



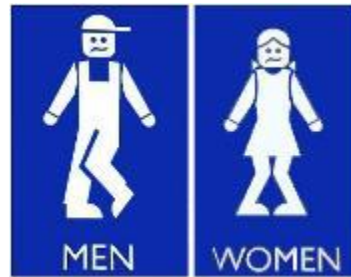
The Best Ever January Marketing Campaign

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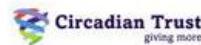
07730217377

To get the best out of the day



Who we work with

Cascade3d is proud to be a trusted partner of OEMs and ISVs serving each of our sectors. We work with over 500 venues in the private, public and charitable trust sectors. Here are some of our customers and partners.



A bit about ME



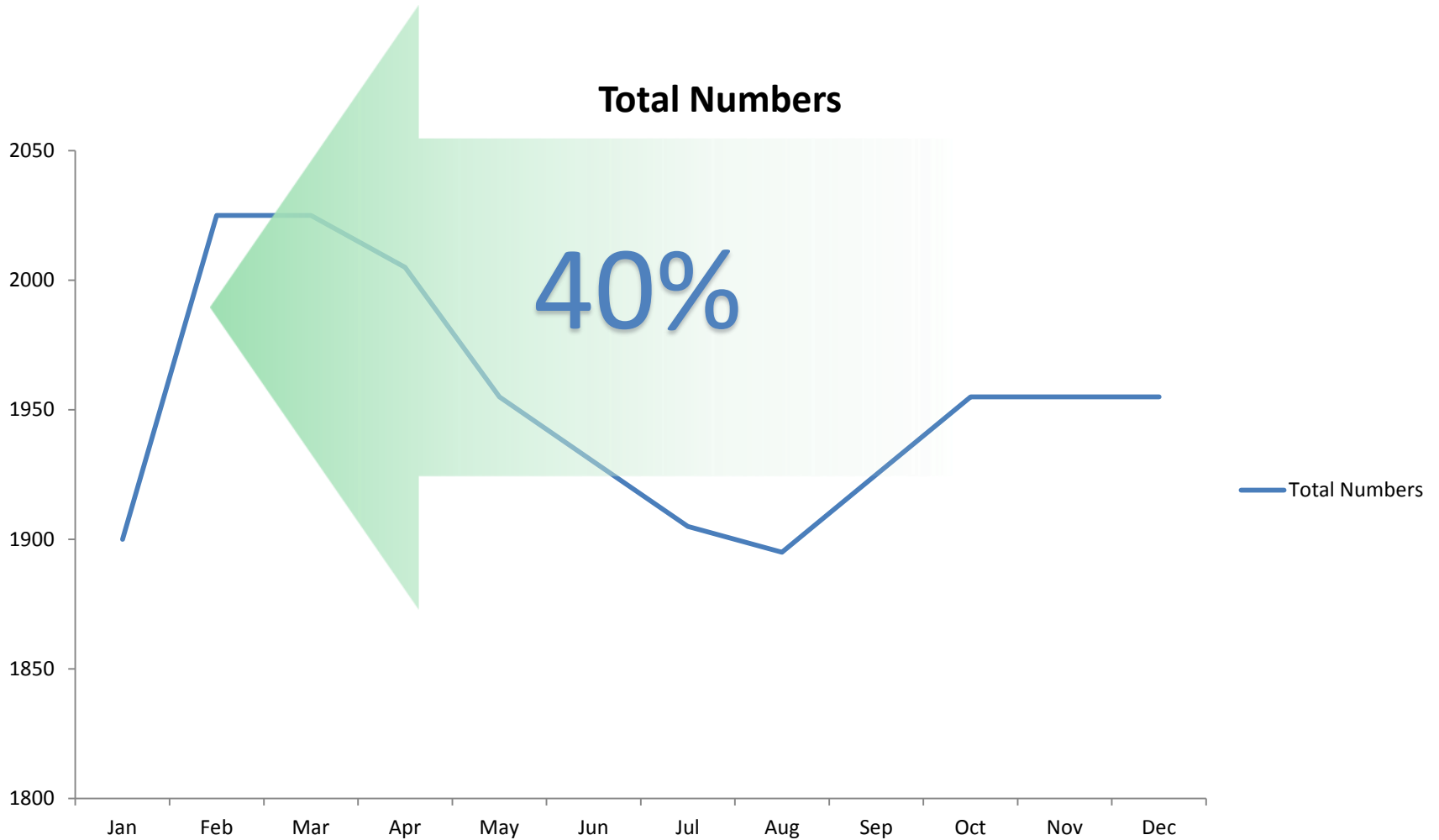
Transforming people's working lives

Agenda

The best ever January Marketing Campaign!

10.00	Arrival & Coffee	--
10.20	Introduction – ‘The all-important January campaign’	CC
10.30	Targeting prospects	WJ
11.00	Benefits of targeted data	CC
11.30	What do you offer?	CC
12.00	Lunch	--
12.30	Making it happen	WJ
13.30	Maximising your team and facilities	CC
14.00	Converting prospects	CC
14.30	Retaining new members	GG
15.00	Wrap up and close	--

Introduction - why Jan?



Why do people come in Jan?



The Best January Membership Campaign Ever!

Ways to target new January members

Will Jones

A bit about me – Will Jones



Introduction

- Who do you normally target to become a new member?



The Process

- Segmentation, Targeting, Positioning
 - *Customer based, not product based approach*



Ways to segment

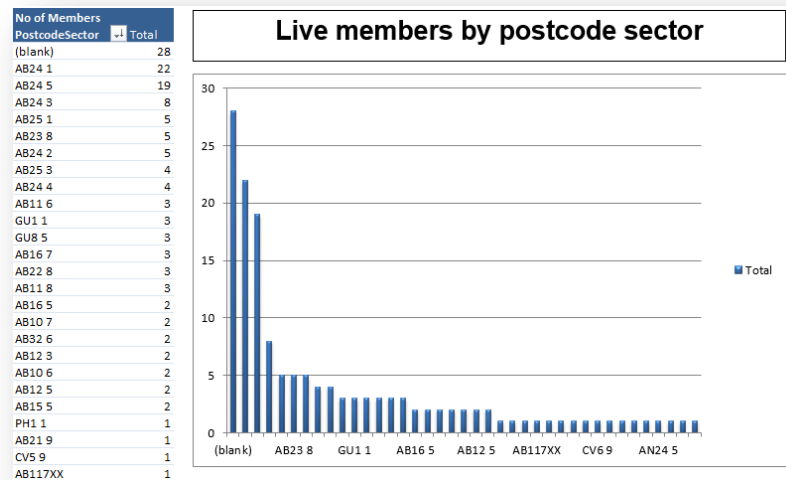


- Geographic
 - *Where a potential new member lives*
- Demographic
 - *A combination of: age, gender, income, education, etc*
- Psychographic
 - *Often called 'lifestyle' segmentation - activities, interests etc*
- Behavioural
 - *Based on customer behaviour towards products – eg new years resolutions*

