

Norm Cates'

CLUB INSIDER

CELEBRATING 29 YEARS OF TRUST

FROM THE INDUSTRY,
FOR THE INDUSTRY



Daron Allen

Jeff VanDixhorn

VFPnext JOINS



MARCH 2022

Read This Month's Edition and Archive Editions Online at www.clubinsideronline.com

PRSR STD
U.S. Postage Paid
PERMIT #3592
ATLANTA, GA



FITNESS

GET IN ON THE GYM FLOOR

Be a part of the hottest and fastest-growing full-size fitness franchise.

- Most competitive and progressive model in the \$32.5 billion fitness industry
- #1 ranking for franchisee satisfaction ratings in the category
- Highly recognizable brand with over a 30-year history
- Over 1200 franchise rights awarded
- One of the largest member bases in the worldwide fitness industry

Inquire at Crunch.com/franchise for more info or email John Merrion at John@CrunchFranchise.com.



RECEIVED 2013-2019



Norm Cates'

CLUB INSIDER

CELEBRATING 29 YEARS OF TRUST

VFPnext...

From the Industry, For the Industry

By: Justin Cates

The world is a different place now than it was two years ago, and as such, the health and fitness club industry is a vastly different place, as well. Now, imagine twenty years! Many of the technologies we know today did not exist or were at levels of development that they are unrecognizable today. Additionally, and because of technology, customers have changed. Simply, they expect more, and to succeed, we must deliver... all the time.

Just over twenty years ago, **Visual Fitness Planner (VFP)** was ready to blast off, and blast off it did!!! What began as a software tool that allowed people to physically see themselves in advance of their fitness journey has turned into an end-to-end Customer Relationship Management (CRM) system called **VFPnext**. In this new world, the companies who are able to attract, sell to and then seamlessly serve customers from end-to-end will retain those customers. The customer bases builds and builds over time, and greater successes are achieved.

VFP was the brainchild of **Mario Bravomalo**, who then partnered with **Daron Allen** to bring it to market. In September 2004, *Club Insider* featured the original VFP as our cover subject, and we brought the story of Mario, Daron and VFP to our readers for the first time. The system was described as a *breakthrough*, and those words have remained true almost twenty years since they were written.

Over the years, we have updated

our readers about our friends' progress at VFP. There have always been excellent things to report, such as when they won *IHRSA's Associate Member of the Year* in 2016, and actionable takeaways, such as those found during VFP's annual education session at IHRSA, that can help any club improve their operations for the better. This month, though, we are very excited to provide an update that has been years in the making. VFPnext has joined *Daxko's Club Division*, providing the key CRM component needed to make the overall software offering Daxko provides more robust. This will translate to better results for club members and even more manageable data for clubs.

As we hoped you would read on in 2004 when we first introduced you to Mario, Daron and VFP, we hope you will read on this month as we re-interview **Mario Bravomalo**, *Founder*, and **Daron Allen**, *Co-Founder and CEO*, of VFPnext. They reiterate some of the core tenets they spoke of almost twenty years ago, but they add lessons from years of knowledge gained. Additionally, we caught up with **Jeff VanDixhorn**, *Founder of Club Automation*, and *Chief Revenue Officer of Daxko*, who explains the synergies of this transaction.

VFPnext is primed for blast off once again, this time with a bigger rocket! And, this goes right in line with **Norm Cates' nickname for Daron** all of these years: **Rocket Man!!!** So, I invite you read on folks; you will be happy you did.

(See VFPnext Page 10)



Daron Allen and Mario Bravomalo at IHRSA 2021 (20 Years After Their IHRSA 2001 Debut)

Inside the Insider: Edition #339

- A Promising Future in Employment for the Fitness Industry - **By:** Jeff Randall and Dennie Noecker
- Are You Onboarding Your New Salespeople Successfully? - **By:** Gary Polic
- The Seven Steps in an Effective Sales Process - **By:** Frank Guengerich
- An Open Window Into 2022 - **By:** Sara Kooperman, JD
- The Team to Reach the 80% - **By:** Terry Browning
- Ten Creative Fitness Ideas to Attract More Members
- Crunch Fitness Launches New Military-Based Fellowship and Employment Placement Program
- In Case You Missed Them: February 2022 Headlines
- And, of Course, *Norm's Notes*

Norm's Notes

■Hello Everybody! This is your Club Insider Founder and Tribal Leader Since 1993 checking in with our 339th monthly edition! YAHOO!!! Folks, I'M VERY GLAD TO BE ALIVE and writing this greeting to y'all! And, a bonus for me today is the thought that we're only a couple of months away from the Spring time here in the ATL! Moreover, I'm basking in the afterglow of having interviewed VICTOR and LYNNE BRICK for our February 2022 Cover Story, which was truly an amazing story with a focus on LONGEVITY. It's entitled: BRICK BODIES... Something to Behold! So, folks, IF you've not yet read it, YOU REALLY SHOULD FIND OUR FEBRUARY 2022 EDITION and READ ALL OF THE STORY! I promise YOU will be GLAD you did!!!

■Is AMERICA a GREAT Country, or what? Hmm... hmm... hmm! I LOVE AMERICA, and every chance I get, I'm seeking ways to express my sincere Thanks and Appreciation for being an American. WOW! In this Norm's Note, I want to congratulate the Super Bowl LVI Champions, the Los Angeles Rams! And, being a Georgia citizen, clearly, I was thrilled that the Rams won because both

the Rams Head Coach, SEAN McVAY, and the Rams Quarterback, MATTHEW STAFFORD, are Georgia Boys, not to mention seven other Rams players who're also Georgia Boys! GO RAMS!

■This month, our Cover Story features the really amazing experience of MARIO BRAVOMALO and DARON ALLENS's great Visual Fitness Planner company, a truly wonderful story about one of the most amazing companies ever in our industry. JUSTIN and I want to express our very sincere Thanks and Appreciation to Mario and Daron for their kind support of Club Insider for over 20 years as VFP is one of our longest running advertisers. Thanks guys! So, folks, enjoy this month's terrific cover story entitled, VFPnext... From the Industry, For The Industry, written by JUSTIN CATES! The story begins on Page #3.

■Welcome back to Club Insider Advertiser, Zeamo. Check out their Full Page Ad on Page #13.

■Welcome to new Club Insider Contributing Author, Sara Kooperman, JD. As CEO of SCW Fitness Education, she is at the

forefront of in-person and other forms of industry teaching and learning. We are thankful to have her on our prestigious Contributing Author Team. Check out her introductory article entitled, An Open Window Into 2022, on Page #19.

■This from our good friend, Kevin McHugh, COO of Pat Laus' Atlantic Club in New Jersey:

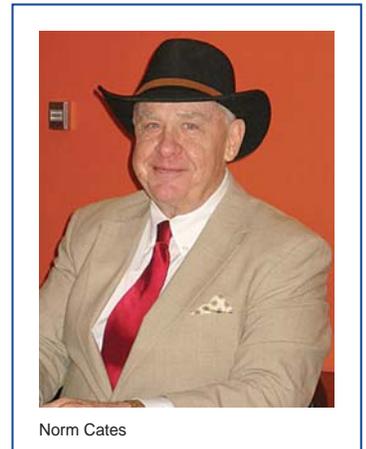
The National Health and Fitness Alliance was launched earlier in 2021 with ten individuals selected to lead this effort for the entire health and fitness club industry. I was very fortunate to have been selected.

I am leading a grassroots effort for NHFA, along with Tom Richards, to have all 435 Districts --entitled Project 435-- covered by a Passionate Fitness Professional from all sectors of the industry since no one group covers all 435 Congressional Districts.

Our goal is to have 435 Congressional Districts with one individual staffing each district by the National Conference. All your readers need to do is complete a simple registration form by going to bit.ly/clubinsider141.

Folks, I urge you to recall what it was like, and the associated feeling, being shutdown with bars and restaurants because our industry was misunderstood. To make Congress understand, we must reach each and every Representative. Project 435 aims to accomplish this, so contact Kevin today by clicking the link above.

■If you haven't already, Save the Date



Norm Cates

of June 22 - 24, when IHRSA 2022 will take place in beautiful Miami, Florida! Registration is now open, so go to hub.ihrsa.org/ihrsa-2022-convention to register today. Also, be sure to check out IHRSA's Ad on Page #15. More updates to come!

