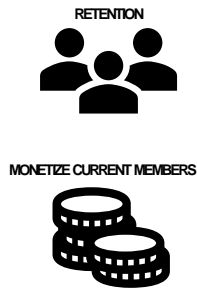
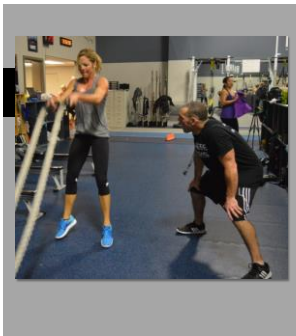
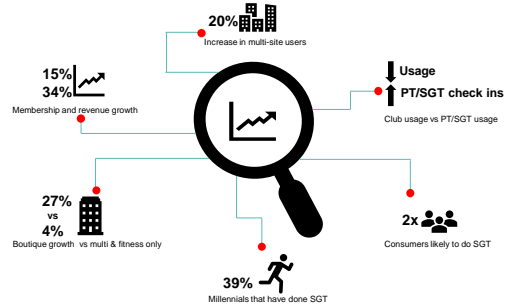


CREATE A WINNING PERSONAL TRAINING DEPARTMENT IN YOUR HEALTH CLUB.

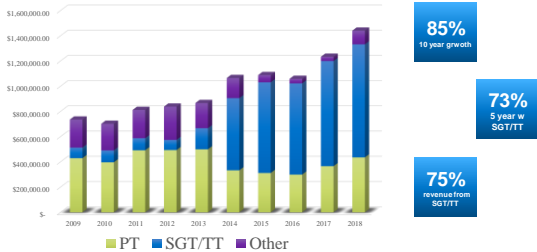
CONVERTING SMALL GROUP TRAINING PROSPECTS TO CLIENTS



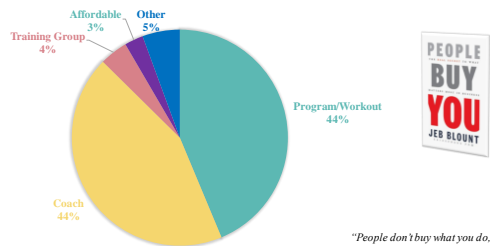
Presented by
Sheldon McBee, MS
 Universal Athletic Club
 717-569-5396 x167
 sheldonm@universalathleticclub.com



REVENUE BY YEAR AND TRAINING PROGRAM



WHY SMALL GROUP/TEAM TRAINING AT UAC?

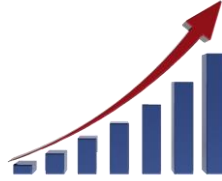


"People don't buy what you do, they buy WHY you do it"
 -Simon Sinek

WINNING PERSONAL TRAINING TEAM



CONVERT MEMBERS INTO SMALL GROUP TRAINING

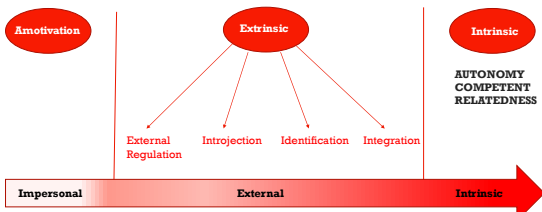


WINNING TEAM



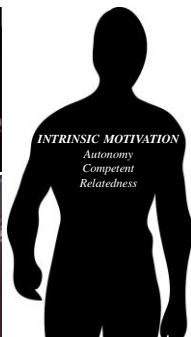
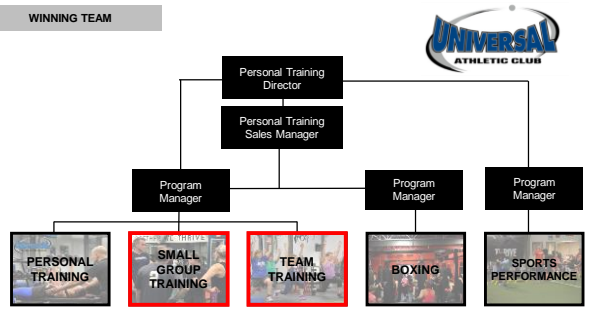
Mayer D. Eysenck, J. Rubenstein (2011) Executive Control of Cognitive Processes in Problem Solving. *Journal of Experimental Psychology: Human Perception and Performance* 27(6), 763-767

WINNING TEAM



Ryan R. Deci E (2000) Intrinsic and Extrinsic Motivations: Classic Definitions and New Directions, *Contemporary Educational Psychology* 25, 54-67

WINNING TEAM



WINNING TEAM



WINNING TEAM



1. Phone interview
2. Director/Manager interview
3. Practical
4. Executive Director interview



WINNING TEAM

PRACTICAL INTERVIEW



RECRUIT GYM MEMBER



30-40 MINUTE GROUP WORKOUT
ASK FOR THE TRIAL

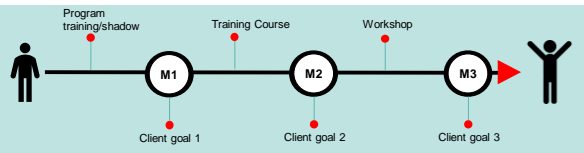


CRITICAL THINKING INTERVIEW

WINNING TEAM



- New Hire development & integration schedule
- Program shadowing
- Week by week networking guidelines
- Targeted leads, trials, and sign ups