Geographic Segmentation

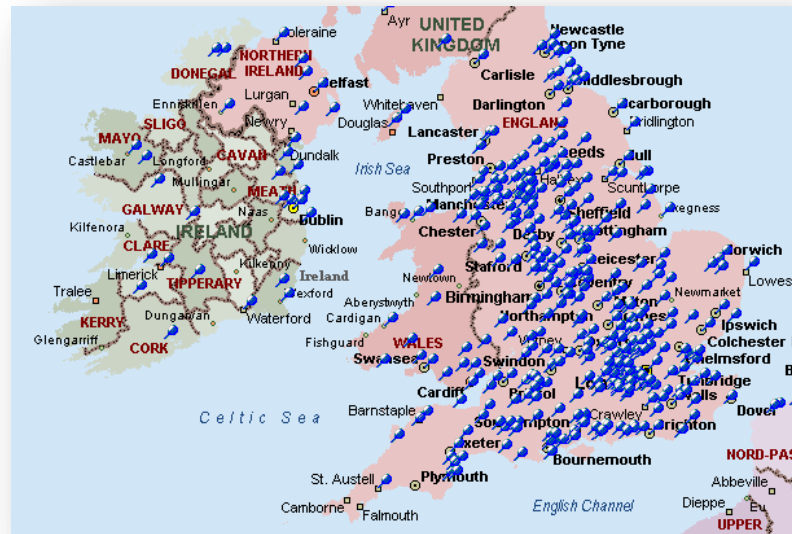


- Use Cascade3d Analytics – postcode sector



Geographic Segmentation

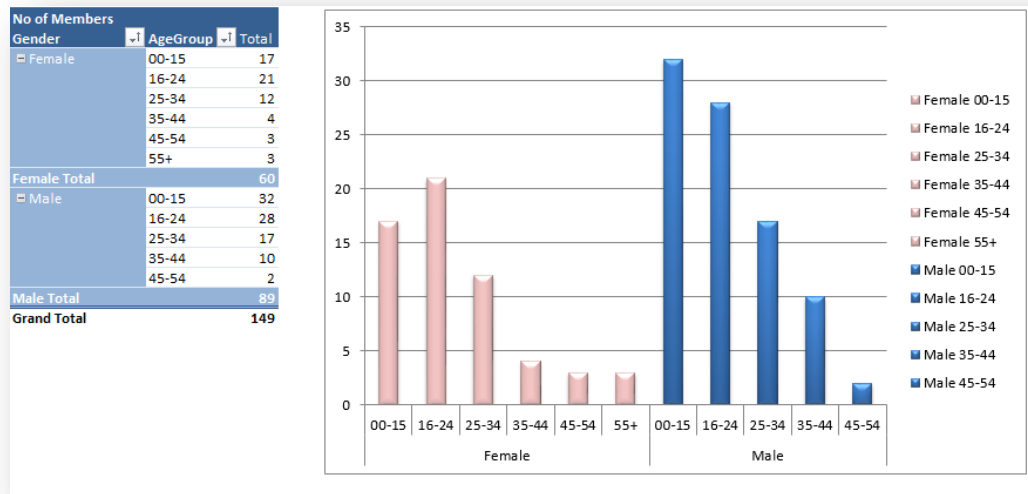
- Use MS Map Point



Demographic Segmentation



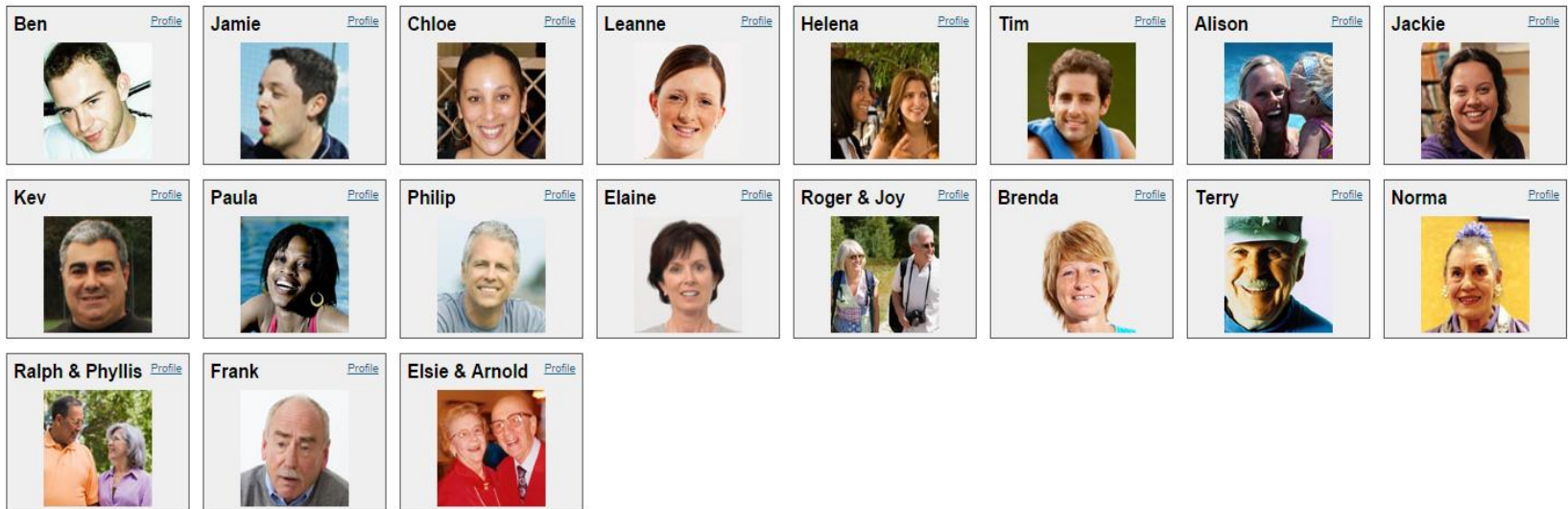
- Use Cascade3d Analytics – Live Members Report



Demographic Segmentation



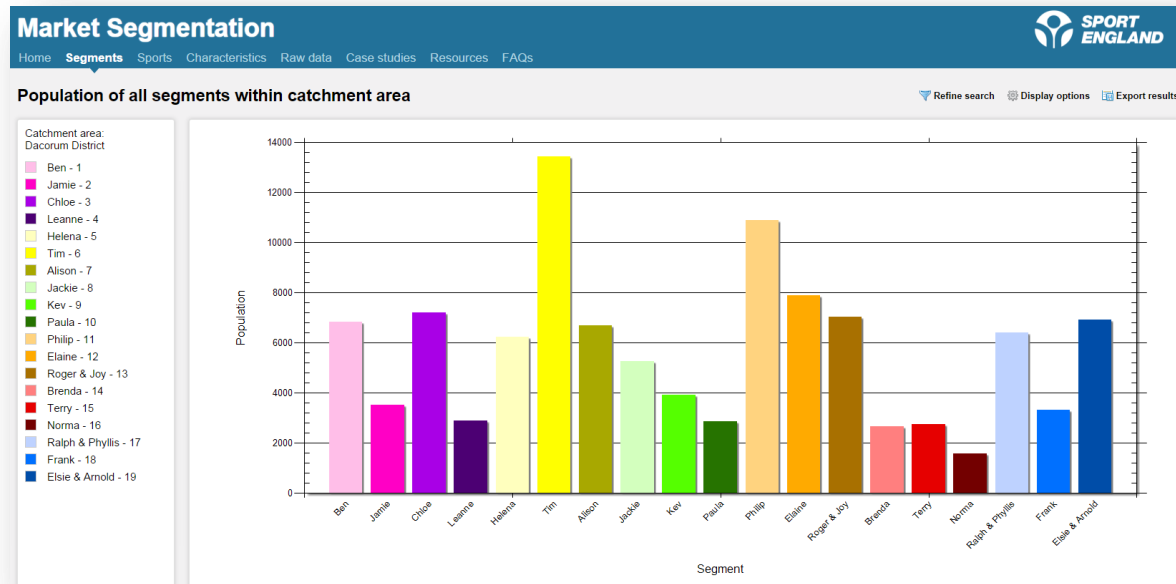
- Use Sport England Segmentation Tool



Demographic Segmentation



- Use Sport England Segmentation Tool



Demographic Segmentation



- Cascade3d Sport England Segmentation Report



Demographic Segmentation



- Cascade3d Sport England Segmentation Report

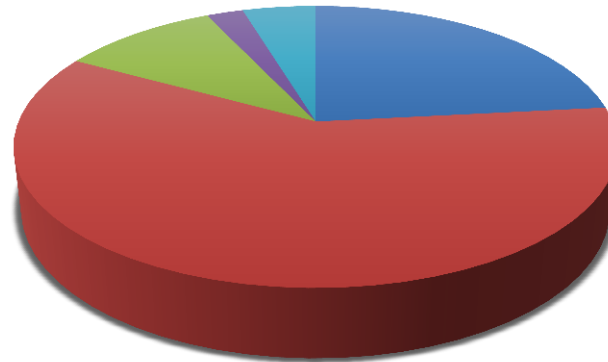
Sport England Segment	Female	Male	Unknown	Grand Total
Tim	0.00%	11.37%	0.05%	11.42%
Chloe	8.43%	0.00%	0.00%	8.43%
Alison	8.41%	0.00%	0.00%	8.41%
Jackie	8.07%	0.00%	0.00%	8.07%
Ben	0.00%	7.61%	0.00%	7.61%

Lifestyle Segmentation



- Use Cascade3d Analytics – Live Members Report

Live Members



■ Fitness ■ Casual ■ Swim ■ Staff ■ Corporate

Lifestyle Segmentation



- Use Cascade3d Analytics – Live Members Report

No of Members			
Membersh	Years	LastVisit	Total
Casual	2014	Sept	1,025
Corporate	2014	Sept	250
Staff	2014	Sept	56
Swim	2014	Sept	798
Grand Total			2,129

Behavioural Segmentation



I'm opening a gym called "RESOLUTIONS."
It will have exercise equipment
for the first month
of the year and
then it will turn
into a bar for
the remaining
eleven months.

A black and white line drawing of a muscular man in a white t-shirt and black shorts, performing a squat with a barbell on his shoulders. The barbell has two large black weights on each end. The man is looking forward with a slight smile.

somee cards
user card

Behavioural Segmentation

- Use Cascade3d Analytics
 - *Cancelled / Expired Members Report*



Count of Members					
OverallStat	StartYear	StartMonth	EndYear	EndMonth	Total
Cancelled	2013	Jan	2013	Apr	65
		Jan		May	23
		Jan		Jun	38
		Jan		Jul	48
		Jan		Aug	62
		Jan		Sep	56
	2014	Jan	2014	Apr	68
Grand Total					360

Targeting - the easy bit

- Geographic Segments
 - *Closest, most affluent, take on the competition?*
- Demographic Segments
 - *Closest match to your facilities, most affluent?*
- Lifestyle Segments
 - *High usage, health conscious, related activities?*
- Behaviour Segments
 - *Long serving ex members, joined during last promotion?*



The Best January Membership Campaign Ever!

Ways to target new January members

Will Jones

Benefits of targeted data



Be careful



Preparing data - what could go wrong?

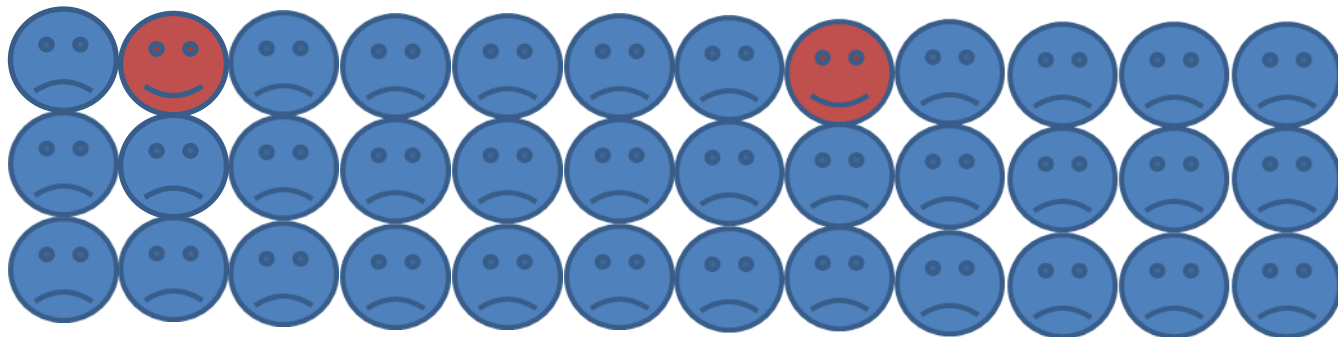


Do you need to do an offer or simply communicate?



Competitor analysis

- *What do your competitors offer?*
- *When do you mystery shop?*



- *Send all new staff to visit other sites and feedback?*
- *Get on prospect lists - they will communicate with you?*

How are you going to communicate this offer?

Email marketing

3.1bn email users

Social sharing buttons increase click through by 158%

(Frost & Sullivan 2010, Slick Text)

SMS marketing

98% of text messages are read

22% of emails

29% of tweets

12% of Facebook posts

(Frost & Sullivan 2010, Slick Text)