■Speaking of IHRSA, the #1 Question on IHRSA's website, written by SAMI SMITH on January 28, 2022, asks: How Many Health Clubs, Gyms, and Studios Closed in 2021? The Answer, therein, reads as follows, and you can quote my down-home response to this question as follows: Folks, the following isn't good news from IHRSA! Sami writes:

Updated fitness industry data paints a grim picture of the pandemic's impact on health and fitness facilities.

(See Norm's Notes Page 7)

About Club Insider

CELEBRATING 29 YEARS OF TRUST

Club Insider, established in 1993, is a product of Cates Media, LLC. Those wishing to reproduce any portion of this publication may do so, provided it is not for resale. Reprints for commercial use are available for a fee by request.

PUBLISHER (p): (863) 999 - 2677
Justin Cates (e): Justin@clubinsideronline.com

FOUNDER & TRIBAL LEADER SINCE 1993 (p): (770) 635 - 7578
Norm Cates, Jr. (e): Norm@clubinsideronline.com

CONTRIBUTING AUTHORS - Bill McBride, Bonnie Patrick Mattalian, Bruce Carter, Cathy Spencer Browning, Daron Allen, Derek Barton, Donna Krech, Gary Polic, Jeffrey Pinkerton, Jim Thomas, John McCarthy, Jon Butts, Karen Woodard-Chavez, Mark Williamson, Mike Alpert, Paul R. Bedard Esquire, Paul Bosley, Rick Caro, Sara Kooperman, JD, and Thomas Plummer

PRINTING and MAILING SERVICES - Walton Press

Club Insider
P.O. Box 137314
Clermont, FL 34713-7314
www.clubinsideronline.com

Proudly Published in The United States of America



Thanks and Appreciation

At Club Insider, we are excited to be in our 29th Year of this home-based health and fitness club trade publication! The thought that this publication was founded to serve an industry I truly love, and so that I could become a Mister Mom for my son, Justin, is still intriguing and amazing to us. So, I wish to extend my most sincere Thanks and Appreciation to everyone who has made this amazing 29-year run possible.

A very sincere Thanks and Appreciation go to Rick Caro, the late Dr. Gerry Faust and the Faust Executive Roundtable #1 for helping me decide in 1993 what my home-based business would be. Thanks and Appreciation to my long-time friends, Ron Hudspeth and Cathy Miller, formerly of Atlanta's Hudspeth Report for the tremendous assistance they provided. Thanks and Appreciation to all of the folks at Walton Press in Monroe, Georgia. They've done an absolutely excellent job for us all these years and have printed every one of our monthly editions! And, of course, Thanks and Appreciation to the United States Postal Service for sending those editions to our readers! Thanks and Appreciation to all of our READERS. Sincere Thanks and Appreciation to our Club Insider Advertisers, past and present, for their kind and dedicated support of this publication. Thanks and Appreciation to all of our Club Insider Contributing Authors, past and present. Thanks and Appreciation to IHRSA for all it does for all of us. And, sincere Thanks and Appreciation to my son, Justin, who has become our Publisher and is a truly great partner. You name it and Justin does it each and every month!

Last, but surely not least, this writer who refused to fear failure when many told him he didn't have a chance of surviving the publishing business for even a year did survive. And, he would like to give his sincere Thanks and Appreciation to the power that made that survival happen: God.

Very sincerely, with love in my heart for you all,

Norm Cates, Jr.

Fitness CRM of the year



**REACH LEADS FASTER
GUARANTEED**



Automated email and text messaging
Document staff phone calls
Billing and management integration

KPI reporting
Touchless waivers
Personalized marketing

getvfpnext.com or info@vfp.us

A Promising Future in Employment for the Fitness Industry

By: **Jeff Randall & Dennie Noecker**

Have you found finding and hiring qualified candidates challenging? After recently reviewing an article by **Dr. John Sullivan**, entitled: *Why You Can't Attract Enough Applicants During This Pandemic Fully Explained*. Dr. Sullivan asserts how the "pandemic-related factors limit job

applications." If you are having difficulty finding qualified applicants, below are some of our suggestions to increase your chances of finding the best fit for your facility. Let's touch on a few of the bulleted items expressed by Dr. Sullivan:

"If your industry's image is damaged, most potential applicants will explore

other industries first."

Between 25%-30% of fitness clubs and studios closed during the pandemic. Almost every fitness organization faced having to furlough, lay off or reduce the compensation of staff. This forced many experienced, talented individuals to leave the industry. Some are slowly returning, and some have moved on to other industries. Now, more than ever, fitness centers need to commit to increasing growth by employee training, keeping equipment up to date, adding group classes, marketing and hiring the most qualified candidates who can help you meet your financial targets and get you back on track,

"Until their unemployment benefits expire, many will not apply."

Many employees were losing their jobs during the shutdown due to COVID and were collecting unemployment benefits. Now, we are seeing a lot of people returning to the workforce. But, in turn, they are seeking job fulfillment and generous benefits packages. If you are having trouble attracting top talent, consider the compensation and benefits package you are offering. The compensation must be competitive, and the job must provide real career growth opportunities. If you want to attract top talent in this challenging environment, start with incentives such as an above-average salary, flexible work arrangements and a healthy culture.

"Until all their kids are fully back in school, many parents simply won't apply."

As stated above, attracting top talent may mean that you offer candidates more flexibility, child care options, paid sick and family leaves. Perhaps even consider offering commuting costs to entice qualified candidates.

"The pandemic has forced new technologies to be adopted, so applications for modified jobs require new skill sets."

A vital attribute of any successful candidate is the ability to adapt to an ever-changing world. Technology is constantly evolving, and new technologies require a different skill set to implement and operate. Make sure your company offers the needed training to complete the necessary tasks.

"Many Americans are moving, so

there are fewer applicants in the vacated areas."

Due to the dramatic increase in remote work, individuals are seeking more work-life balance and flexible situations that come with working remotely; however, in essence, we are social, physical beings and can't be replaced virtually. Companies can't replace that with a video when it comes to mentoring and building company culture. In some situations, some are moving because they want to live in areas with fewer COVID restrictions or where fewer cases are appearing. So, when many employees vacate a geographic area, you'll perhaps see fewer applicants. The outlook, however, is that fitness centers are increasing their demand for in-person work, looking to fill the voids left behind. Try offering a more flexible work schedule and job relocation support for new hires and current employees.

■ ■ ■

As an industry, we will be enduring the damage caused by the pandemic for some time. According to IHRSA though, the long-term future outlook for the industry is bright with the vast majority of global fitness clubs now open. We suggest, too, using a structured hiring and onboarding process. This will impress candidates when they see how much focus is placed on new hires. Consider even creating a new hire video which will also go a long way in impressing candidates. Develop a structure for onboarding from the first day a new hire is on the job. This provides a good impression for candidates and helps set the foundation for success.

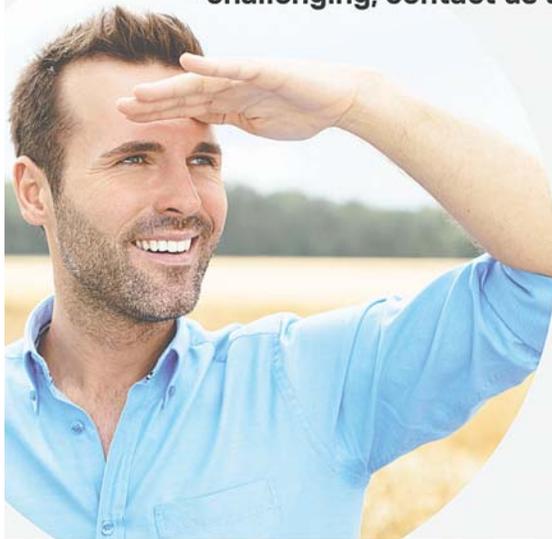
At JLR Associates, we not only have 22 years of experience recruiting top talent in the health and wellness industry, but we have a vast network of candidates and resources that we can tap into as well. We only submit candidates for a position when we know they have a proven history of successfully performing the same work in the past that our client needs to have done now and in the future. Let us hear from you and share your experiences with us.

See the **JLR Associates Ad on This Page.**

(Jeff Randall and Dennie Noecker are the Principals of JLR Associates. Jeff can be reached by phone at 781-251-0094 or email at jr@jlrassoc.com. Dennie can be reached by phone at 609-430-8455 or email at dennie@jlrassoc.com.)

A promising future is ahead in employment for the Fitness Industry!

If you are finding that hiring qualified candidates is challenging, contact us today!



