

Get Back to Basics

BY SEAN KIRBY

External factors such as the new HST, the economy and high unemployment rates will challenge us to no longer focus on just price to differentiate ourselves



clubs in the first place? Members arrive with a goal in mind, and they want us to guide them towards achieving

from the competition. Defining our clubs by more than just price must be the primary goal for all clubs.

Why do members join our

it. Professional instruction, education and motivation are the tools we provide that they cannot provide themselves.

Because of this personal training is a primary revenue source for most clubs. The question now is how can we as an industry continue to build on this service? Not all members have the means to utilize one-on-one personal training. One opportunity is to offer group (five to 10 members) and semi-private (two to five members) training sessions.

One big advantage of this format is that it builds program loyalty rather than member/trainer loyalty. This is beneficial and protects clubs from situations where trainers leave the club and take members with them.

Getting more members involved in this type of training not only drives

revenues but also increases member success and, therefore, member retention. When members attend regularly, they achieve results, continue to pay, renew at a higher rate, and stay with the club longer decreasing attrition.

With the changes in taxes, challenges in the economy and high unemployment rates, members are looking for the best return for their dollar. Instead of being perceived as a commodity (a place to use equipment and treadmills), clubs should strive to be known for their service and results.

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