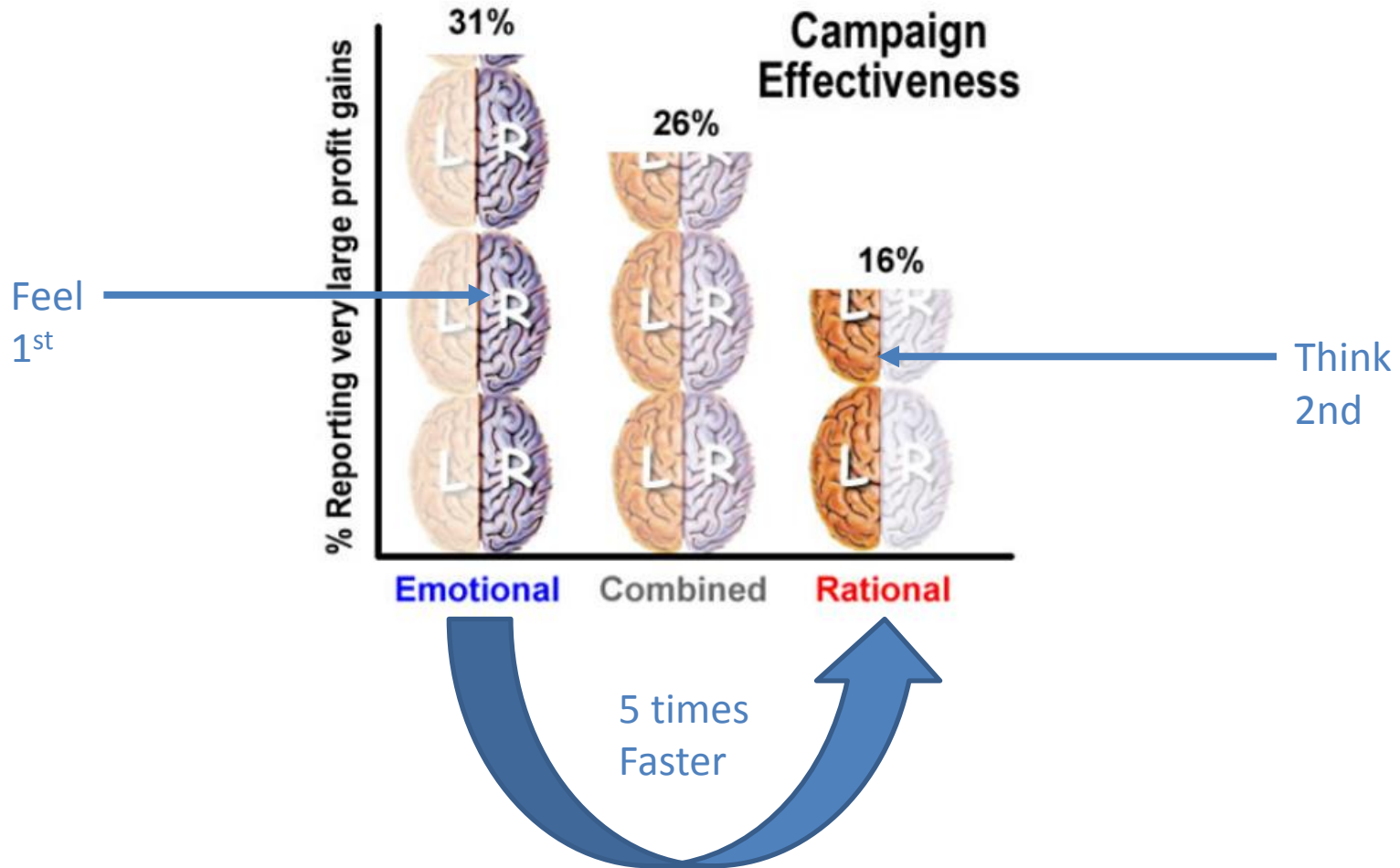
Direct Mail

56% of people welcome mail that gives them useful information

44% of UK adults have acted upon direct mail

(Royal mail march 2013)

What's in the offer



Emotional vs Rational



What else do you need to consider?



Lunch



The Best January Membership Campaign Ever!

Making It Happen!

Will Jones

Introduction

- *Making it happen*
 - *Decide on January target*
 - *Plan campaigns to achieve target*
 - *Deliver campaigns with team*
 - *Monitor and evaluate*
- *There is only one January*
 - *A good January provides the growth for the next 12 months*
 - *A bad January...*



1. Targeted new member campaign

- *Using segmented data approach*
 - *top 5 post code sectors*
 - *top 5 Sport England segments*
- *Cascade3d data file*
 - *Casual members*
 - *Prospective members*
 - *Remove members*
 - *Remove duplicates*



1. Targeted new member campaign

- Communication examples:

- Ben & Chloe

- *should respond well to text*

- Tim & Philip

- *should respond well to email*

- Roger & Joy

- *should respond well to print*



1. Targeted new member campaign

- Add personalisation to communications
- Right offer, right images, right words



2. Ex-member campaign

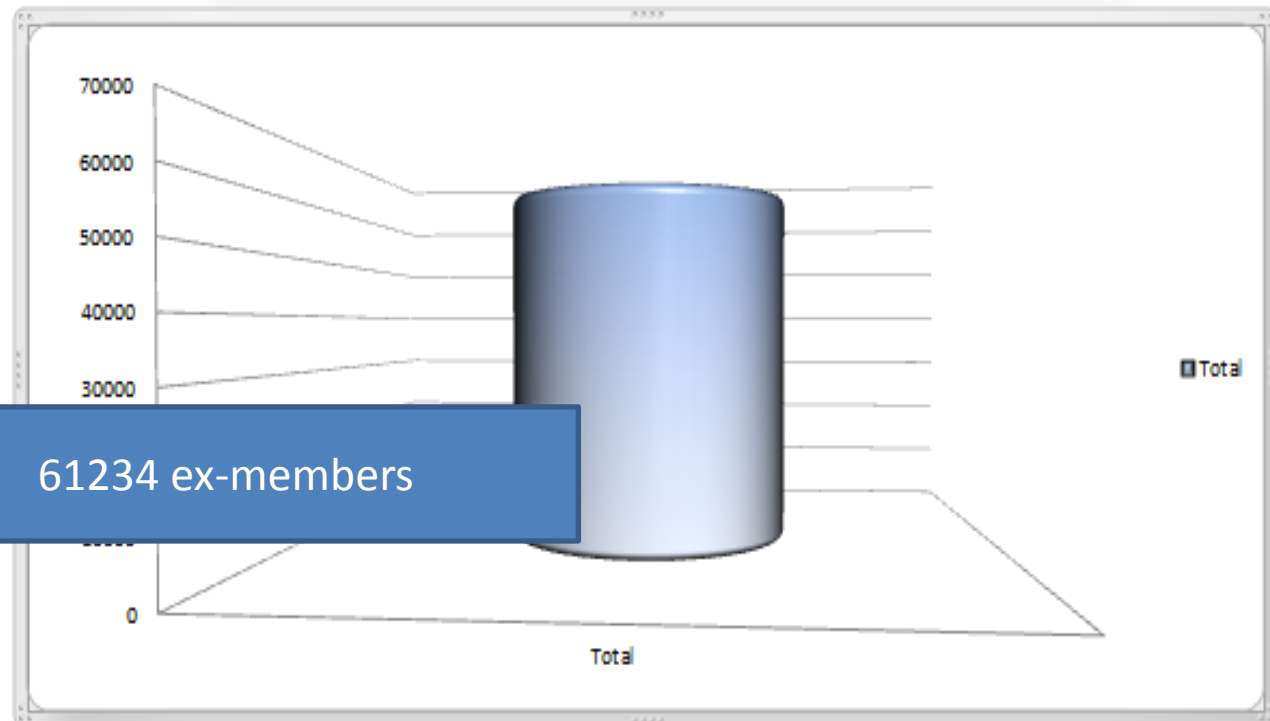
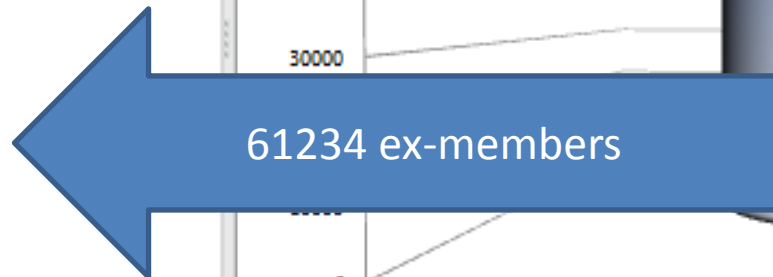
- Start with Cascade3d Analytics
 - *Cancelled / Expired Members Report*



Ex Member Campaign Sep 14

Venue	(All)	▼
MembershipType	(All)	▼
Membership Group	(All)	▼
EndYear	(All)	▼
EndMonth	(All)	▼
Title	(All)	▼
Age	(All)	▼
AgeGroup	(All)	▼
Gender	(All)	▼
MembershipLength	(All)	▼
LastVisit	(All)	▼

No of Memberships	Total
Total	61234



Ex-member campaign GOOD DATA!

Removed children

Certain Membership groups removed, GP ref, offers, etc

Only selected members who stayed for more than 3 months



Ex Member Campaign Sep 14

Venue	(All)
MembershipType	(All)
Membership Group	(All)
EndYear	(All)
EndMonth	(All)
Title	(All)
Age	(All)
LastVisit	(All)
MembershipLength	(All)

No of Memberships	Gender	IT			
AgeGroup	Female	Male	Grand Total		
25-34	5324	4874	10198		
35-44	3658	3152	6810		
45-54	2410	1972	4382		
55+	1702	1446	3148		
Grand Total	13094	11444	24538		



24,538 target customers
Higher return Less Cost

2. Ex-member campaign

- Need to have a good offer to get ex-members back
 - *Better than new member campaign?*
- Prioritisation
 - *Email first*
 - *Then text*
 - *Finally print*
- Be creative and grab attention!



2. Ex-member campaign

[Unsubscribe](#) | [Forward](#) | [View in a browser](#)

 **Still looking for a fitter healthier you?**

We are sorry you are no longer a member at Cascade3d.



Hopefully you are still keeping in shape with some regular exercise which as you know is essential to stay healthy in today's busy world?

If you would like to give us another try at **Cascade3d** we would love to have you back maybe we can tempt you with a special offer.

2. Ex-member campaign



3. Referral campaign

- Principles of referral campaign:
 - Value
 - *value of guest pass*
 - Exclusivity
 - *only for new members*
 - Timeliness
 - *limited offer*



3. Referral campaign

- Offer one – high visit members
- Value
 - *one friend joins = one month free*
- Exclusivity
 - *because you are doing fantastic*
- Timeliness
 - *48 hour offer, start of week 2*




3. Referral campaign


- Offer two – low visit members
- Value
 - *free pass for a friend worth £20*
- Exclusivity
 - *because you are new and we care*
- Timeliness
 - *48 hour offer, start of week 2*



3. Referral campaign

Unsubscribe | Forward | View in a browser

 **Congratulations!**



You've completed your first month as a member of **Cascade3d**. It's great to see that you are making the most of your membership by visiting us regularly.

Bring a friend

Research has shown that working out with a friend is not only lots of fun, it can really help you to achieve your fitness goals. So, why not bring a friend with you next time? We've attached a guest pass for you to use. It couldn't be easier, just print out the pass and bring both the pass and your friend along next time you work out. The guest pass is valid for 30 days.

If you have any queries, want to make a booking or you have any feedback about **Cascade3d**, then just give us a call on **0844 736 5227**

With best wishes

Your friendly team at **Cascade3d**

Guest Pass

Free entry for a friend to 1 x gym, swimming or group exercise class at **Cascade3d**. Session must be pre booked by calling the fitness team on **0844 736 5227**.