We can help sort through a myriad of talent-related issues using our vast network of candidates. If you are looking for qualified, senior-level candidates for your facility, please give us a call to discuss your needs."

Jeff Randall
 p: 781-251-0094
 e: jr@jlrassoc.com

Dennie Noecker
 p: 609-430-8455
 e: dennie@jlrassoc.com



...Norm's Notes

continued from page 4

As of January 1, 2022, a total of 30% of studios closed, an 11% increase from the previous year. The COVID-19 pandemic continues to pummel the health and fitness industry. The latest data shows health clubs, gyms and studios continue to close at alarming rates, demonstrating the fitness industry's dire need for financial assistance. Tens of thousands of facilities have permanently closed, with thousands more at risk without the same access to the relief provided to other industries.

How Many Gyms Closed Because of the Pandemic?

Looking at data comparing the number of health clubs, gyms and studios in operation as of March of 2020, when COVID-19 hit, to those same facilities remaining in operation as of December 31, 2021, we now know that on January 1, 2022:

- 25% of all health and fitness facilities closed;
- 30% of studios closed, an 11% increase since January 1, 2021; and
- More than 1.5 million industry jobs have been cut.

Third-party payment processing companies that service 95% of U.S. health clubs, gyms and studios provided the data for this analysis. Rick Caro amassed the data for IHRSA. This new data proves that time is quickly running out for health and fitness facilities and illustrates why economic relief is critical for the industry.

IHRSA President and CEO, LIZ CLARK, commented: 'Congress must act now to save America's community gyms and studios. With each wave of the pandemic the small business owners in our industry keep getting knocked down, and because of past failures by Congress, each time fewer of them get back up. We can't wait anymore, especially with the rise of additional COVID variants.'

IHRSA expects closures to continue to climb in Q2 of 2022 due to the Omicron variant, which crushed the typical new year's membership bump. Many facilities were counting on the typical New Year's surge of people interested in working out to stay in business.

Although Clark is optimistic about future financial support, she is baffled that Congress has allowed the pandemic to destroy the American fitness industry. 'With the CDC recommending physical exercise as a solution to combating the spread and severity of COVID-19, I am shocked that the Federal government has done so little to support neighborhood gyms and studios,' she said.

Financial Support Will Keep the Industry Alive and Americans Healthy

IHRSA strongly urges Congress to listen to the data and provide America's health clubs, gyms and studios with a

recovery fund similar to the **GYMS (Gym Mitigation & Survival) Act**. We continue to work with *GYMS Act Champion Representative, Mike Quigley (D-IL)*, to clinch financial support for the industry and ensure gyms are included in the next package.

'This recent data shows that, as COVID has continued to impact the country, gyms and fitness facilities have remained one of the hardest hit industries,' said Quigley. 'Congress must provide this struggling industry, one that plays a crucial role in Americans' health, with the vital support it has and continues to need in order to survive.'

We must push Congress to think about the 75 million Americans, members and non-members, who consistently use gyms and who rely on health and fitness clubs to stay fit and healthy. These facilities promote health equity by providing low-cost access to year-round fitness. As more health clubs, gyms and studios close, more Americans are left without access to safe and affordable exercise options.

Go to www.ihrsa.org to learn what you can do to help, today!

■ This month, our friend, **HERB LIPSMAN**, brings another of his aforementioned comments derived from his recently released book: **Caring**. And, I have good news. Herb has agreed to become one of our **Club Insider Contributing Authors**, so you can look forward to learning more from Herb. Now, here's *Herb's Third Tip*:

Efficiency is for things. Effectiveness is for people.

Like many of you, I am a multi-tasker. Multi-tasking is a sign of the times, because none of us have enough time. Unfortunately, while multi-tasking may work some of the time completing simple tasks such as responding to email, dealing with substantive people issues takes time and focus. One of the lessons from *The 7 Habits* that stuck with me is that an "efficiency" mindset can be great for getting "things" done: things like analyzing data, financial reporting, taking inventory, placing supply orders, writing staff schedules, etc. Dealing with sensitive people issues, on the other hand, requires your undivided attention and time. **You cannot be "efficient" with people problems.** Have you ever tried to be efficient when arguing with your spouse or teenager? How'd that go for you? This is such an important lesson for all managers, supervisors and owners. You must learn to stop what you are doing and focus on the person you are speaking to. Let them know that you want to hear and understand how they feel. Take the time necessary to work through the issue, rather than trying to throw out "quick fix" comments that demonstrate to the other person you are just trying to get out of the conversation. If you want to be more "effective" with other people, you must practice empathetic listening. Empathetic listening in this sense

means listening to truly understand the other person's feelings as well as their words. Of course, if you don't care about being more effective with other people, just keep doing what you're doing.

Thank you Herb! And, folks, Stay Tuned!

■ **WALLY and MESHELLE BOYKO** are long-time friends of mine and they're the *Publishers of the National Fitness Trade Journal*, a classy glossy quarterly fitness industry trade magazine. They recently published their *WINTER 2022 Edition*, and therein (on Page #42), is an article produced by *Club Insider Advertiser*,

Paramount Acceptance Corporation, entitled: **Paramount's Top 10 Things Every Gym Should Do**. So, today, I'm going to summarize the heading of each of those Top 10 Things for y'all just in case you haven't seen it. Here goes...

Top 10 Things Every Gym Should Do:

1. Greet People by Name;
2. Clean the Facility Daily;
3. Keep the Gym Exterior/Interior Maintained;
4. Have a Good Customer Service Partner;
5. Motivate Members;
6. Focus on Retention;

(See *Norm's Notes Page 8*)

You have to learn the rules
of the game. And then
you have to play better
than anyone else.



PLAY YOUR
PERFECT
GAME

IGOFigure
SOFTWARE

» sales@igofigure.com «

866-532-9588 - iGofigure.com

Mention this ad and get \$200 off

...Norm's Notes

continued from page 7

- 7. Go High-Tech;
- 8. Don't Stop Marketing;
- 9. Create Frictionless Technology Experiences;
- 10. Treat Staff Members Well.

Contact Paramount Acceptance today at (800) 316 - 4444 or sales@paramountacceptance.com. Learn more by going to paramountacceptance.com.

■ **Congratulations to RICH NELSEN**, CEO of VASA Fitness, and his team, as the company has opened their **50th location** on February 12th in Joliet, Illinois. This was their second location in Illinois with another open in the Villa Park area! **VASA Joliet** is a brand-new facility with more than **60,000 square feet** of premium fitness amenities, offering something for everyone all under one roof. Nelsen commented: "With the grand opening of our milestone 50th club in Joliet, it's a good time to reflect on what we've achieved and where we're heading in 2022 and beyond. I'm so proud of the way we've grown the VASA brand, now boasting 2,600 team members as well as nearly **200% growth** in membership since being acquired by Silver Oak Services Partners in late 2014. With the pandemic in the rear-view mirror, we have ambitious growth plans for 2022 and beyond. We will continue our strategic expansion into both new and existing high-growth markets where the VASA brand is already strong. We will focus on building fitness communities where people can be part of something to help them build connections and lead healthier, happier lives."

■ Big moves out of Peloton this month

as made some leadership changes. **BARRY MCCARTHY**, who has held senior leadership roles at Spotify and Netflix and is a longtime advisor and Board Member at public and private technology companies, has been appointed *CEO and President of Peloton*. He also joined Peloton's Board of Directors. *Peloton Co-Founder, JOHN FOLEY*, has become *Executive Chair*. And, **WILLIAM LYNCH** transitions from *President of Peloton* to a *non-executive Director on the Board*. **Stay Tuned Folks!**

■ Here are some **State by State Legislative Headlines** presented by **IHRSA'S JAKE LANDRY**:

- Connecticut Considers Exempting Health Club Services From Sales Tax;
- Maine Bill Restricting Collection of Biometric Data Set for Hearing;
- Lawmakers in Maryland Propose Bill Requiring AEDs in Health Clubs, Set for Hearing Legislators in Maryland;
- Oklahoma Bill Regulating Automatic Renewal Contracts Recommended for Passage by Committee.

IHRSA will continue to actively monitor these and future bills and will provide IHRSA Members with further information and advocacy opportunities as they develop.

