



## Athlete Referral Process

The Moxy Certified Training Center (CTC) Program includes the referral of athletes looking for a coach or trainer that uses Muscle Oxygen data as part of their training offering. Athletes visiting our website often search for coaches who can help them integrate Oxygen monitoring into their training regimen. As part of the CTC Partner Program, we match interested athletes with the most appropriate center that is currently accepting new clients. As part of the CTC Program we've developed marketing materials that can be co-branded helping you deliver your message to potential clients effectively and professionally. We qualify the prospective ensuring they are a match for you before making the referral, saving you valuable time.

## Benefits of the Program:

- Generate revenue by engaging new local and remote clients when you have openings
- An option to use our templates for Service Offering and CTC Profile Sheets
- Offers your center the advantage of our worldwide marketing of Moxy
- Targets & qualifies athletes that are a good fit for your studio
- Positions your business as a global player

## Training Center Requirements:

- Complete Certification process including reviewing the Muscle Oxygen Physiology Course and Training Integration Guide Course
- Establish proficiency using the Moxy (See Onboarding Process)
- Complete the Service Offering and Studio Profile Sheets
- Access to a compatible software system for supporting remote clients
- Commitment to respond to referrals within 2 business days
- Provide feedback on referrals decision

## Marketing Materials

- Service Offering Sheet. We will work with you to create the Service Offering sheet. This will let potential clients see the various levels and types of training services that you offer. The goal is to allow the client to understand the value that you offer.
- Studio Profile Sheet. We will help you create a Studio profile sheet that will help potential clients get to know you and understand your passion for what you do.
- For both sheets, we have a template to use as a starting point. We will work with you to gather the required information and photographs that are needed. Then our graphics people will put together unique materials for you.
- You can use the materials for your own use online, in social media, or in print.





## Step 1

Fortiori Qualifies the Lead and determines if they are a good fit for you. We will gather personal information about the potential client and learn about their preferences and goals to help us make a good match.



## Step 3

You Email the Potential Client Information About your business.

- An Overview of your Studio
  - Location
  - Trainers and Credentials
  - Number of Clients and Sports
- A Service Sheet (WITHOUT PRICES)
- Commitments Required from your clients
  - E.g. Own a power meter, Own a Moxy, Have a Training Peaks Acct ,etc
  - Number of hours of Training, or number of races.
- Profile of a typical Client
- A request to setup a Phone Call



## Step 5

Fortiori follows up, CTC provides feedback on referrals decision as we are committed to improve the outcomes for our CTC partners.



## Step 2

Fortiori emails the referral to the Trainer Referral Information

- Name, email, phone number
- Sport for which they are seeking training
- Current training system (trainer, self trained)
- Current equipment (bike, Garmin, HR, Power, Moxy, TrainingPeaks)
- Current Performance Level (PRs, podium, FTP,)
- Gender and any preference for coaches gender
- Special Considerations (injury, diet,)
- Goals (PR, podium, bucket list, etc)



## Step 4

You Telephone the Potential Client Discuss their goals and what

- An Overview of your Studio
  - Location
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