4. Casual Upgrade Campaign

- Use Cascade3d Analytics to identify
 - *High visit casual members*
 - *Select home post code*
 - *Select age group*
- High visit rate may drop off
 - *Communicate when rate is high*
 - *Don't loose to competition*

No of Members			
Membersh	Years	LastVisit	Total
Casual	2014	Sept	1,025
Corporate	2014	Sept	250
Staff	2014	Sept	56
Swim	2014	Sept	798
Grand Total			2,129

5. Swim School Promotion

- Another healthy New Years resolution
 - *Run alongside gym membership promotion*
 - *Cross sell to family members*
- New Swim School Members
 - *Targeted Marketing Campaign*
 - *Ex-Swim School Member Campaign*
 - *Referral Campaign*
 - *Casual Upgrade Campaign*



5. Swim School Promotion

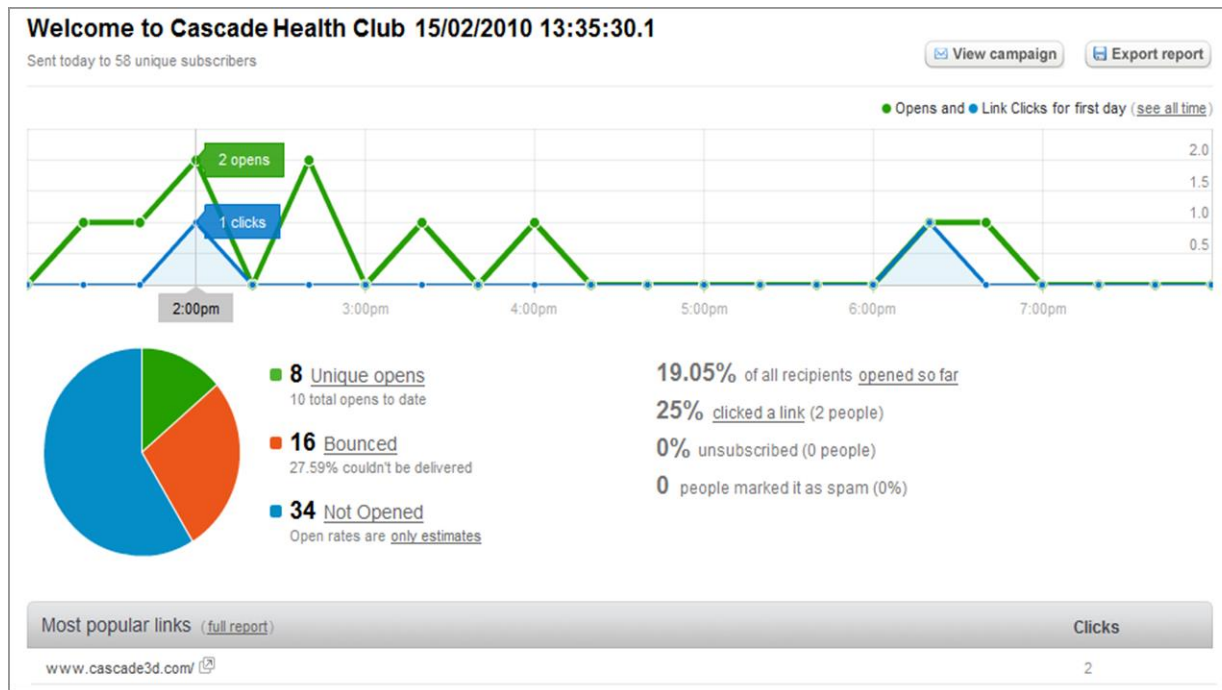


Monitoring and reporting

- Regular reporting
 - *Track targets*
 - *Respond to performance*
- Return on marketing investment
 - *Measure success*
- Perfect campaigns for next time
 - *Highest impact vs budget*
- Improve data capture
 - *Bounced emails etc*



Monitoring and reporting



Thank you...

- Any questions?

The Best January Membership Campaign Ever!

Making It Happen!

Will Jones

Getting the team ready!



First impressions



How do you speak to your customers?



What refresher training is needed for fitness?



What refresher training is needed for front of house?



Is this launched to all?



Full gym membership only £X.XX* per month.

Well, we don't want you to strain yourself.



Membership includes: A pool. Free fluffy towels. Free classes. Staff that actually talk to you.

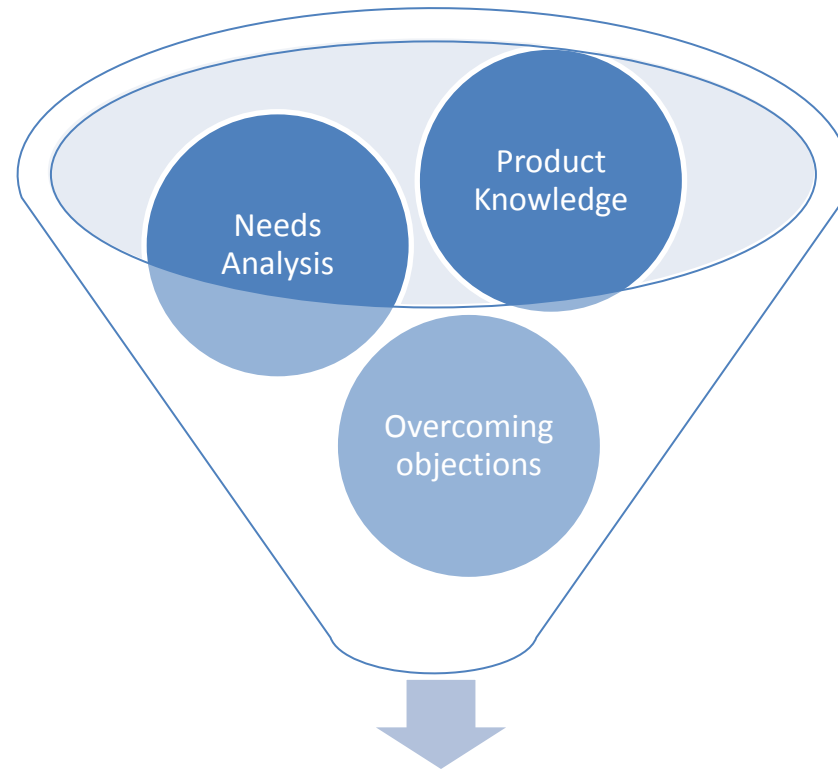
Claudia, Fitness Manager, London.

Our people are lovely, they say things like 'hello'.
 Claudia here also says things like... 'Just one more crunch!' And... 'Yes you can!'
 That's because Claudia's a Fitness Manager. You'll meet someone like her as soon as you join. It's her job to create the perfect exercise plan to help you achieve your goal.
 Before you know it, she'll have you jogging on the treadmill, lifting weights, throwing punches in a class or splashing about in the pool.
 And she'll give you a gentle push in the right direction when you need one.
 'We'll get there together'. Too right we will. But first you need to give yourself a push and join up.

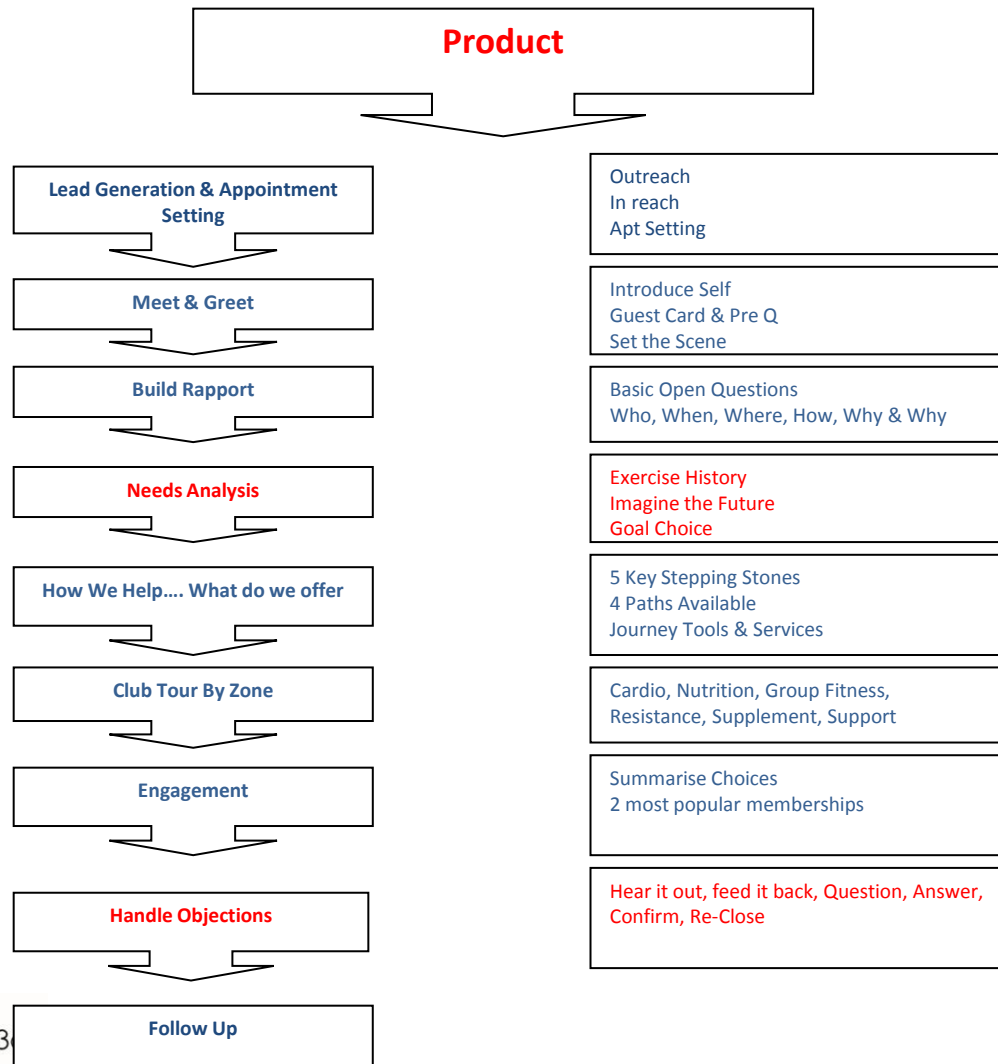
Use the map on the back page to find us, give us a ring or visit laffitness.co.uk

*Terms and conditions apply. Offer based on 12 month club-pass membership paid monthly via Direct Debit. Start-up fee applicable on all memberships. Subject to availability. Offer only available in selected clubs. Offer available until 31st October 2016. Images for illustrative purposes only. Offer excludes any paid for activities, or drinks and accessories.