WINNING TEAM



WEEKLY EMAIL



QUARTERLY GATHERING

One on Ones

Growth or Retention action plan

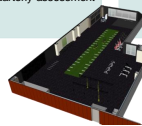
Professional Development

Accountability

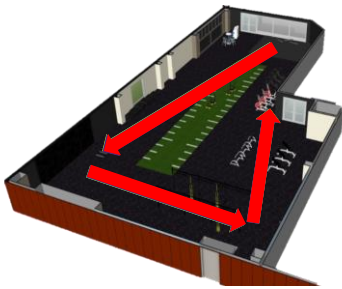


CONVERT TO SGT

Programming	Performance	Model	Team
<ul style="list-style-type: none"> • Target market • Dedicated space • Centralized programming • Progressively updated • Client intake & quarterly assessment 	<ul style="list-style-type: none"> • KPI • Sales pipeline • Revenue • Recurring EFT • Retention • Usage 	<ul style="list-style-type: none"> • Biweekly EFT • Flex vs Value • Dedicated coach • Coach compensation 	<ul style="list-style-type: none"> • Dedicated management • Coaches on shift

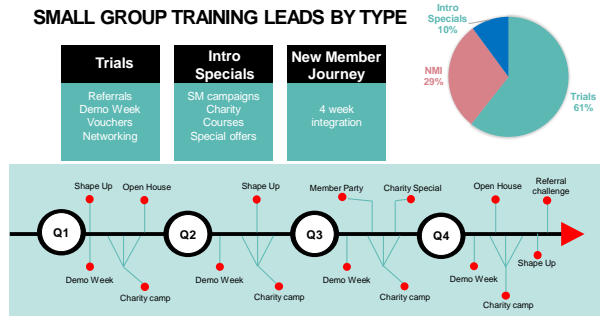


CONVERT TO SGT

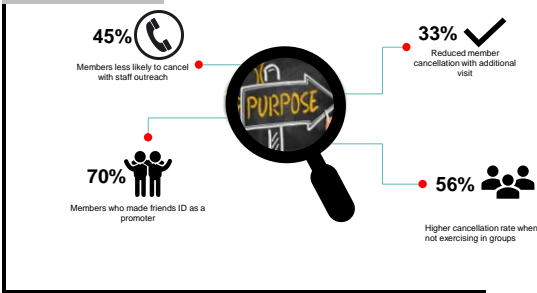


- ✓ Training system and flow
- ✓ Lead volume
- ✓ Combine current and starter programming
- ✓ Allows staggered scheduling
- ✓ "Member needs first" mentality
- ✓ New member integration

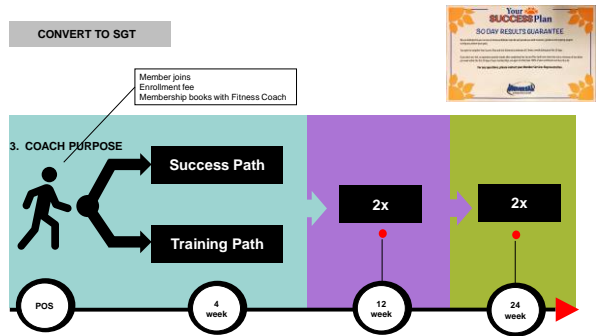
SMALL GROUP TRAINING LEADS BY TYPE



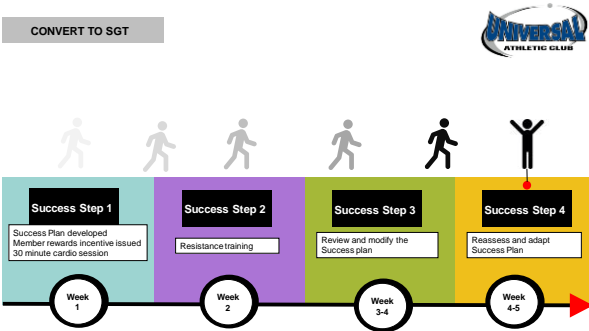
CONVERT TO SGT



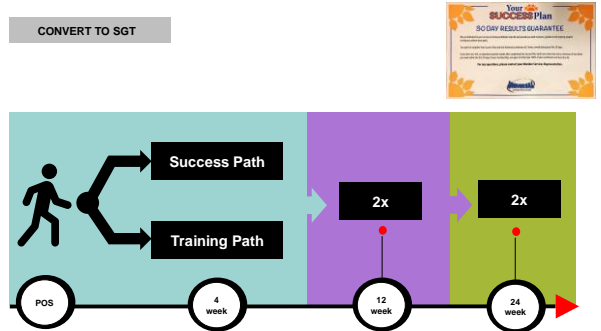
CONVERT TO SGT

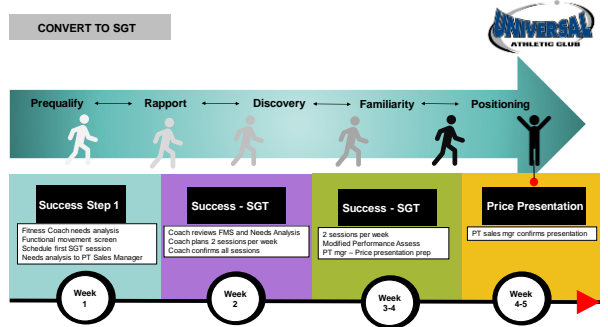
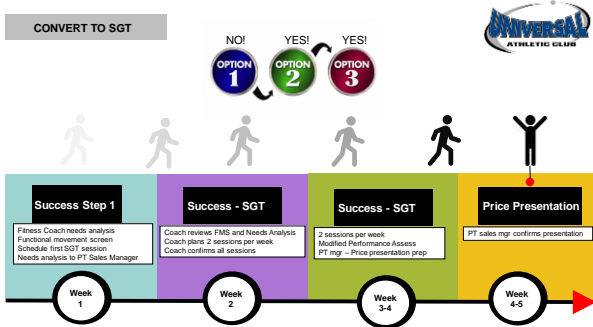


CONVERT TO SGT



CONVERT TO SGT





THANK YOU

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