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Client: The Edge Fitness Clubs

Need: A lead management software that integrates seamlessly with existing sales solutions

Result: A fully integrated sales process that automatically shares lead information and presents minimal learning curve for staff

The Edge Fitness is a 23 location fitness franchise located throughout the United States that brings a competitive spirit to health and wellness. Edge team members pride themselves on delivering best-in-class service to each and every member and guest, especially during the sales process. The Edge came to Club OS looking for a lead management product which could work in tandem with their existing sales solutions while being easy to learn and use for sales team members.

The Club OS Solution

The existing sales process for The Edge utilized ABC Financial for data storage and Visual Fitness Planner, or VFP, as the pricing presentation tool. The robust integration of Club OS enabled the software to work seamlessly with existing sales solutions, unifying the sales process. Jim Sansone, director of operations, praised the ability of Club OS to integrate into their workflow, “[our sales approach] has to be a three-part process. Club OS is holding the contact



“[Club OS is] employee-friendly. It’s really simple for our sales employees to know what their tasks are each day.”

Jim Sansone, Director of Operations
for The Edge Fitness Clubs

management, VFP is the presentation, and then all the data is being captured within ABC. Those three things happening at the same time can be complex, and this system is working well for us.” Club OS integration automatically facilitates data sharing between solutions, which keeps the sales team focused on what really matters: the club guest.



“[Club OS has] worked very closely and seamlessly with us to be able to alter the solutions when needed and to help us install systems and onboard our team.”

-Jim Sansone, Director of Operations for The Edge Fitness Clubs

Simplified Workflow

After a prospect completes a club tour, Club OS continues to simplify the workload by automatically reminding staff to follow-up on leads based on a club’s chosen cadence: [Club OS is] able to spell their day out right in front of them, every day when they come in for work. They’re used to using it, so there’s a familiarity to it, a simplicity to it. I think it benefits our team,” Sanson explained. Best of all, the intuitive design of the software reduces the learning curve and boosts productivity.

An Ongoing Partnership

The Edge Fitness and Club OS are both growing business which are dedicated to expanding together. The software adapts to the changing needs of The Edge to ensure it remains the best lead management solution for the franchise: “[Club OS has] worked very closely and seamlessly with us to be able to alter the solutions when needed and to help us install systems and onboard our team. It’s been a very good partnership.” Club OS looks forward to continuing to train The Edge’s growing team on the software to ensure the clubs find sustained success.