Concentrating on conversion



Sales strategy



Product knowledge

- *Were do we start?*
- *How to test your staff?*
- *Ask them what % they would give themselves on product knowledge?*

Simply ask 10 questions

Questions	Answers	Mark
1.How Many classes do you have on the timetable by type?		
2.How many classes by amount?		
3.How long is your pool?		
4.How many Swim programme cards do you have?		
5.What temperature is yours steam / sauna?		
6.How long does a Initial induction last for?		
7.How many Swim courses do you offer children?		
8.How many types of CV kit do you have?		
9.What resistance do you dumbbells go to?		
10.How many pieces of resistance kit do you have?		
	% Prediction	
	% Correct	
	Variance %	
Is there a need to train		

Breakdown product training



Features and benefits

Features and benefits		
Area	Features	Benefits
Car park	<ol style="list-style-type: none"> 1. Number of car park spaces; Disabled spaces 	<ol style="list-style-type: none"> 1. Secluded, safe, close to the club, easily accessible
Reception	<ol style="list-style-type: none"> 1. As you enter the club, friendly receptionist available at all times 2. Safe barrier so member only 	<ol style="list-style-type: none"> 1. Point of contact at all times 2. Quick swipe at barriers so no waiting
Café Bar	<ol style="list-style-type: none"> 1. Good menus 2. Theme nights 3. Special nights (football etc.) 	<ol style="list-style-type: none"> 1. Health food energy drinks 2. Good for social events
Pool	<ol style="list-style-type: none"> 1. Aqua classes 2. Comfortable air temperature 3. Warm water 4. Laned off 5. Zoggs 6. Underwater lighting 7. Swim lessons 8. Viewing gallery 9. Relaxation area 10. Over shoes 	<ol style="list-style-type: none"> 1. Varied types of exercise prevents boredom 2. Not too cold for elderly / children 3. Good for joints / comfortable when first get in 4. Prevents having to dodge people when swimming, stops children getting in the way 5. Allows progression in the pool, gets you to do something different, prevents boredom 6. Nice ambiance, helps us to check with cleanliness 7. To teach children and adults how to swim and/or improve technique 8. See children on lessons, see if busy 9. Stress relief warm environment 10. Our aim is to keep clean
Steam	<ol style="list-style-type: none"> 1. Number of people it can fit in it 2. Ambient lighting 3. General benefits 	<ol style="list-style-type: none"> 1. No problem getting in to relax 2. Relaxing atmosphere 3. Hydrates the skin 4. Boosts the immune system 5. Relieves discomfort from asthma, allergies and arthritis 6. Relieves stress and relaxes muscles 7. Relieves throat irritation by moistening the air 8. Loosens mucus in the throat and lungs 9. High humidity
Sauna	<ol style="list-style-type: none"> 1. Number of people who can fit into it 2. Ambient lighting 3. General Benefits 	<ol style="list-style-type: none"> 1. No problems getting in to relax 2. Relaxing atmosphere 3. Improved circulation 4. Eliminate toxins from the body 5. Soothes and relaxes muscles 6. Good to relax 7. Low humidity

Identify class benefits

Body combat	Non-contact, martial arts based fitness program, moves based from tae kwon do, kung fu, kickboxing, karate and tai chi.	<ul style="list-style-type: none"> • Improve heart and lung function (reduces the risk of CHD) • Tones and shapes key muscle groups • Helps burn calories • Improves co-ordination and agility • Improves bone density • Improves posture and core stability
Body balance	Includes yoga, tai chi and Pilates moves, easily choreographed to calm stress free music. To improve your physical and mental wellbeing.	<ul style="list-style-type: none"> • Improve flexibility and range of movement • Increases core strength • Improve cardio-vascular function • Burn calories • Reduce stress levels • Focus your mind and body's consciousness using controlled breathing
Body attack	Simple, high intensity exercise to music, which is fully optioned to cater for all fitness levels. It covers sports training moves for CV fitness along with upper body conditioning exercises.	<ul style="list-style-type: none"> • Burn calories • Tone and shape • Raise overall fitness and stamina to help other sports. (tennis, netball, football etc.) • Improve co-ordination and agility • Improve core stability • Improve bone density • Lower resting heart rate
Aerobics	Using large muscle groups along to music. Simple choreography that will involve high and low intensity moves.	<ul style="list-style-type: none"> • Control of body fat • Increase resistance to fatigue and extra energy • Tone muscles to increase lean body mass • Decrease tension and aid sleeping • Increase stamina
Core conditioning	Conditions the many muscles that stabilise the spine, pelvis and shoulder girdle. These muscles help control movements, shifts in body weight and changes of direction.	<ul style="list-style-type: none"> • Improves posture • Increase in muscle mass • Increase in metabolism • Reduces back pain • Improves performance of daily tasks • Improve sports performance
La spin	Takes place on a stationary bike, as you pedal motivational music is played as the instructor talks you through a visualisation as if being outdoors e.g. "you are going up a hill now, you can see the top". During the class the pace varies and the resistance also varies but you control the levels that you work at.	<ul style="list-style-type: none"> • Burns calories (450 per 45 min) • Improve heart function • Tones the muscles of the legs and core muscles • Don't need a lot of co-ordination • You control the pace and resistance so always at your level.
Pilates	Formed by Joseph Pilates in the 1920's to rehabilitate prisoners of war. It is a conditioning for the whole body, which can be done in a relatively small space (mat). It involves isolation exercises for each muscle group.	<ul style="list-style-type: none"> • Stronger core • Safe and effective for all ages and fitness levels • Good to prevent injuries • Enhance circulatory and respiratory function • Can help manage arthritic pain • Can reduce muscle and tendon soreness • Helps spine alignment and posture
Yoga	<p>Yoga has a philosophical and spiritual focus, although yoga appears to be just a series of stretches, it's actually a holistic practice steeped in ancient Indian culture that unites the mind, body and spirit through exercise, breath and meditation.</p> <ul style="list-style-type: none"> • Vjyogax yoga – restorative and slow focused on achieving correct alignment. • Vinyasa yoga – quick and more aerobic focused on more vigorous and fast paced moves. <p>Though styles differ, the formula is the same: Postures increase the body's overall performance and health,</p>	<ul style="list-style-type: none"> • Increases lung capacity (can help with asthma) • Improves muscle tone, strength, and stamina • Can boost metabolism • Increases range of movement • Can prevent injuries from occurring • Can reduce stress • Burns calories

How well do you capture data?



Now you have the data, what next?

Daily	Type of Data	Communication preference		
		Phone	Text	Email
	Confirmation calls	1	2	N/a
	Web leads	1	3	2
	POSR	1	2	3
	Telephone Enquiries from previous evening	1	3	2
Weekly				
	GOM	2	3	1
	In reach	1	2	2
	Out reach	1	3	2
Weekly				
	Tour Non Joiners	2	3	1
	Meeting No Shows	1	3	2
	Follow Up from previous month	3	2	1
Monthly				
	Existing members	3	2	1
	Ex-Members	3	2	1
Bi Annually				
	Ex Member Big Hit	3	2	1
	Existing members	3	2	1
	Internal Referral Campaign	2	3	1

Needs analysis



Probing

What goal do you want to achieve first?

(lose weight)

1. How much weight do you wish to lose?
2. When do you wish to lose it by?
3. What types of exercise do you think will help you to lose weight?
4. What areas of the body do you wish to change?
5. When did you realise that you may need to lose a few pounds?
6. Have you tried to lose weight in the past / how did you get on / why didn't it work / why do they want / need to lose weight?

(better muscle tone)

1. Where do you want to tone up?
2. How long have you wanted to?
3. What have you tried before?
4. Have you tried?
5. What is your ideal body image / icon?
6. Do you want to bulk up for anything in particular?
7. Why do they want to bulk?

(fitness)

1. What do you want to get fit for?
2. Any events coming up?
3. What are your short and long term goals?
4. What have you tried?
5. Would you like to try? ...Kick-start
6. Do you think your fitness levels will affect how fit your children become?

(other answers)

1. Do any celebrities motivate you to change?
2. How do think we will be able to help you achieve your goals?
3. Will the 10 minute workshops be beneficial?
4. What equipment can you see yourself using?
5. How often and when do you plan coming to the gym?
6. Would you like to add years to your life?
7. Are you looking for a healthier lifestyle?
8. How confident are you with your technique?
9. If you had a magic wand, what would you like to change?
10. Will nutritional advice be of any help to you?
11. Are you ready to start today / now?

How to make it stick

MSA Monthly sales assessment - Sales presentation & tour

Cascade^{3d}

Club: _____ MSA: _____
Date: _____ Club Manager: _____

Category	Target	Result	Comments
Page 1: MSA sent and given			
1. Was the greeting warm and friendly and were you given a guest card to complete as well as encouraged to complete all details?	2	2	
2. Was their attire smart & professional and wearing a name badge?	1	1	
3. Did the MSA introduce themselves first and ask your name & did they shake your hand?	1	1	
4. Did the MSA set the scene, telling you what was going to happen during the meeting?	2	2	
5. Did the Club Manager or Deputy Club Manager greet you before the MSA?	1	1	
Your problem/s were:	0	0	
Page 2 & 3: MSA explains and shows you path			
6. Did the MSA take you to the room, did they build up a good rapport? (ask questions about yourself, find something in common?)	2	2	
7. Was your path clear and fully completed?	2	2	
8. Did the MSA answer the MSA's own questions before wanting to ask?	1	1	
9. Did the MSA try to engage on any of your answers and learn more about your personal motivation to join the club?	2	2	
10. Did the MSA show you the coming days timetable, pointing for you to finish, except things you said and were interested?	1	1	
11. Did the MSA make notes throughout on the chosen path term?	2	2	
12. Did the MSA find out your service history, future wishes, and identify guests?	4	3	
Your problem/s were:	0	0	
Page 4 & 5: Kickstart overview			
13. Did the MSA explain Kickstart referring to how this could help you?	2	2	
14. Did the MSA explain Kickstart referring to new member paths and dates?	2	2	
15. Did the MSA explain Kickstart referring to tools & services available?	2	2	
16. Did the MSA ask you which path you would like to know more about?	1	1	
17. Did the MSA ask you which Kickstart services / gardens and areas of the club you might be interested in?	1	1	
18. Was it clear to you the benefits of Kickstart in making you reach your goal?	1	1	
19. Did the MSA display a detailed knowledge of Kickstart and the new member paths?	2	2	
Your problem/s were:	0	0	
Page 6: Club overview			
20. Did the MSA complete a club tour specific to your needs?	2	2	
21. Was the club tour based around things you had expressed interest in and was personal to you?	2	2	
22. Did the MSA use handouts, benefits, a detailed equipment and facilities list?	2	2	
23. Did the MSA encourage you to try any elements of the club (put you on equipment, feel pool temp, listen to music, etc) or package your answer?	2	2	
24. Were you introduced to at least one other member of the Club Team on the tour?	2	2	
25. Did the MSA mention the Kickstart service available, asking when during the tour?	2	2	
26. Did the MSA attempt at least 2 trial closes throughout the tour?	2	1	
27. Did the MSA ask to sign from the membership card and prove have you got any other questions?	1	1	



Sales assessments

MSA Monthly sales assessment - Sales presentation & tour



Club:

