SALES & RETENTION HANDBOOK

USING TECHNOLOGY TO WORK SMARTER AT YOUR STUDIO OR WELLNESS BUSINESS

Club OS

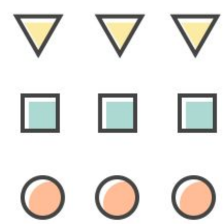
Using Technology to Work Smarter at Your Studio or Wellness Business

The lifeblood of any studio is its membership. Maintaining a robust and engaged member base keeps a fitness business viable long term. Studios simultaneously must have effective pathways for nurturing leads into sales-ready prospects and a mapped out engagement plan to keep members invested in their services. It's a lot of work for a full team, much less a single-owner operation, to keep track of and execute effectively in between daily duties.

That's where a CRM or Customer Relationship Management software comes into play. The right CRM will organize, unify, and simplify the sales and retention process.

Organize: Input and track sales goals; map out prospect-member lifecycle.

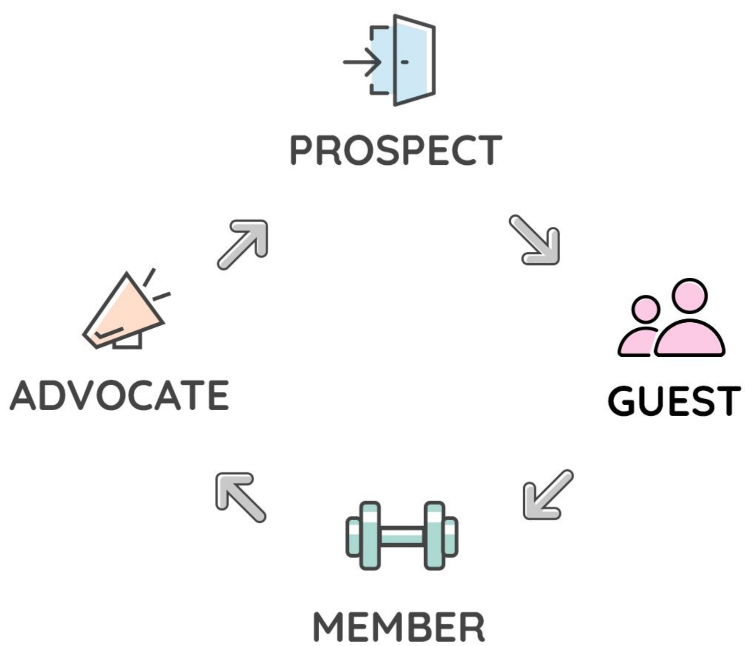
Unify: One sales tool to replace redundant workflows and softwares.



Simplify: Automate touchpoints, eliminate manual data entry, and utilize automatic follow-up schedules.

Prospect-Member Lifecycle

There are four major stages in the prospect-member lifecycle. The first is when a new lead is identified and becomes an official prospect. The second is when a prospect accepts a guest pass or a free class at the studio. The third is when a prospect purchases a package or membership and becomes a member. The fourth is when the member, having experienced the value of the studio's services, becomes an advocate for the business and generates new referrals. These referrals in turn enter stage one as new prospects and the cycle is repeated.



A studio's software should be utilized at each step to maximize the sales and retention opportunities.

Stage One: Prospect

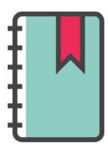
The prospect-member lifecycle begins each time a new prospect is identified. However, not all prospect are created identically. New leads are typically generated through one of three major pipelines.

Walk-Ins: A prospect whose first contact with the studio is physically walking into the location and inquiring about rates and services.

Telephone Inquiries: A prospect whose first contact with the studio is via a phone call to inquiry about rates and services.

Web Leads: A prospect whose first contact with the studio is via an online medium, e.g. studio website, social media accounts, or third party partner softwares.

Without a CRM

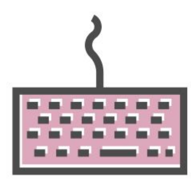


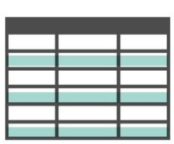
Paper-Oriented Lead Capture

Prospect information is recorded in paper guest registries, notebooks, scrap paper, or sticky notes.