IHRSA's JAKE LANDRY can be reached at jlандry@ihrsa.org. *If you are a club owner or operator, and you're not an IHRSA Member, we urge you to join IHRSA today! Just tell Jake that Norm Cates introduced you and he will take it from there!*

■ Our friend and *Club Insider Advertiser*, **GEORGE JACKSON**, *TG The Gym* and

TG WellBeing have been partners and sponsors of the **Mitchell Thorp Foundation** since 2015 and have been involved since the founding of the foundation. **The Warrior Spirit 5K Run/Walk** on February 5th, 2022 was a great family event for the community, and this year was one of the largest to date with over 900 participants. The Foundation was able to raise over \$135,000, which will go directly to the children and their families to help pay medical bills, provide financial support and transportation to appointments. TG is involved in all aspects of this foundation, from helping to organize the 5K and other fundraising events, to having owners, staff and members volunteer, as well as and direct / indirect financial contributions that have exceeded \$600,000 since 2015.

The Mitchell Thorp Foundation mission is: *Supporting families whose children suffer from life-threatening illnesses, diseases and disorders, by providing financial, emotional and resource support to their desperate situation.*

The foundation's purpose is: *To make a difference today for a child who is fighting for their tomorrow, while bringing hope, relief, and transforming lives in the process.*

Great Job George!!!

■ **CHERYL KIRK** of **USA Racquetball** updated me on my friend, **LUKE ST. ONGE's** health status. Here's Cheryl's update: "Luke had a critical health challenge last October, a cardiac bypass operation that went well, until other complications took over and put him through a three-month-long ordeal. We almost lost him. But, I'm happy to say that, after a lengthy rehab, he is now home and getting stronger every day. Luke is a treasure to our sport of racquetball and a beloved friend. We're so relieved." Folks, as a **45+ year friend of Luke St. Onge**, let me add to Cheryl's comments: **Hey Luke, Get well asap! We need you back in the racquetball industry soon! Cheers!!!**

■ I'm very sad to report that **JOHN HOLSINGER**, long-time IHRSA Staff Member, passed away on February 23, 2022, from injuries suffered in a motorcycle accident.

Here's what **JOHN MCCARTHY**, IHRSA's former Executive Director, said about John Holsinger and his passing: "John was one of IHRSA's quiet heroes, chiefly responsible for IHRSA's growth in China, Japan, Australia, the Philippines, Hong Kong and all of Asia. John was a warm and good man with whom it was a privilege to be his colleague and friend."

"For anyone who had the opportunity to know John, you know what an amazing person he was. He was a pioneer and leader who loved our industry and the people who make it up," noted **ALISON O'KANE GIANNARAS**, IHRSA's Assistant Vice President of International Development and Operations. "John was a thought leader who led by example, and was a true team player. His wisdom and



contributions will be deeply missed but not forgotten. The world is left as a better place because of his life."

MAY JOHN HOLSINGER REST IN PEACE.

■ **JUSTIN** and I want to say Thanks for reading *Club Insider!*

■ **Are you a Paid Subscriber?** *Club Insider* is a *Paid Subscription-based Publication*. If the words "**PROMOTIONAL COPY**" appear above your name and address on the cover of this month's edition, you are not a *Paid Subscriber*, so you are not enjoying the full benefits of a *Paid Subscription to Club Insider*, which includes **new print and online editions and online access to ALL PREVIOUS editions**. So, don't delay, subscribe today for just **\$99 for one year** or **\$10 a month** by going to www.clubinsideronline.com/subscribe.

■ **God bless our troops, airmen and sailors worldwide and keep them safe. Thank you, Congratulations and Welcome Home to all of our troops who have served around the world. God bless America's Policemen and women and Firemen and women; keep them safe. Finally, God bless you, your family, your club(s) and your members. God Bless America! Laus Deo!**

(Norm Cates, Jr. is a 48-year veteran of the health, racquet and sportsclub industry. He is the Founder and Tribal Leader since 1993 of Club Insider, now in its 29th year of monthly publication. In 1981, he was IHRSA's First President, and a Co-Founder of the Association with Rick Caro and five others. In 2001, he was honored by IHRSA with its DALE DIBBLE Distinguished Service Award, one of its highest honors. And, in 2017, he was honored with Club Industry's Lifetime Achievement Award. He can be reached by phone at 770-635-7578 or email at Norm@clubinsideronline.com.)



The late John Holsinger

YOU HELP YOUR CLIENTS REACH THEIR GOALS.

LET US DO THE SAME FOR YOU.

SPORTS & FITNESS INSURANCE CORPORATION

sportsfitness.com | 800-844-0536 EXT 2222
contactus@sportsfitness.com

Liberty Mutual Agency Underwriters Underwriting Companies: American Economy Insurance Company, American States Insurance Company, American States Insurance Company of Texas, First National Insurance Company of America, General Insurance Company of America, Safeco Insurance Company of America. (Not all companies may be licensed in all states.) imaa-insurance.com

Liberty Mutual AGENCY UNDERWRITERS

How Do You Add \$250K - \$1M Annually With No Additional Staff, No Fees, No Marketing Costs And Without Adding One, Single, New Member?



My name is Donna Krech, and I'm writing to share with you the fastest and simplest way I've ever created to start making more money in business. It's worked for countless others, and I know it will work in yours as well.

Did you know... Every single one of your members is giving \$200 a month, on average to someone else, every single month, for nutrition and wellness?

**That's \$200 X every member you have. You do the math!
Here's how to keep that money in your club...**

Our proven system will show you how to capture the \$250K-\$1M being taken elsewhere and, instead, keep it in your club. If you want to make money and a difference, this system has been a game-changer for hundreds of clubs!

FREE: Simple 6-Step Success Blueprint to keep nutrition and wellness dollars in your gym.

- * Profit in first 30 days for you.
- * Wellness and weight loss results in 2 days for your members!
- * This is a business system not an MLM!



If you are tired of your gym owning you, rather than you owning it, and want to be more than just a standard fitness facility... STOP sending buyers out of the building.

Get Yours Now at: WellnessSuccessBlueprint.com

P.S. Your members are taking their nutrition and wellness money elsewhere. We will show you how to keep it in your club! Visit WellnessSuccessBlueprint.com to get your FREE Wellness Success Blueprint now!

Giving You, The Fitness Facility Owner, More Time, Money & Freedom For The Stuff In Life That Matters To You!

OUR GUARANTEE

Within TWO WEEKS of Applying Our Systems, You WILL Make Money! If you don't make money, we will do all the work for you, to see that you do!

...VFPnext

continued from page 3

An Interview With Mario Bravomalo, Founder, and Daron Allen, Co-Founder and CEO, of VFPnext

Club Insider (C.I.) - Where did you each grow up and go to school? What did you study? Did you play any sports?

Mario Bravomalo (MB) - I grew up in Troy, Michigan and played football. I ended up going to school at Texas State University, receiving a degree in Physical Therapy.

Daron Allen (DA) - I was born and raised in Kerrville, Texas and grew up playing all sorts of sports. I went to Schreiner University on a basketball scholarship and ended up lettering in basketball, tennis and soccer. I started as pre-med and ended up with a degree in Exercise Physiology.

C.I. - When and how did you each become involved in the health and fitness club industry?

MB - In 1994, I became the Director of Physical Therapy at a hospital in Fort Worth, Texas, and we began offering memberships at our physical therapy facility for patients who had graduated from therapy.

DA - I got my start right out of college with one of the industry giants, Bruce Hendin, who was the Founder of Racquetball and Fitness Clubs of San Antonio. I transitioned to a club in Fort Worth owned by a health care system while also working on my master's degree at TCU. I was quickly promoted to running multiple clubs for the system.

C.I. - When and how did you both meet?
MB - We were both Executive Directors for the same hospital system. I managed the physical therapy departments and Daron ran and managed all the health clubs for the health system organization.

Visual Fitness Planner is Born

C.I. - When and how did the idea of Visual Fitness Planner come to be?

MB - I had been a member of many health clubs and had seen the same people coming and going inside those clubs without getting any results. Almost 100% of the patients who I saw in physical therapy had significant results when they were discharged from therapy. I realized the difference was physical therapy patients had a very specific plan designed for them to achieve their goals, where most of the health club members were paying for their memberships but were pretty much left on their own to try to achieve their goals. So, I began strategizing on how I could use education, communication and motivation to help structure a plan for health club members to get results. One of the key components was motivation through

visualization. Thus, the Visual Fitness Planner (VFP) was born. We still stay true to our mission: to educate, motivate and communicate healthier lifestyles to people around the world.

DA - While operating health clubs, I got to know Mario as we both served on various committees together for the health care system. I had gotten involved in a startup with a group of people, including Amy Simpson. That particular venture turned out to not have a sustainable revenue model, so we shelved it... But, shortly thereafter, Mario came to me with the idea for VFP, and the rest is history!