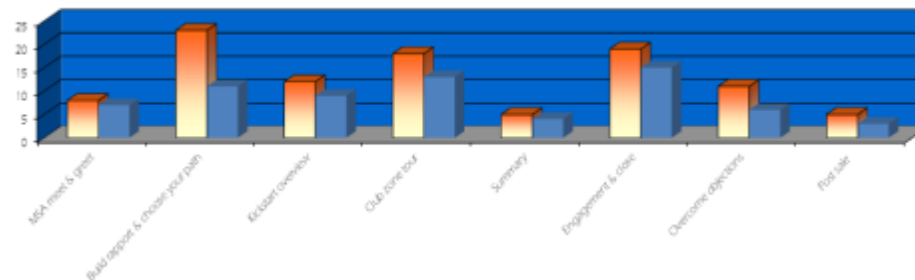
Date:

MSA:

Club Manager:

Question	Target	Actual	Comments
Stage 1: MSA meet and greet			
1 Was the greeting warm and friendly and were you given a guest card to complete as well as encouraged to complete all details?	2	1	
2 Was their attire smart & professional and wearing a name badge?	1	1	
3 Did the MSA introduce themselves first and use your name & did they shake your hand?	1	1	
4 Did the MSA set the scene, telling you what was going to happen during the meeting?	3	3	
5 Did the Club Manager or Deputy Club Manager greet you before the MSA?	1	1	
Total possible marks	8	7	
Stage 2 & 3: Build rapport and choose your path			
6 Did the MSA Make you feel relaxed, did they build up a good rapport? (ask questions about yourself, find something in common?)	3	2	
7 Was choose your path form used and fully completed?	5	1	
8 Was it obvious the MSA knew the questions he/she wanted to ask?	3	2	
9 Did the MSA try to expand on any of your answers and learn more about your personal motivation to join the club?	3	1	
10 Did the MSA show quality listening skills (nodding, pausing for you to finish, repeat things you said) and seem interested?	2	1	
11 Did the MSA make notes throughout on the choose your path form?	3	2	
12 Did the MSA find out your exercise history, future vision, and specific goals?	4	2	
Total possible marks	23	11	
Stage 4 & 5: Kickstart overview			
13 Did the MSA explain Kickstart referring to how this could help you?	2	2	
14 Did the MSA explain KickStart referring to new member paths available?	2	2	
15 Did the MSA explain KickStart referring to tools & services available?	2	1	
16 Did the MSA ask you which pathway you would like to know more about?	1	1	
17 Did the MSA ask you which Kickstart services / options and areas of the club you might be interested in?	1	1	
18 Was it clear to you the benefits of Kickstart in helping you reach your goals?	1	1	
19 Did the MSA display a detailed knowledge of Kickstart and the new member paths?	3	1	
Total possible marks	12	9	
Stage 6: Club zone tour			
20 Did the MSA complete a club tour specific to your needs?	2	1	
21 Was the zone tour based around things you had expressed interest in and was personal to you?	2	1	
22 Did the MSA use features / benefits in describing equipment and facilities to you?	2	1	
23 Did the MSA encourage you to 'try' any elements of the club (put you on equipment, feel pool temp, listen to music, etc) or engage your senses?	2	2	
24 Were you introduced to at least one other member of the Club Team on the tour?	3	2	
25 Did the MSA promote the Kickstart services available, adding value, during the tour?	2	2	
26 Did the MSA attempt at least 2 trial closes throughout the tour?	2	1	

Sales Tour % Score



Observational checklists

Sales observational checklist

Shift _____ Date _____ Staff name _____

Section 1 - Are you ready for work?

Uniform neat and clean, name badge on personal hygiene not overpowering.	
All task from previous day completed. DAPS, KPI tracker, figures rung through sales diary left with reception.	
Ready to work on time for shift, computer on and system up and running.	
Request for manager to set you up and have all information ready for the meeting: choose your paths from tour no joiners and go through daily set up sheet and bring completed DAPS, decide upon who you will be calling today.	
Ensure that adequate stock are available for the shift: membership agreements paper, choose your path, induction folders, pdg roll, induction bags, membership cards etc.	
Area is kept clean and any incomplete work is placed into the correct tray so it can be processed or found.	

+ Section 2 - Calls

Relevant telephone techniques are being used: tone, pace, active listening, passive listening etc.	
NICNAC being used throughout all calls, and nicnac sheets being completed where requested.	
All appointments are set within the three day cycle to ensure that they come in and that they stay a hot prospect.	
Calls made throughout the day relate to what was agreed on the DAP, and that call blasts happen at three stages of the day.	
After calls are made informative notes are input into the system to improve the flow of follow up calls and meetings.	
Calls only held if we have spoken to the correct person with the aim of making an appointment, messages left etc. to go down as 'not held', to show work rate.	

Section 3 - Tours

CM or shift manager to meet and greet all prospects where possible.	
All information readily available for the tour: induction folder, prices, choose your path leaflet, children's information, aerobics timetable, information and pens.	
The meet and greet is friendly, shake the hand of the prospect and set the scene and offer drink	
Choose your path information recorded fully on the sheet, questions asked to expand on answers to ensure we get to the real need of the person, brief explanation of induction given.	
Induction fully explained on the tour: best path for prospect, Zoggs, 10 minute workshop, clinics, Induction reward, on the spot advice etc.	
Club zone tour takes place with prospects needs deciding how the tour is shaped, introduce to as many members of the team as possible and trial closes take place.	
Before price presentation a summary takes place using the choose your path leaflet. Then price present ensuring 2 options provided, and contract length and start-up fee included, all presented on price presentation sheet.	
Ask for the sale.	
If there was an objection, try to overcome and then re-close.	
If still no, ensure that the CM of Shift manager has the opportunity to do a turnover close.	
All tours are logged correctly on the system to ensure that notes will help the flow of any follow up call or meeting.	

Section 4 - Lead Generation

Lead generation takes place throughout the day as per DAP and sales plan, circle to be used when aiming to generate leads on either in-reach or out-reach.	
Preparation for the following day's lead generation activities as per the sales plan has taken place.	

Section 5 - Close of shift

Confirmation calls take place the night before to ensure that members are still coming in.	
Administration jobs completed: DAP completed for the next day, sales set up sheet completed ready for next shift set up, MSA tracker completed and figures reported to CM, Regional Manager and Regional Sales Manager	
Ensure that all sales for the day are completed on the system and that the daily bible matches what went through the till.	

Summary

Total amount of ticks	
Possible total	
Total % (70% needed to pass)	

Signed employee _____ Signed observer _____

+ Comments from observer

Comments from employee

Standards documents

In-reach referral table (member offers)

- 85% of income comes from sales, so biggest display should be the referral offer for the month - the members may not be aware of what we mean by 'referral' so possibly call it member's offers / discounts.
- Decide if it is best to get members coming into the club or going out, both have pro's and con's but doing both can annoy people.

0= haven't achieved 1 partially achieved 2 fully achieved

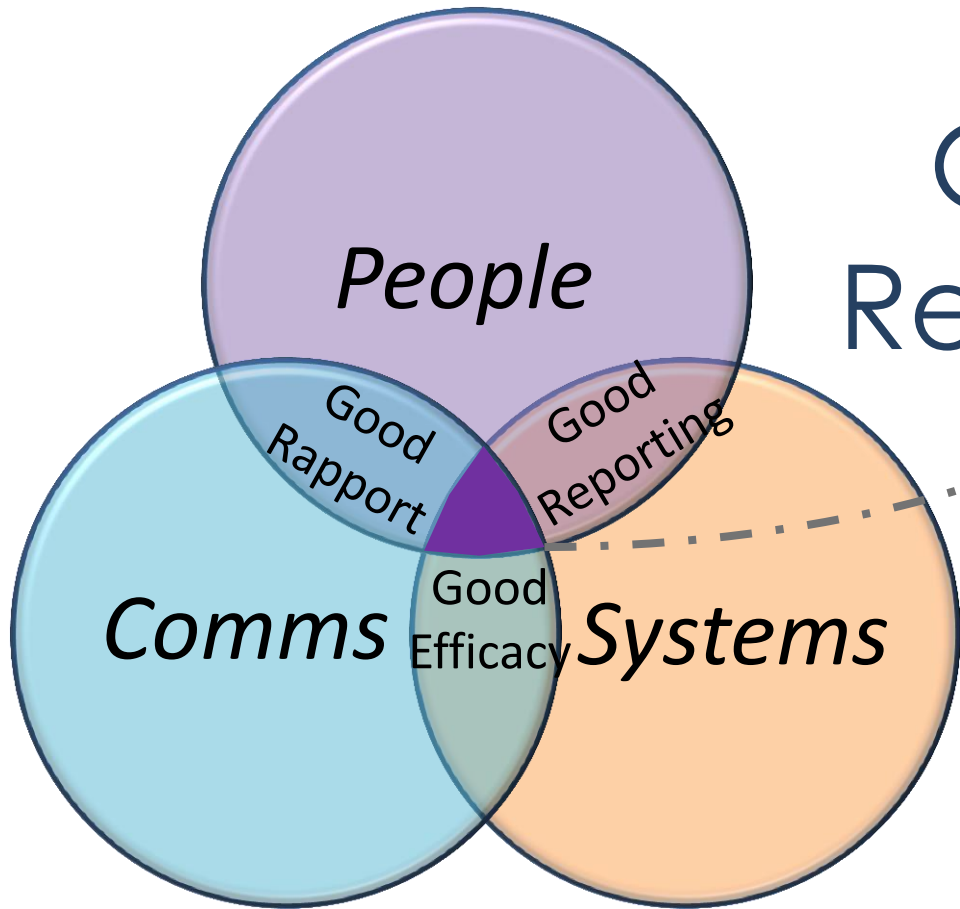
Task / tools	Actions / measures	Achieved
Must be manned throughout the day	This should be visible on the sales plan as to <u>who</u> and when, this needs to be on Dap's / Cop's dependant on who is covering.	
When not manned, members need to be made aware of the procedure to get discounts	Pens need to be available / drop box or alternative way of giving referrals.	
Organisation's branding and colours	Ensure colouring reflects the marketing material for that month.	
Theme to match that week's In-reach promotion	i.e. Halloween lucky dip, pick a firework, pop a balloon, scratch cards, etc.	
Member benefits	Examples of what the member could save, or that a group of people have saved in the past due to this offer. Price transparency what is the total amount saved (30% for you and 10% for each of your friends) 60% multiplied by 6 months... <ul style="list-style-type: none"> • E.g. £40 yield £12 for the member £4 each for friends = £24 x 6 months = £144 • Add amount of people who have saved total 	
Training benefits	Statements to catch the eye, e.g. 70% more likely to get results if you train with a partner.	
Location	To be moved throughout the month, dependant on who our target market is, i.e. classes, bar / lounge area, entrance / exit, gym floor / door, changing room entrance etc.	
Table	Table with cover in organisation's branding/colours, space to write / drop box, freebies etc.	
Decoration	Balloons, theme for the month. Prizes.	
Notice of future events	Open weekends, BTS launches, competitions, challenges etc.	
Freebies to entice	Tasters, protein, chocolate, fruit, ice pops, protein bars, pens, key rings, pedometers, £10 / £12 passes for complimentary day, discounts for our licensee's (10% off hair etc.)	
How to market	Leaflets on reception to all members who swipe, tannoy announcements, presentations before classes, the table itself, club communication system, treadmills (scroll across screen).	