Redundant Data Entry

Prospect information is manually re-entered from paper forms to master lead lists or prospect spreadsheets.





Manual Reach Outs

studio staff work through spreadsheets of prospects or handwritten lists to perform follow-ups.

With a CRM

Digital Guest Waiver

Walk-in prospects enter their information using the studio tablet(s) into the digital guest waiver.

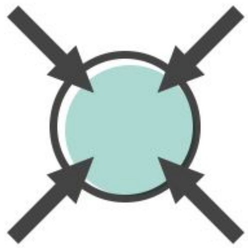
New Lead Form

Prospects who inquiry via telephone have their information entered directly into the software using the new lead form.

Web Leads

Prospects captured online through the studio website, social media, or partner software are automatically funnelled into the software.

The Difference



Unified Collection Point

Prospects generated through multiple entry points are collected into one central location, the studio's CRM. Staff can review and contact any leads quickly through the software as opposed to juggling three or more prospect lists.

Reduced Data Entry

Capturing lead information on paper requires redundant data entry as it must be transferred to prospect spreadsheets or master lists versus one-time entry into a CRM. Further, prospect profiles are created automatically and convert seamlessly to member profiles when the sale is finalized in the software.

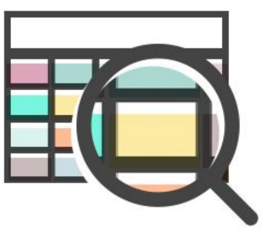
Automated Touchpoints

Web leads receive automatic email responses when they request more information for a studio online. Automated responses reduce the wait time between inquiry and first contact. studio staff follow automated messages with personal reach outs to schedule appointments.

Stage 2: Guest

While some prospects contact a studio fully intending to purchase a membership, most need time to evaluate if its facilities and services are right for their fitness goals and lifestyle. This is where free classes, also known as trial memberships, come into play. A trial period gives potential new members a chance to explore a studio without the pressure of a decision. Likewise, this time is invaluable to studio staff as a chance to engage and incentivize a purchase.

Without a CRM

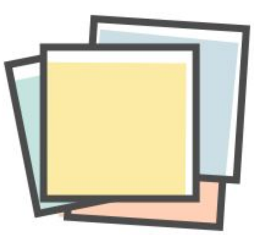


Manual Tracking

Staff log class pass start and end dates on a shared calendar or sticky notes in order to track upcoming trial expirations.

Hand Counted Numbers

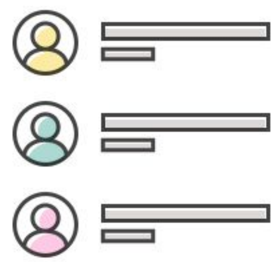
Staff hand count class pass records to verify current numbers of trial members.



Non-Automatic Data Transfers

Staff rely on handwritten notes from the sales appointment to assess a guest's needs and wants in a studio class package.

With a CRM



Usage Tracking

Each guest check-in is logged in the system for later reference and for all staff to access.

Guest Pass Expiration Notification

The system alerts staff to expiring class trials and prompts reach outs to discuss package options.

Ongoing Follow-ups

If a guest does not purchase a membership by the end of their trial period, they are placed within a missed opportunity follow-up schedule.

The Difference

Data Driven

Notes recorded during a guest's original sales appointment are stored on their profile and easily accessed. Staff use check-in records to confirm a guest has visited the studio and inquire if their experience met their needs as recorded during the sales appointment.

Long Term Strategy

Guest prospects are placed into the studio's follow-up schedule for reach outs during their trial and beyond. Staff periodically follow-up with guests who opted not to purchase a class package to offer promotional rates or discuss new studio services. This prevents expired guests from being lost in the shuffle as new guests visit the studio and increases the likelihood of eventually landing the sale.

Expiration Alerts

Staff are alerted to class trials expiring 24 hours before, so they can reach out and schedule an appointment to discuss membership options. This empowers staff to proactively convert guests rather than relying on the prospect to contact them.

