know the members**
- ▶ Instructors are an **essential** asset on the gym floor
- ▶ Instructors and Trainers need to be given appropriate interaction **skills**

Useless without the Correct Knowledge

- ▶ Advance training Techniques
- ▶ Nutrition
- ▶ Programme writing
- ▶ **THIS WILL.... Increase your REVENUE Via Retention and PT's**

Advanced Training Techniques

**What do Instructors/PT's need to know to WOW customers
Rules... Make it Simple, Make it Consistent**

What they need to know to WOW clients ... and keep them coming back!

- ▶ Goal setting
- ▶ Muscle fibre types and to train them individually
- ▶ Postural assessment during movement,
- ▶ Sets, Reps, Tempo.... What's the wright answer? Power, Strength, Hypertrophy, Fat burning
- ▶ How to perform... Pyramid, Drop, Super, Negative, Pre Fatigue, Isolation, Compound Sets
- ▶ Sports Specific Training and movement analysis

Advanced Training Techniques Continued

Cardio.....

- ▶ Intervals, Long, Short, Resistance (hill runs, high gear training).
- ▶ Pyramid, Heart Rate, Mets, Power output
- ▶ Bodyweight and Free weights for cardio, Ropes, BOSU, Step, Skipping rope
- ▶ Cardiovascular adaptations that may occur at different heart rates
- ▶ Why we may or may not use a Heart rate monitor
- ▶ RPE, good or bad?

Nutrition

Regardless of how hard you train or how amazing your facilities are...

Your clients will not get results without the appropriate nutrition

Your instructors need to know...

- ▶ **Fat Loss** and how to achieve it long term... Behavioural changes, How to analyse your clients diet, Hydration Sleep, Vitamin/mineral deficiency, Portion control
- ▶ **Diets...** Which one... Or none at all???
- ▶ **Muscle gain/hypertrophy**, How to analyse your clients diet, Hydration, Sleep, Portion adaptations
- ▶ Supplements... do I need this shake!?
- ▶ **Sports Performance**, How to analyse your clients diet, Hydration, Sleep, What and when to eat around training, Competition preparation, Portion adaptations
- ▶ Measuring performance
- ▶ Supplements... do I need gels/caffeine/carbs/proteins?

Programme Writing

The foundations of a good training programme will keep your clients for years!!!

Your instructors need to know...

- ▶ Periodization, Training cycles, Micro, Meso, Macro. How long for, who for, SMART?
- ▶ Athletes, bodybuilders, weight loss and General Joe Public
- ▶ One off programmes e.g. while on holiday workout.
- ▶ The 6 weekly review (with **goals**).
- ▶ Cardio Programme and templates, Exercise, Sets, Reps, Tempo,
- ▶ Cardio and weights combined programme
- ▶ Specific Programming... Football, Half Marathon, Post Natal, General Get fit/weight loss (specific to client post assessment).

Instructor to PT

What makes a Personal Trainer different from a Fitness Instructor?

Selling Personal training on the gym floor... Pretty posters just won't do!

- ▶ The perfect client approach? Face to face...?
- ▶ How do you deliver the perfect taster session?
- ▶ How and what tools you use to educate your clients?
- ▶ Price plan and closing a sale (Yes questions, bookings)
- ▶ Progressive programmes (you've got clients booked... now what!)

To Conclude

Improved Interactions = Improved Retention

Telling instructors to interact on the gym floor does not work....

- ▶ Advance instructors knowledge first
- ▶ Enable them to WOW customers
- ▶ Make them an essential asset on the gym floor
- ▶ Set specific daily goals... Example. Talk to 10 clients book 5 tasters, convert 3
- ▶ Set them free to **increase your revenue** (via Retention or PT)

Thank You

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