Objections



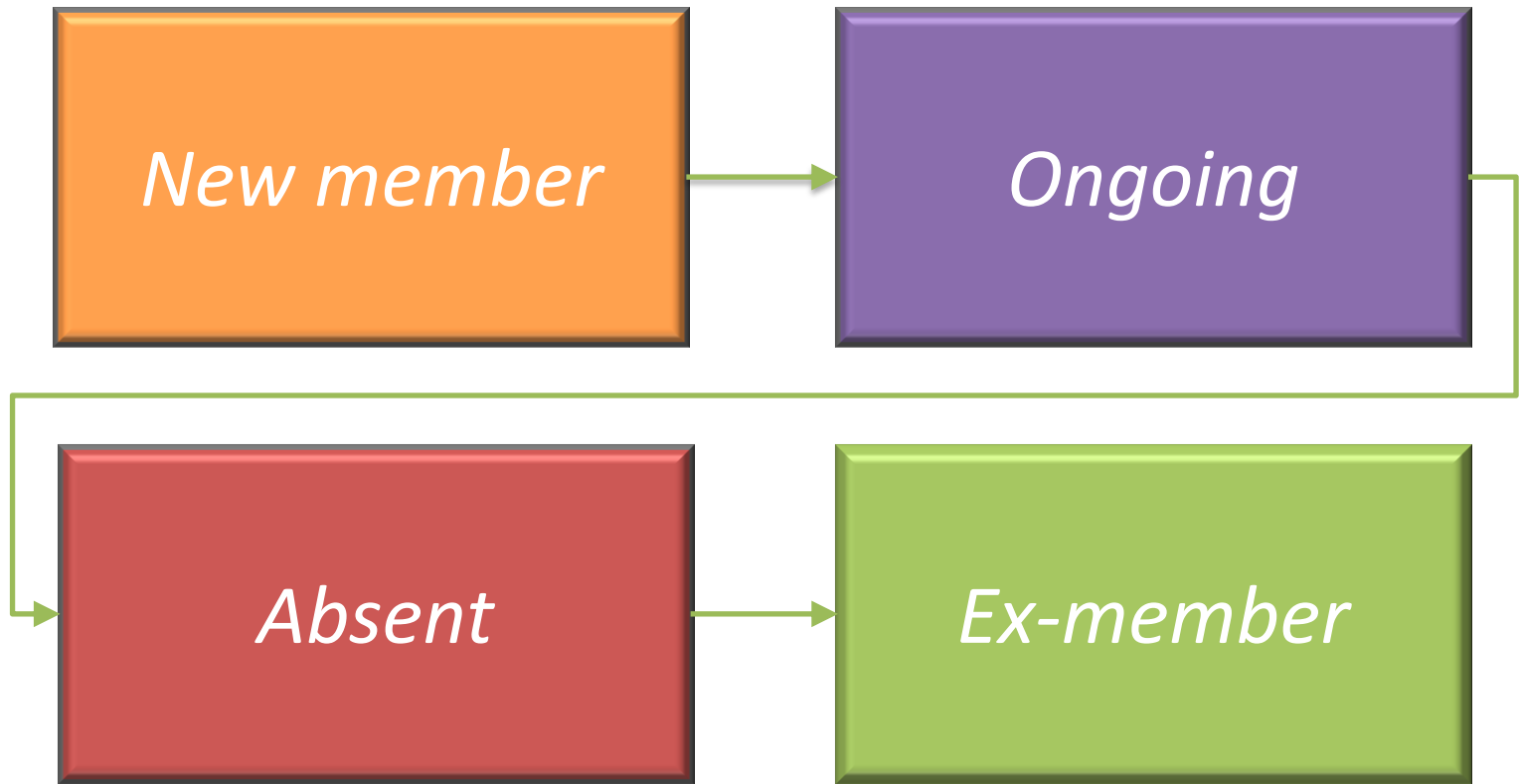
Strategies to keep your
members motivated
and maximise member revenue