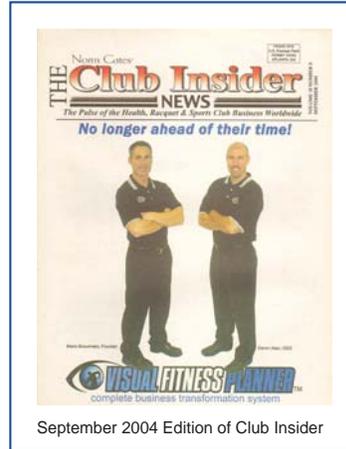
C.I. - Starting out, how big was the team? What features were included? How did you get it out there? What was your first club?

MB - We got started with a minimal viable product that showed a person's before and after avatar and then produced an individual fitness plan. In 2001, the first year we did an IHRSA Trade Show, it really started to take off, and we had over 500 interested clubs. The concept of showing the 'before and after' to motivate people to purchase fitness was an easy concept to understand but was much more difficult to execute in the clubs. We spent the next five years perfecting how to utilize the program with the salespeople and personal trainers before it really became successful.

DA - The team was small and very entrepreneurial. I am not sure if I remember our first club, but I remember one of our first large customers was Geoff Dyer's Lifestyle Family Fitness in Florida, and around the same time, David Patchell-Evans' Goodlife Fitness in Canada. Our largest customer to date was 24 Hour Fitness.

C.I. - Over the years, please take us through the key advancements that enabled VFPnext to become the CRM it is today.

MB - Back in 2012, we were the Lead Sales



September 2004 Edition of Club Insider



Franchising USA CRM of the Year, 2021

Partner for InTouch CRM. We had put over 500 clubs onto their platform, and we had in-depth understanding of a CRM. When that partnership ended, we understood that we needed a CRM to complete our mission to educate, motivate and communicate with members, so we began building VFPnext from scratch. Having the benefit of seeing all of the leading CRMs in the industry and knowing most of the top operators and what they were looking for in a CRM, we were able to design a platform that really worked for the fitness industry. We built a platform API first because we understood that Member Management Software (MMS) systems would be a critical data anchor in every club. We knew the system would have to be completely automated. Most health clubs today are running very small or no sales staff, so every task was going to have to be as automated as possible.

The other key piece is that we wanted to house all of the member journey data in one central location we called VFP Databox, and it allows clubs to do more personalized communication and run much deeper analytics on their business. All of the other CRMs today are still missing out on a great deal of data that happens

during the Membership Tour and the PT Orientation. This is when the most critical information about the member is revealed but not captured into a database. VFPnext is able to capture this data to be utilized for more personalized communication with the member, building brand loyalty and retention.

DA - We were also incredibly blessed to have several early adopting customers/partners who assisted us in getting the product out of infancy and into a strong, enterprise platform. One specific early partner that was instrumental was MUV Fitness. Working through issues and enhancements with Jeff Carlson and Joel Tallman was invaluable for us. And, I specifically want to thank them for their patience and support throughout the years. We have also been blessed to work with some of the great visionaries in the industry like the Co-Founders of Crunch Franchise, Ben Midgley and Craig Pepin-Donat.

VFPnext Joins Daxko

C.I. - When and how did the deal with Daxko take shape?

MB - There were many high-level people who started to recognize the synergies between Club Automation, Motionsoft, CSI Spectrum and VFP, but it really started to come together around IHRSA 2021 when Daron and Ron Lamb, CEO of Daxko, were able to spend some time together and realize that the visions and cultures of the companies were aligned well and that the products made sense together.

DA - The panel at IHRSA 2021 was certainly a great opportunity to get to know Ron a little, but as Mario mentioned, this deal was in the making for some time. We already had an incredibly robust integration with Motionsoft, and more recently, we built an integration with Club Automation. So, the synergies were building over time.

C.I. - Please take us through some of the key elements that made this deal a good one for VFP.



Mario Bravomalo Whiteboarding the VFPnext Member Journey, Utilizing VFP Data Box

(See VFPnext Page 12)



Your Group Fitness program just got a BIG HAND UP with the New Group Fitness Weights from Step Fitness!

- New Ergonomic Design expands use of hand weights in Group Fitness Programs.
- Multiple Grip Positions open up a whole new range of movements.
- New Five-Weight Lineup fits weights to a wider variety of people.
- Increase Group Business & Personal Training as excitement spreads and results get noticed.
- Available Individually, in complete sets or packaged with redesigned weight rack.
- Another First in Group Fitness from the STEP Fitness people.

Call (470) 955 - 6168 for more information or to order yours today.



STEPFITNESS

...VFPnext

continued from page 10

DA - From the earliest days of building out our CRM, we knew that having the most robust and powerful API was going to be key. VFP, being a complimentary system to a club's MMS, required us to build technology that was flexible and able to connect all of the key data that clubs need to generate leads, nurture those leads, assist in conversion and finally drive member engagement and retention. Even though VFP has been supporting the industry since 1999, we were blessed to have the opportunity of going back to being a 'start-up' technology company in 2015 when we began the journey of building out our own CRM. This allowed us to be perfectly positioned to partner with the largest MMS in health and fitness. This has turned out to be a tremendous deal for both companies in that it perfectly fit the needs of Club Automation, Motionsoft and CSI, as well as those of VFP. The VFPnext product was built to be able to scale into tens of thousands of health clubs, but our small organization would not be able to achieve this without the infrastructure that a company like Daxko provides.

C.I. - It is so great to hear your team remains intact! What will that mean for your customers, current and future?

DA - Like the headline of this story says, there is a common vision that comes out of being, 'from the industry and for the industry.' Both companies passionately pursue powering health and wellness throughout the world. With the depth of industry knowledge from having owned and operated clubs, it is natural to focus on delivering excellence to our customers. The culture that **Ron Lamb** and **Jeff VanDixhorn** have built was very important to us. And, having our team enabled to continue to serve our customers in the same manner that they had been accustomed to

was key. The truth is we now have more resources to help improve in all the areas we wanted and needed to grow. For all our current and future customers, this is exciting news. The same staff that they are used to will still be in place, but they will have more resources at their fingertips to better serve our customers.

Some of our key team members and their roles/tenure include:

Amy Simpson,
COO and Product Owner, 15 years;

Russ Brucks,
Chief Technology Officer, 20 years;

Dave Lassanske,
Chief Architect, 6 years;

Matthew Henman,
Vice President of Client Success / Crunch Franchise Director, 4 years.

But, truthfully, everyone on the team is so vital and has been so critical to our success.

C.I. - Speaking of the software suite from Club Automation, Motionsoft and CSI, please tell us what the benefits of VFP's integration into the suite will be for customers, current and future.

MB - We are so excited about the technology possibilities available to the club industry now that the leader in MMS has partnered with the leader in Enterprise-level CRMs. The possibilities are limitless in terms of creating a complete member journey that rivals some of the best industries in the world. And, this world class system will be available to individual health club owners.

C.I. - How will VFP go about integrating into Daxko? Do you have a special team to spearhead that effort?

MB - The Daxko team has been very welcoming and has done this many times



VFP's IHRSA 2021 Panel (L to R) - Daron Allen, Petra Robinson, Dana Milkie and Ron Lamb

before. They are seasoned at welcoming new acquisitions and integrating them into the Daxko family. And, the technologies already have integration capabilities.

C.I. - What does the future hold? For VFP and Daxko? For the Industry?

MB - Finally, the health and fitness industry will now have a technology leader that has the resources, the platforms, the tools and the leaders to create a world class member journey that will rival some of the best industries in the world, at the same time completing the mission of powering health and wellness throughout the world.

An Interview With Jeff VanDixhorn, Founder of Club Automation and Chief Revenue Officer of Daxko

Club Insider (C.I.) - Jeff, you have had an amazing story yourself having built Club Automation for your own clubs, maturing that technology and now having Club Automation be part of Daxko but totally focused on the club market. How does the recent partnering with VFPnext fit in with the club market goals for Club Automation?
Jeff VanDixhorn (JV) - Yes, it has been

an amazing journey. It started in 1995 at our first club, *College Park Athletic Club*, to founding Club Automation with my partner, **Max Longin**, and now, as part of the senior leadership team at Daxko, serving over 17,000 clubs with critical software and services. Throughout this journey, the one constant for me is the reason I joined this industry years ago, which is a desire to positively impact lives. The 20+ years that I spent onsite operating clubs not only gives me some insight into how technology can positively impact the clubs we serve but also a deep appreciation for the people on the front lines of our industry in clubs every day.