Stage 3: Member

Once a prospect purchases a membership or package, successful studios focus on two main objectives with new members: retention and engagement. Here, retention refers in a general sense to basic administrative tasks, such as tracking inactivity, delinquencies, and pending expirations. Engagement refers to ways studios deepen their relationship with members, such as offering additional services (classes or PT), hosting studio-wide events, or providing enrichment amenities (free assessments). The more engaged a member becomes, the higher their probable retention level grows.

Without a CRM

Manual Audits

Member inactivity, delinquencies, and pending expirations require rigorous manual tracking by studio staff.

In-studio Signage

Studio events and new services are advertised using in-studio signs posted to studio walls and community boards.

Front Desk

Front desk staff inform members of upcoming events and services as well as update them on membership delinquencies or pending expirations.

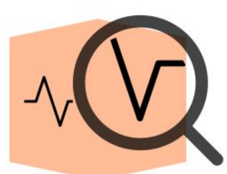
With a CRM

Payment Monitoring

Members who are past due on monthly payments are flagged in the system, which initiates a reach out by assigned staff and/or an automated email alerting the member to the delinquency.

Enhanced Communication

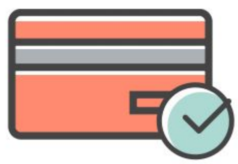
Staff are able to email and text members through the software as well as log completed phone calls for later reference. Blast emails enable mass communication with membership while automated emails keep members up-to-date on important changes in their accounts.



Inactivity Alerts

Members who surpass the studio's inactivity threshold, preset number of days without a check-in, are flagged in the system, which initiates a reach out by assigned staff and/or an automated email encouraging the member to visit the studio.

The Difference



Fewer Outstanding Payments

Delinquent invoices are flagged and stored for easy reference to prevent a swell in outstanding debt. Staff follow regular scheduled reach outs to delinquent members until payment is received.

More Informed Membership

While in-studio signs and front desk staff can make a big dent in informing members of studio events or discrepancies on their account, their influence cannot extend beyond the studio's front door. CRM software empowers studio staff to contact members through a variety of methods and at the most important times.

Increased Member Accountability

By tracking inactivity, studios are able to provide higher accountability to members. Personalized or automated messages that encourage inactive members to visit the studio boost attendance and retention rates.

Stage Four: Advocate

When a client is fully engaged in a studio, its services, and its culture they become advocates. Member advocates speak positively about their studio experience and refer family and friends as new leads. Successful studios incentivize advocacy through referral bonuses and make referral entry as accessible and smooth as possible.

Without a CRM

Paper-Oriented Referral Capture

Staff record referral information on paper forms, notebooks, scrap paper, or sticky notes.

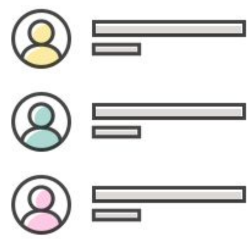
Manual Follow-Ups

studio staff work through a referral spreadsheet or list to perform reach outs.

Referring Member Follow-Up

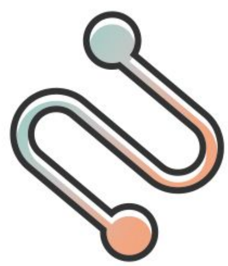
After a successful referral, responsible staff verify the referring member and reach out to discuss their referral bonus.

With a CRM



Quick Referral Entry

Staff are able to enter referrals through multiple portals within the software, which reduces unnecessary navigation.



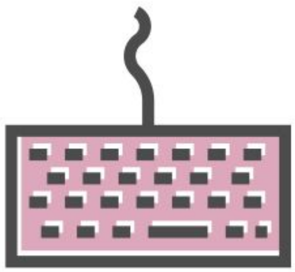
Linked Accounts

The referring member's profile is linked to the referral to establish a digital papertrail for later reference.

Automated Email Response

Referring member receives an automated email notifying them of a successful referral.

The Difference



Reduced Data Entry

Referral information captured on paper leads to redundant data entry as it must be transferred to prospect spreadsheets or master lists versus one-time entry in a CRM. Further, the software uses this information to automatically create a referral prospect profile.

Automated Touchpoints

Referrals are placed within the studio's follow-up schedule. Staff use this schedule to make regular reach outs until an appointment is scheduled with the referral.

Enhanced Notification

Automated email notifications sent to referring members outline their earned referral bonus, such as a free month of membership, and how to claim it. Ensuring referring members are rewarded incentivizes future referrals.

