

Building Value Into The Price Of Club Memberships



One of the first things prospective members look for when shopping a health club is your price point. That's because they don't know what else to ask about. Every member had a reason for joining a gym and the majority of those memberships were based on an established goal in mind as to how they wanted to look or feel. Your overall gym value can be positioned in a way that goes beyond the membership cost in selling those prospects and still compete with other gyms. Let's look at how to add value in selling prospective members without losing them to your competitors.

A minority of prospective members who run marathons, do functional fitness events, or team sport competitions will pay a premium for what your club offers. However, the majority of prospects will shop for the best price possible because they're not familiar with those activities, or are just inexperienced with working out. However, they still have goals of how they want to look and feel. "How much does it cost"? It's just the programmed response most of us have been trained to say when shopping. For those prospects that you're trying to sell memberships who are just looking for the lowest cost, there's an opportunity to incentivize them by adding value. This can be done without getting caught-up in the "Price is Right" attitude. There's a reason why people happily pay \$4 for a cup of coffee at Starbucks. They've built value into their brand by educating their customers who are convinced they're receiving better value and have no problem paying for it.

Engaging prospects in the "sales process"

By understanding your prospect's expectations; what their fitness goals are; and how much time they're willing to commit can be a great starting point in the sales discussion. They may not know what their fitness goals are, but they want to look and feel better. Also, they may have no idea how long it takes or how much time they can commit, but they do know their schedule and free time. Consequently, it might be a gradual process easing them into a routine. Be proactive and have a set of membership levels ready that you can offer. Ideally, an initial option might include incentives like a limited number of PT hours or group classes, especially if the prospect is hesitant with moving forward. Once you both understand those goals, you'll be able to offer the appropriate gym membership level.



Selling a committed fitness lifestyle

Educate your prospective members by describing realistic results they can have by committing to a particular level or plan, such as weight loss, or even better self-esteem. Help them to not only build loyalty to themselves, but to your gym with a new healthy

lifestyle attitude. Let them know you'll schedule regular check-ins with them to measure their progress. ASF offers a unique software package including the 30/60/90 day report to assist in a new member's assessment. ASF's software also includes Training Add-ons to help them in their fitness development and create more revenue for your club. During these meetings it can also be good timing to offer a higher-level membership that might include functional training classes, or PT to ramp-up their workout.

Conclusion

Engaging your prospective members at the onset of the sales process helps to build loyalty towards your club. Offering education and various levels of membership packages creates a perceived value in your club's brand offering. Be willing to add some limited training or classes that center on their fitness goals, as well as to encourage their commitment. You'll also discover that your prospective member sales are more successful when you focus on improving their health.

They all want results. It just requires patience and strategy in selling them their own personal vision of themselves.

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Steve joined the ASF team as a veteran of marketing communications where he was Director of Creative Services at an advertising agency focused on branding and strategy. He has worked in a variety of industries, but focused on health and wellness. His work on national campaigns has earned him many accreditations and awards. For more information on ASF products and services, call 1-800-227-3859, or visit www.asfpaymentsolutions.com

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