With that in mind, we are driven by the thoughts: *How can we help make their work more efficient and effective? And, how can we help clubs build profitable, sustainable businesses so that they can impact more lives?* That is how VFPnext fits into the market goals for Club Automation. VFPnext's *Sales Enablement Tools* fill a very critical role in the member journey, and paired with our MMS systems (Club Automation, Motionsoft and CSI), continue to fill out our end-to-end solution.

C.I. - Can you discuss how the company and team culture from VFPnext impacted your decision regarding this transaction?

JV - VFPnext has an amazing culture! Daron and team come from this industry, they are passionate about serving their community and it shows in the technology they built and the services they offer. I am extremely excited about the VFPnext products and services but even more so about the team members who are joining the Daxko family. Daron has been an industry leader for many years, and I'm looking forward to his continued leadership, not only at VFPnext, but in the broader Daxko organization.

(See VFPnext Page 14)



VFP's IHRSA 2021 Panel (L to R) - Daron Allen, Petra Robinson, Dana Milkie and Ron Lamb (Excuse this Author's Head to the Bottom Right!)



Jeff VanDixhorn



REACH THE UNREACHABLE

**GROW YOUR CORPORATE MEMBERSHIP
REVENUE WITH ZEAMO**

RECURRING REVENUE

Zeamo is the only corporate sales platform to deliver multiple streams of revenue including monthly memberships.

REWARDING WHAT MATTERS

Zeamo is the only fitness benefit platform that delivers rewards to users for facility check-ins, membership purchases, and renewals.

FORGET ABOUT THE STEEP DISCOUNTS

Direct investment from employers maximizes participation and eliminates the need for steep discounting by our gym and studio partners.

MORE PIPELINES. MORE REVENUE.

Every fitness business needs multiple membership sales pipelines that produce membership revenue consistently. A corporate sales pipeline through Zeamo allows you to build an additional stream of membership revenue that grows each month, all year long.

BUILD YOUR BRAND WITH NATIONAL EMPLOYERS

Feature your brand as part of a network of nationwide fitness providers strategically positioned to attract large national employers looking for one platform that serves their entire population.

MULTIPLE CHECK-IN OPTIONS

Zeamo has built numerous integrations with check-in software providers to make the check-in process easy and seamless for Zeamo users and the front desk staff.



**JOIN THE FASTEST GROWING NETWORK IN THE INDUSTRY!
CONTACT MERIDETH HARRINGTON TO LEARN MORE.
ZEAMO.COM. MHARRINGTON@ZEAMO.COM**

...VFPnext

continued from page 12

C.I. - How do you think these technologies working together will impact / benefit the industry?

JV - I've touched on this, but in summary, our goal continues to be to provide technology and services that impact the end-to-end member experience. VFPnext fills a critical piece of that journey, and when combined with our other technology and services, it greatly benefits the clubs we serve.

A Welcome to VFP From Daxko

The entire Daxko team is excited to welcome VFPnext, which joined Club Automation, Motionsoft and CSI Spectrum in the Club Division of Daxko on February 7th, 2022. The integration of VFPnext into Daxko continues the company's expansion of the most extensive tech-based community in health and wellness.

With this acquisition, Daxko continues to build out a full continuum of solutions and services to help health and wellness businesses grow. Daxko will continue integrating, serving and elevating the VFPnext platforms to help club owners and operators reach their full potential.

Who is Daxko? And, what does this acquisition mean for clubs?

Daxko delivers comprehensive technology solutions, integrated payment

processing, experienced services and deep insights to all kinds of health and fitness centers: enterprise health clubs, boutique fitness studios, affiliate gyms, campus recreation facilities, integrated wellness centers, YMCAs and JCCs.

Since 1998, the company has grown to serve customers spanning over 140 countries, nearly 16,000 facilities and over 17 million members. Daxko's portfolio forms an unrivaled set of end-to-end solutions for local start-ups to global franchises.

Powered by deep insights into the health, fitness and wellness industry, Daxko brings together the largest portfolio of club-focused member-management software with integrated payments, billing and a consultative marketing agency.

The Club Division of Daxko is represented by the Club Automation, Motionsoft and CSI Spectrum platforms. Collectively, these platforms serve gyms, campus recreation, integrated wellness, corporate wellness and medical fitness centers. With experience in the market as owners and operators, Daxko helps club owners and management teams to rise to the top of their game and outlive their competition.

Together, VFPnext and Daxko help clubs power more with every experience. Combined, these platforms give clubs a more complete 360-degree view of their members and prospects, allowing them to have better insight into the membership lifecycle. With VFPnext and the deep integrations between Daxko's

club platforms, clubs can attract more prospects, make more sales and generate more revenue:

Attract More. The member journey starts with a deeper understanding of prospects. The VFPnext platform, utilizing the industry's most powerful APIs and database, combines with Daxko's *Lead Generation Tools* and *Member Management Solutions* to create more insightful communications with club prospects.

Sell More. From the first click to walking in your door, converting leads to members takes the right tools. With VFPnext and Daxko, clubs have access to sales enablement tools that have been used by the best brands in fitness for over 20 years and the industry's best lifecycle tools to complete the sale.

Retain More. Better retention starts with unrivaled member experiences. With strong member engagement tools, VFPnext and Daxko help clubs keep members coming back for more.

wellness worldwide. Together with Daxko, we'll drive solutions to power more with every club experience."

"With VFPnext and Daxko's platforms, clubs have a more complete view of the membership lifecycle and a true consultative partner for every area of their business. I am so excited for what this acquisition means for our customers and the club market, as we continue to deepen this integration and partnership," closes **Mario Bravomalo**, VFPnext's Founder.



Congratulations to **Mario Bravomalo** and **Daron Allen**, as well as the VFPnext and Daxko teams! Thank you to Mario, Daron and **Jeff VanDixhorn** for their time interviewing for and assisting with this cover story. Thank you also to **Allison Ferrell** and **Christy Brown** for their assistance. Finally, be sure to check out the **VFPnext Ad** on **Page #5** and contact VFPnext and Daxko today!

(Justin Cates is the Publisher of Club Insider. Having been born into a club business family in 1985, Justin grew up in the health and fitness club industry. He has lived and breathed this industry for 36 years, since his own day one, and he loves it dearly. Graduating from the Terry College of Business at The University of Georgia in 2007, Justin has run day-to-day operations of Club Insider for 13 years. Justin was elevated to Publisher of Club Insider on April 5, 2020. Justin's Dad, Norm Cates, continues to serve as Founder and Tribal Leader Since 1993. You can reach Justin by phone at 863-999-2677 or email at Justin@clubinsideronline.com.)

Closing Quotes

"We are excited to welcome VFPnext to the Daxko family," says **Ron Lamb**, Daxko's CEO. "This partnership is about shared experience, passion and commitment to health and wellness. With Daron and the VFPnext team, we can empower more growth in this industry."

"We are thrilled to join Daxko's group of experienced owners, operators, and fitness professionals," says **Daron Allen**, VFPnext's CEO. "We're passionate about the mission of powering health and

Subscribe to Club Insider

Norm Cates'

CLUB INSIDER
CELEBRATING 29 YEARS OF TRUST

Name: _____
 Company: _____
 Address: _____
 City, State, Zip: _____
 Email: _____
 Phone: (____) ____ - _____