Bonus: Personal Training Lifecycle

When a new member joins a studio, they become eligible to take advantage of its training services. This initiates the PT prospect-member lifecycle, which is focused on the same two goals as the prospect-member lifecycle: sales and retention. studio sales are boosted through personal and group training services while a member's probable retention level increases with each new service they purchase.

Without a CRM

Orientation

New members are offered an orientation with a studio trainer. This is a free fitness consultation in which the trainer suggests studio programs that can help them meet their fitness goals.

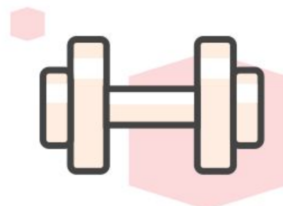
Manual Billing

PT clients pay each invoice manually in the studio when they arrive for training.

Package Auditing

Trainers manually audit client packages to track remaining sessions and ensure generated invoices have been paid.

With a CRM



PT Status

Prospects are assigned PT statuses which indicate how far along they are in the PT prospect-member lifecycle.

Automated Payments

Recurring training invoices automatically bill using client credit card or bank account information.

Opportunity Alerts

PT clients whose training packages dip below the studio's opportunity threshold, a preset amount of remaining training sessions, are flagged in the system which initiates a reach out by assigned staff to discuss package renewal options.

The Difference

Targeted Follow-Ups

Prospects are assigned PT statuses based on how far along they are in the PT prospect-member lifecycle. Staff utilize status information to focus reach outs on progressing prospects to the next step.

Reduced Past Due Invoices

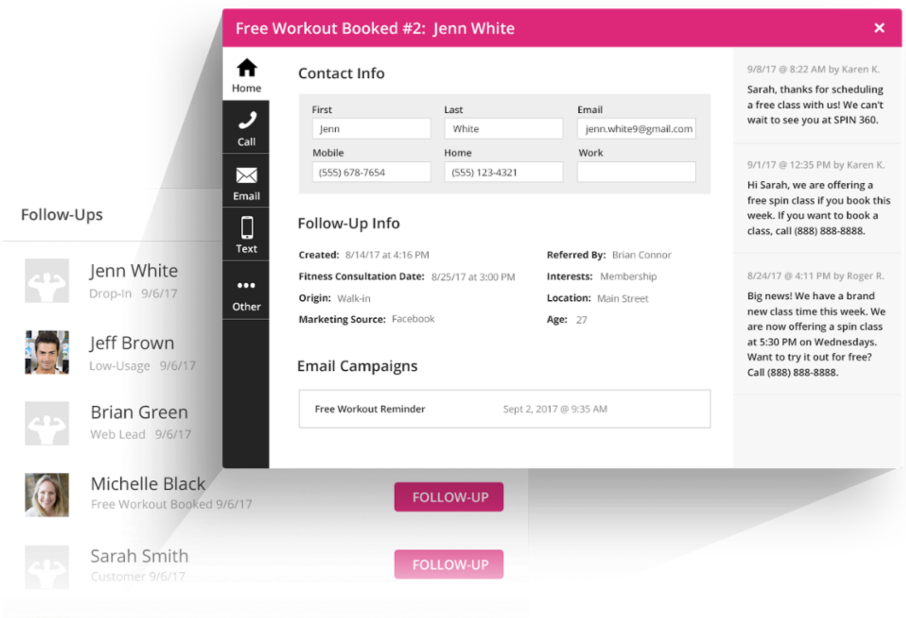
Automated payments eliminate the need to manually process invoices in studio. This ensures payments are taken on time, reduces staff bookkeeping, and allows clients to start training immediately upon arrival.

Increased Renewals

Opportunity alerts enable trainers to begin renewal conversations before a client exhausts all available training sessions. This gives clients time to prepare financially for the upcoming purchase and prevents unnecessary lapses in training.

Overview

Making changes to how you sell and retain members doesn't have to be hard, scary, or feel like the great unknown. Everything you need to know is right here. We hope that you take the information in this e-book and find ways that your fitness business could increase revenue and retention. To get started on the right foot, we recommend Club OS. Interested in learning more?



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