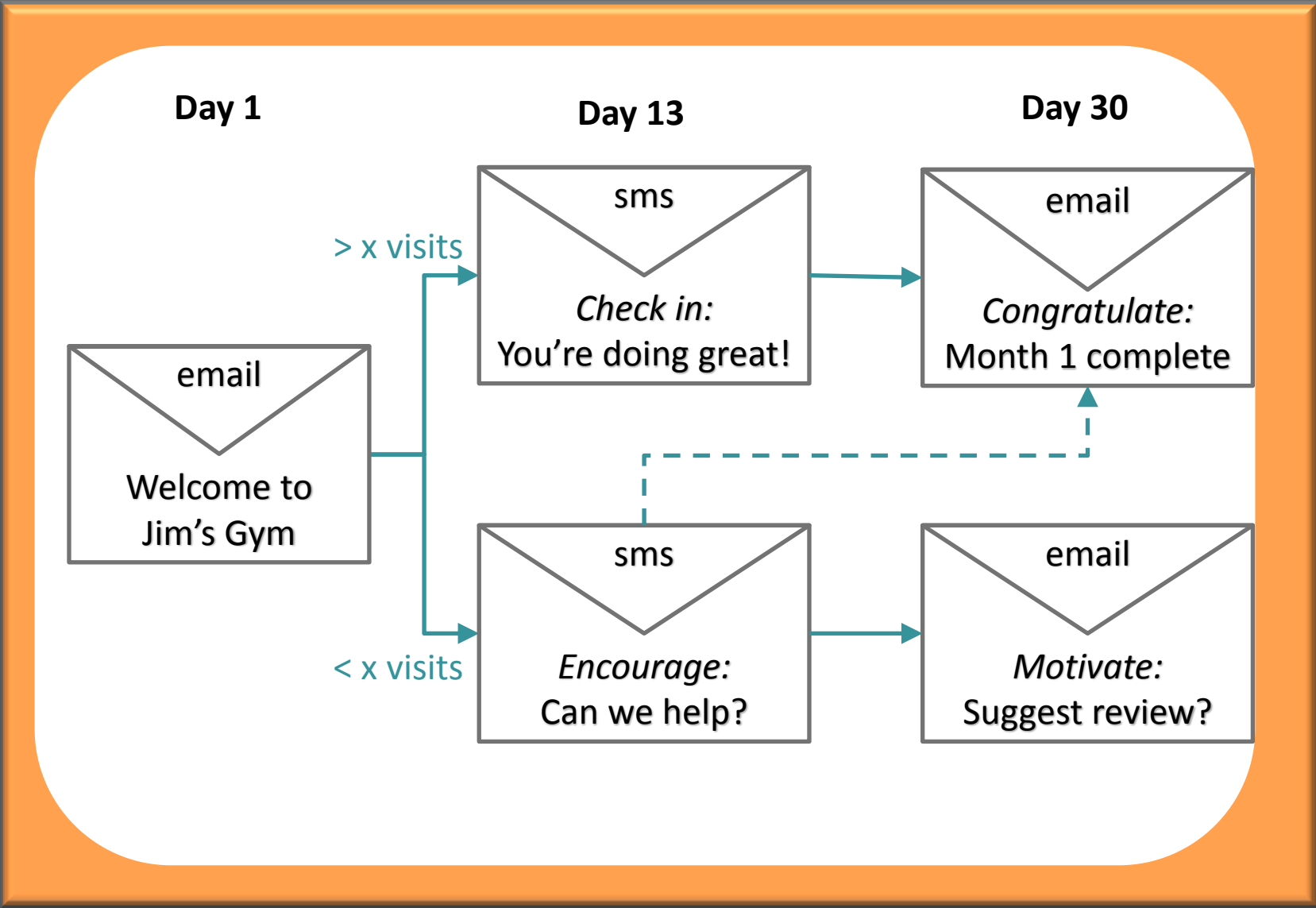
Guy Griffiths



Great Retention

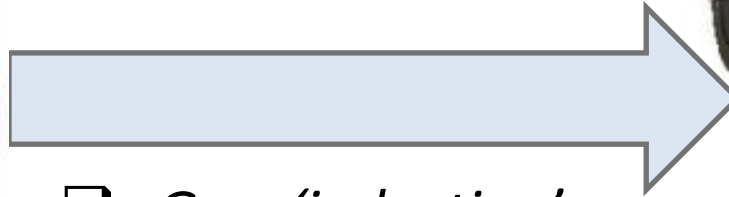




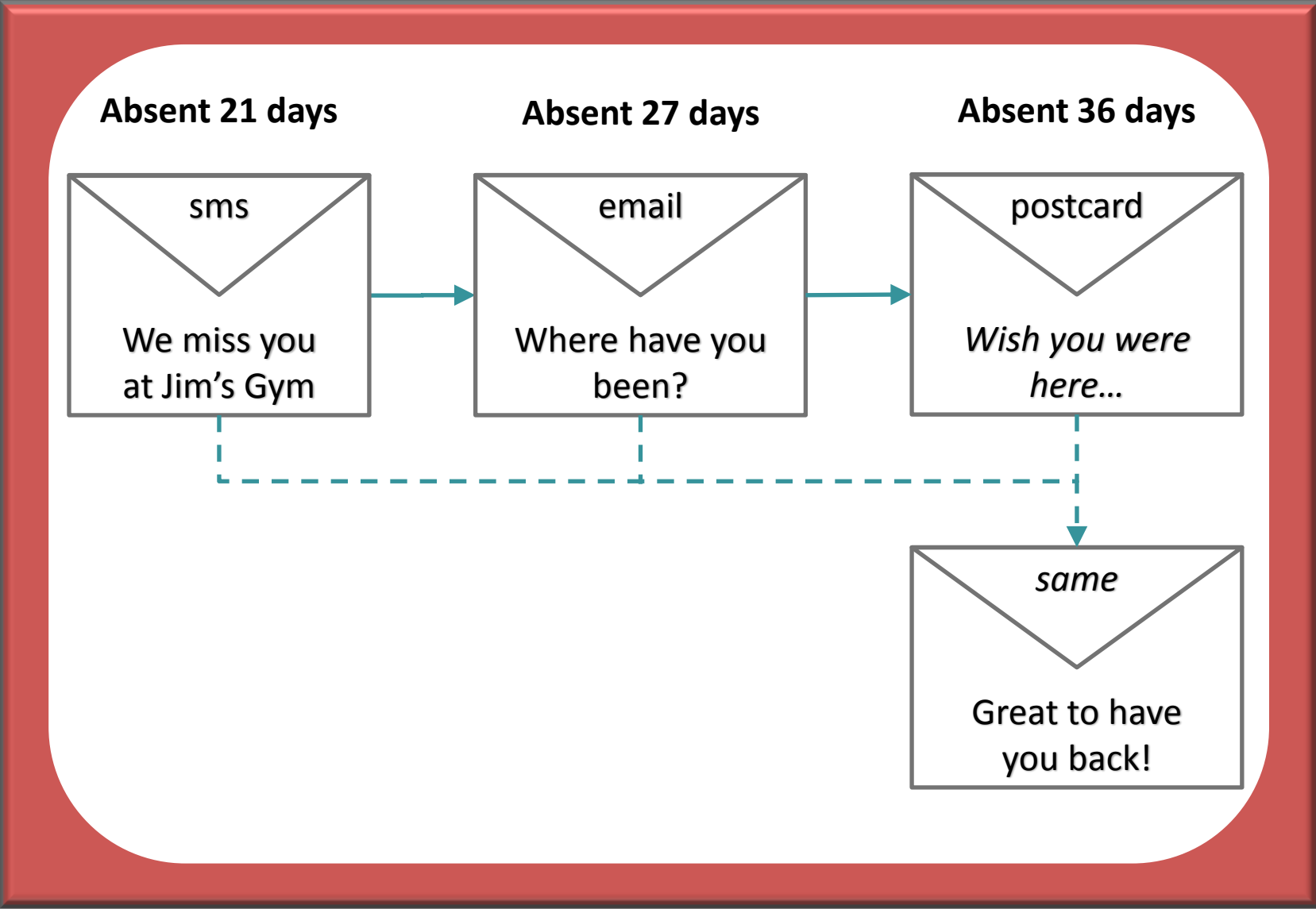


Zero to Hero

First 30 days:



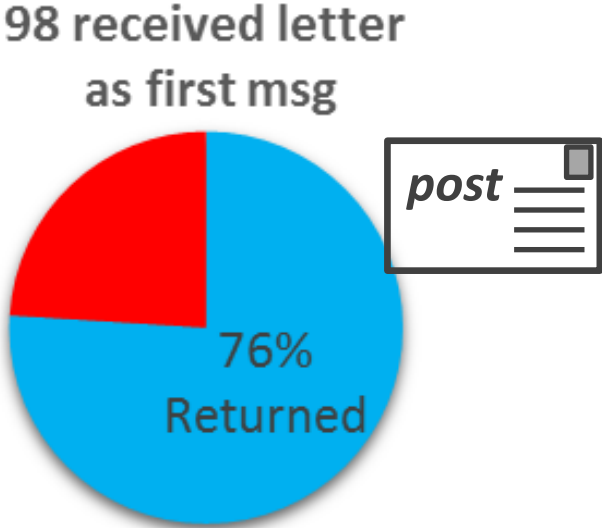
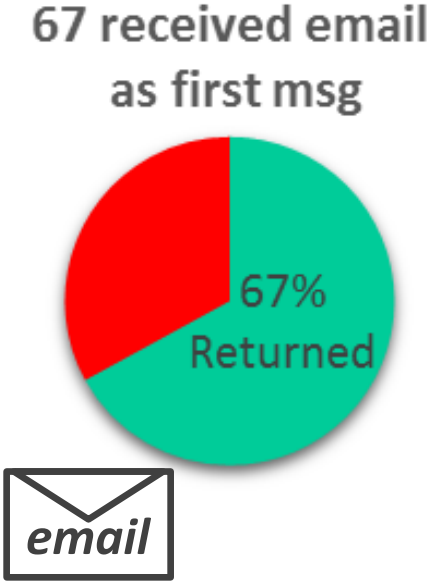
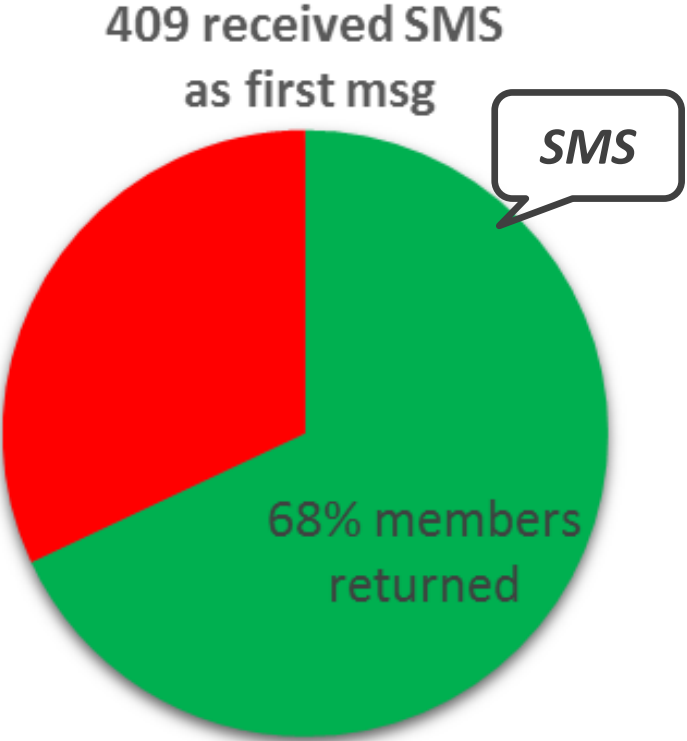
- Gym 'induction'*
- Min 1 visit per week*
- Min 6 visits*
- Attend min 1 class*
- New members survey*
- Follow / check-in*
- Use your guest pass*



Case Study: Return on Messages



Case Study: Messages & Effect



Wish you were here...



www.formbypool.co.uk



Suton Council +

CROW WOOD

We miss you...



Oliver Brown (Director @ Crow Wood)

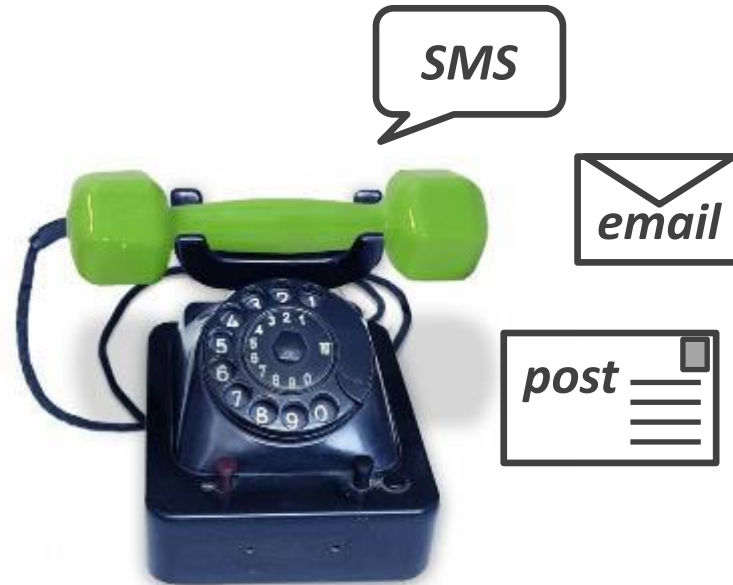
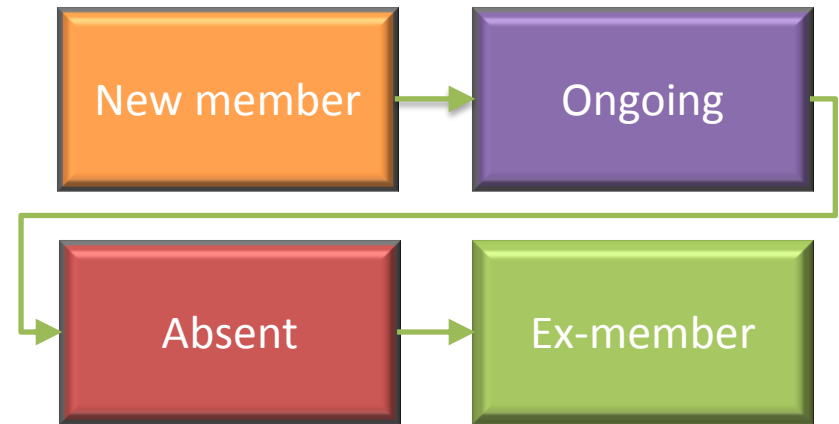
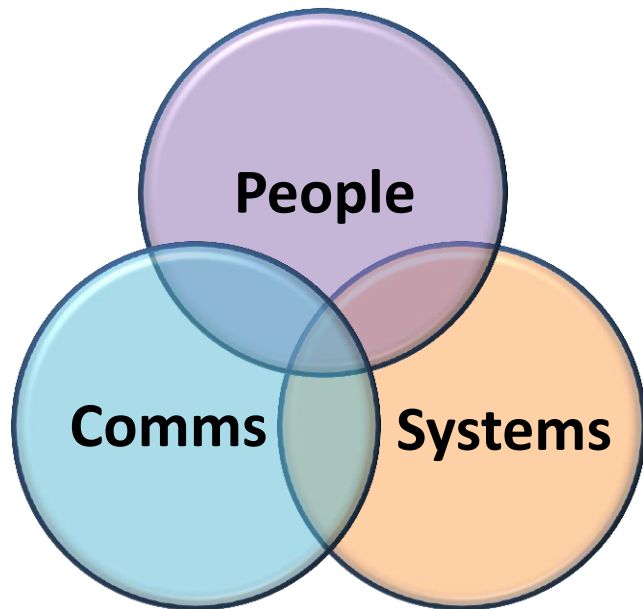
Regular visits ensure members become socialised into the fabric of the club

SAS helps us to ensure all of our members stay active

Also a sales tool to show prospects they'll get extra encouragement



Summary



Do you want to try SAS?

- You need...
 - *Have Cascade3d Communicate installed*
 - *Operate multi-sites*
 - *1,000+ members/site*
 - *Register interest today (available to 5 clients)*
- We're offering...
 - *New & absent comms*
 - *SMS & email sends included (<500/mth/site)*
 - *Postcard print options*
 - *3 months (Oct-Dec 14) for £250 per site {usually £250/month}*

THANK YOU

QUESTIONS?

ggfit.com/downloads

STICK AROUND

strategies to keep your gym
members motivated



Recap from today and where can Cascade3d help!

Targeting prospects	Sport England Segmentation, Reports Training, Direct Marketing Campaign
Benefits of targeted data	As above
What do you offer?	Marketing Planning day
Making it happen	Communicate
Maximising your team and facilities	Customer Care FOH, Improving Interactions (Fitness) Leadership Time & Task Course
Converting prospects	Sales training, Day 1 setting up the tools you need, Day 2 Setting up the course to match your needs Day 3 Delivery of course (with teaching points)
Retaining new members	GG Fit Offer, Improving Interactions

Next actions

- *On Thursday 9th October I will have 30 min booking slots available from 9.30am to 5pm.*
- *What time would you like?*
- *What area can we help you with?*