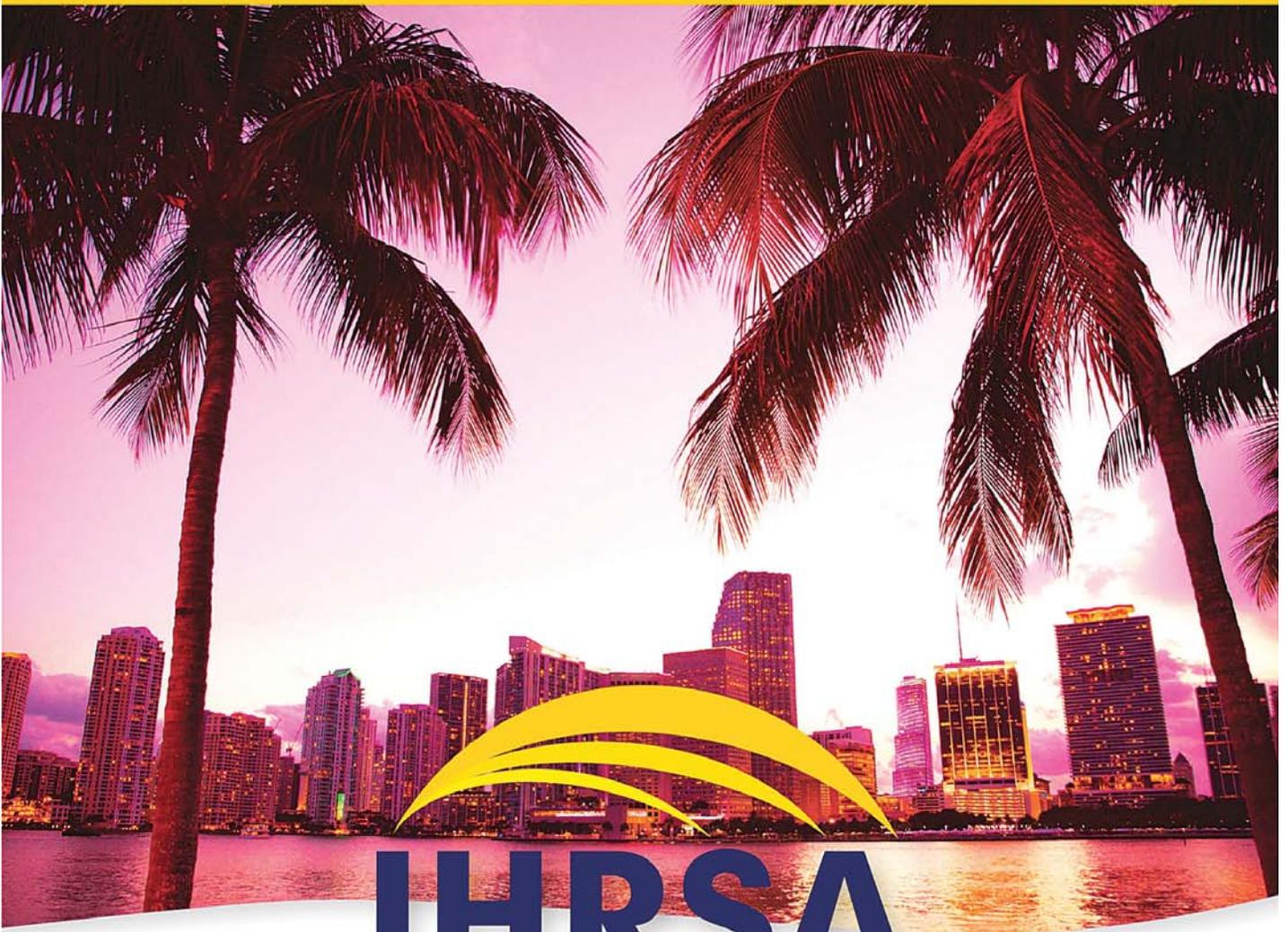
\$99 - One Year (includes 1 year print & online + ALL archived years online)

Credit Card #: _____
 Expiration: ____ / ____ Billing Zip: _____ CSC Code: _____

Mail form with payment to: **Club Insider**
P.O. Box 137314
Clermont, FL 34713

Or go to: www.clubinsideronline.com/subscribe





IHRSA

JUNE 22-24
MIAMI BEACH, FL 2022

**Save the
Date!**

For the first time ever, **Miami Beach** will host
the premier global gathering of industry's best.

Learn more at ihrsa.org/convention



Are You Onboarding Your New Salespeople Successfully?

By: Gary Polic

The number one objective of this article is for you, the reader, to take a good look at your sales representative onboarding process. With that said, the war of attrition with salespeople is an ongoing battle. However, what would you say if I said, "It doesn't have to be that way!" I am not saying that the salespeople we hire are not committed; we as an industry or club sales leaders are not committed to them! Think about it. How does a Fortune 100 company launch their new salespeople into a sales production roll? Do they train them for 1 - 2 days and say, "Here's your quota... Go Get 'Em!" The true answer is **NO**, that is not what they do. However, is that what we do? And, if so, that is *exactly WHY* we have a high attrition percentage with our salespeople and/or have a low-producing sales team.

"How bad is the problem? How much do people forget? Research shows that, within one hour, people will have forgotten an average of 50% of the information you presented. Within 24 hours, they have forgotten an average of 70% of new information, and within a week, forgetting claims an average of 90% of it." - **LearningSolutions**

We have all heard the process phrase: **Recruit, Hire, Train and Develop**. Well, we recruit; we hire; we train; however, we do not develop! Yes, I said it. Some of

us in the fitness industry do not develop our salespeople to the point that they can become medium to top producers through a selected timeframe of sales skill development. WOW, that was bold. But, truly put feeling aside and ask yourself... "Would I refer my son or daughter to work as a sales rep for my company?"

Here's a great insight from a colleague and friend of mine: **Mike Polich**, Regional Director at *The Wellbridge Company* (www.wellbridge.com): "Onboarding your new sales team member is the single most important part of the hiring process. Getting your rep set up from Day One to be successful will be the difference in their staying or jumping ship in a week. One of the biggest mistakes a manager can make is taking the sink or swim approach. Instead, focus on side-by-side leadership. Start by having your new rep in your hip pocket and guide him through the sales process. Your goal is to get your new rep as many little wins as possible in the first few months of their journey."

Here Are Five Critical Thinking Points:

1. Differentiate! What are the whys and benefits that your club provides a new employee that differentiates from the competition? Invest in your salespeople and create a department budget for a training and development program.

"49% of high-performing sales reps identify the availability of onboarding as 'very to

extremely important' when considering a new position." - **SiriusDecisions**

Referencing *Situational Leadership* and the *One Minute Manager*, there is a leadership style of "Directive Leadership" where the new sales rep is diagnosed as a "High Commitment Level and Low Competency Level" performer. This means that they are extremely excited about the opportunities and possibilities to succeed; however, they have many questions and a low ability to function at their job responsibilities. This diagnosis is based on the skill level of their job duties. They are new, and we need to provide them with the proper training and development. The key word here is... **Development!**

Here is another hard truth. We may train on tours and calls, but what about networking and prospecting? Do your sales reps know how to generate high quality leads from members and outside the club from local retailers, corporations and connecting with the influencers in the community by getting involved in events? It's all about prospecting! Do your general or sales managers lead by example and do the same? That is the secret sauce! Seeing is believing! The leader must lead by example when it comes to networking and prospecting in and outside the club daily!

2. Sales Quotas! There needs to be a grace period for the first 0 - 30 days where the sales rep does not have a sales quota. Then, 31 - 60 days based on skill level development, 50% of quota. Finally, 61 - 90 days, 100% of quota. As I mentioned, most clubs take a day or two to launch their sales reps then immediately go into a quota production status. I see it too often. Consider the fact that, when needing to replace a sales rep, you need to factor in separation costs, replacement costs (including lost time in the field) and cost of acquisition and training. Therefore, it would be to a club's advantage to retain and develop high producing sales reps by taking this type of approach.

"It is important to note that a quota discount is standard for new sales team members to account for their ramp up period." - **accessVENTURES**

3. Guaranteed Income! The sales reps need to be put on a guarantee the first 30 - 60 - 90 days to meet their expenses. They need to be fully trained and be able to sell and receive commissions to afford to make a living at their current lifestyle. In that case, ask yourself this question: Does the training and development timeline give the new sales rep the compensation to afford his current lifestyle? I realize that, in some cases, depending on the experience



Gary Polic

and skill level of sales rep you hire, that timeline could be shortened. However, what I see is by putting them on a sales quota with no guarantee, the commitment they have to their job will be unfortunately withered down to no commitment at all over time. They lose their commitment because they have not developed their skill level to produce and earn the income they were told they would earn in the interview.

"It takes new sales reps an average of 3.2 months to fully ramp up." - **HubSpot**

Also, consider this: Is your compensation plan competitive with other clubs or entry sales positions in your marketplace? Perform market research in your area and know the specifics of their compensation packages. You better know, because I promise you, your applicants know!

4. Development Timeline! "Best-in-class companies with a training retention plan have 31% more reps reach quota than the industry average and a 10% higher year-over-year increase in corporate revenue." - **RAIN Group, 2014**

Therefore, the *Development Process* of the training needs to be established on a daily, weekly and monthly basis for 90 days at minimum with follow-up training daily and weekly ongoing for medium to low performers!

"Less than half of companies provide post-training reinforcement, but organizations who do use post-training reinforcement see a 34% more first-year sales reps achieve quota." - **Aberdeen, 2015**

5. Mentorship Program! "86% of professionals claim that having access to mentoring is a factor in their staying with an organization." - **PUSHfar**.

(See **Gary Polic** Page 17)



POLIC CONSULTANTS GROUP, LLC

Experienced - Affordable - Supportive

At Polic Consultants Group (PCG), we are committed to Increasing Sales, Ancillary Income and Profits for Health & Fitness Clubs worldwide!

"Your Club's Success Solution"

Meet Our Group!

Gary Polic - New Membership & Personal Training Sales
Doug Cash - Operations & Growing Tennis
Victor Verhage - PT Education/Fitness Management & Club Design
Jim Brewer - Club Ownership, Financials & Acquisitions
Jeff Randall - JLR & Associates - Recruiting
Daron Allen - VFPnext - Club CRM Solutions
Jim Martin - Marketing
Darcy Baker - Social Media
Steve Strumpf - GM Leadership

(630) 410 - 1120

www.policconsultantsgroup.com



NOW HIRING!

We're looking for talented, motivating, and dynamic Group Fitness Managers Instructors, HIIT Coaches, and Reformer Pilates Teachers!

LA Fitness Instructor Benefits:

- Complimentary LA Fitness membership
- Network of free workshops to maintain continuing education towards certification
- Access to teaching at over 600 club locations nationwide, including Canada
- Free childcare while teaching, in clubs where available
- Current onsite music
- Learn to teach with our FITA® Fitness Instructor Training Academy



For opportunities, email your resume to: groupactivities@fitnessintl.com

Available positions vary by club. Visit www.lafitness.com/careers for more details. Photo depicts a typical facility; some locations may vary. ©2021 Fitness International, LLC. All rights reserved.

Crunch Fitness Launches New Military-Based Fellowship and Employment Placement Program

NEW YORK, N.Y. - Crunch Fitness has announced the launch of 'Strengthened by Heroes,' a military-based fellowship and employment placement initiative designed for service members who are completing their active-duty commitment and wish to pursue a career as a Personal Trainer at Crunch Fitness.

'Strengthened by Heroes' Fellows will have the opportunity to work three to five months with Crunch, with access to free education and certifications from sponsors including the *National Academy of Sports Medicine*, *TRX*, *My Steady Mind* and *dotFit*.

Participants will receive ultimate placement into a permanent role following the end of their service date.

Further, Crunch has partnered with *Transition Overwatch* and the *Department of Defense SkillBridge* to tie the program into every Department of Defense facility and Service Academy. Active duty military and soon-to-be Veterans are eligible to apply.

'Strengthened by Heroes' fellows will receive gratis access to a National Academy of Sports Medicine (NASM) Certified Personal Trainer Course (or other equivalent certification based on the

current qualifications of the individual), TRX Digital Suspension Training Course, TRX Digicamo TRX Pro 4 Suspension Trainer, dotFIT Certified Trainer Course, dotFIT "Heroes" Nutritional Support product bundle, and a Cognitive Fitness Training Course from My Steady Mind, altogether retailing for over \$2,000.

"At Crunch we recognize the sacrifice that Military members make to join the Armed Forces and when asked to risk their lives to protect our Freedom and Country," said **Jim Rowley**, CEO of *Crunch Worldwide* and *U.S. Marine Corps Veteran*.

"We value the unique skills and experience that the military community brings, and we could not be more excited to offer this opportunity."

"The National Academy of Sports Medicine is proud to support our veterans and first responders through the Strengthened by Heroes program," said **Laurie McCartney**, *President of NASM*. "We can never fully repay those who selflessly answer the call of duty and put everything on the line to protect our freedoms, but by providing access to NASM's state-of-the-art training programs, we are giving our heroes the latest knowledge and tools to help build successful careers as fitness and wellness professionals."

"My Steady Mind is a Veteran-owned and operated business. And, we are grateful to be providing innovative training to help Veterans reduce anxiety, improve mental energy and focus through Cognitive Fitness Training," said **Dr. Seth Hickerson**, CEO/Founder of *My Steady Mind*.

Dr. Hickerson is a Navy and Air Force Veteran and most of his coaches are Veterans. Veterans are a resilient group (See *Crunch Fitness* Page 20)

...Gary Polic

continued from page 16

In a successful Mentorship Program, the mentor must complete a checklist requirement and sustain a productive new sales rep for their first three months of employment to qualify for future promotability opportunities. Why a mentor? Because the mentor is a top producer and can now showcase his ability to train and develop to position themselves for promotability into managing others!

"Mentors are 6x more likely to be promoted compared to their co-workers." - **PUSHfar**

How do they do it without causing a decrease in production? Easy; they have the new rep shadow all day! Create a training curriculum that takes small bites of your sales process, such as: role-playing, feedback, testing and follow-up training. Also, most importantly, have the new sales rep go with their mentor on a "live" tour, a call and a prospecting activity. Then, have the mentor do the same with the new sales

rep performing a "live" tour, a call and a prospecting activity. Repeat until the habit and skill level has been achieved. This is not a want but a **MUST** to sustain a winning sales team! **LIVE FIERCE!**

(Gary Polic is the Owner of *Polic Consultants Group, LLC* and *National Director of Sales Support at The Wellbridge Company*. Gary can be reached by phone at **630-410-1120** or email at gary@policconsultantsgroup.com. You can also visit www.policconsultantsgroup.com.)

The Seven Steps in an Effective Sales Process

By: **Frank Guengerich**

Over the years, I've had the good fortune to learn all about the sales process from the best. I always joke to my team that I've never had an original idea; I've just listened closely to the greats, been very coachable and replicated what they taught me. I'd like to share what I've learned, and perhaps, this may assist you as well.

Before I review the *Seven Steps in an Effective Sales Process*, I'll start by saying the most critical value a salesperson must possess is to be passionately committed to the product he is selling. If you are not prepared to purchase the product and use it yourself, it is hard to imagine how you can be successful at selling it. If you're selling fitness, wellness and living a healthy lifestyle as a profession, do you live that way yourself and what type of example do you set for those around you?

These are the seven steps to follow to have an effective and results-based sales process:

1. Prospect - One of the most common mistakes a sales team makes is to wait for leads to come to them through external marketing efforts. A true sales professional keeps a steady source of leads in the pipeline throughout the year by self-generating his own lead base. The first thing that must be done to self-generate leads is simple: *Get in motion*. Do something! Get out of your chair, pick up the phone, send an email, talk to someone, do anything but make sure you get in motion and prospect.

2. Make Contacts - Once prospecting is in motion, the goal is to make as many contacts as possible. The definition of a contact is as simple as touching someone by have a conversation or being in communication with him in some form or fashion. This will open up the line of communication for you to be able to determine if he is a lead.

3. Identify Leads - The definition of a lead is someone who has expressed an interest in joining a health club. Through asking a contact a series of precise questions, you can determine if he is a lead.

4. Set an Appointment - Once you have determined that a contact is in fact a lead, the next step is to set an appointment for him to come see your product. I like to use "tie down responses" when setting an appointment to make it easy for him to make a decision to come see me. A "tie down" is done by offering two options and not an open-ended question. So, instead of asking, "when is a good time to come visit the club?" I say, "I am flexible to meet you when its convenient for you, but as of now, I have time today at 3PM or 7PM; which is

better for you?"

5. Take Him on a Tour - It is vital that you confirm the appointment to ensure he will come take a tour. Make sure he knows where to go, where to park and where you will be meeting him. It's such a waste to burn a lead by overlooking basic things like making it easy for him to come see you. I won't go into detail about the tour as that is an entire process in and of itself. However, I will simply say that practicing how to take a lead on an effective tour is perhaps one of the most important things you can do to ensure success once he is present. Making sure you cover all aspects of the tour, such as discussing the feature/benefits of the club, being able to invite a guest as a referral, meeting a personal trainer and any other items you offer that are unique or central to delineating your club from your competition.

6. Close - Closing is a skill that is developed by practicing and role-playing over and over with your teammates. Closing a sale is progressing through a series of small steps to get an agreement from the prospective member. You know the objections in advance, because there are really only a handful of potential objections. When an objection comes up, I train my team to always agree with the prospective member,

acknowledge their comment but simply treat it as a complaint and something that is easily addressed. Their "objection" most likely isn't really a legitimate reason he won't join but rather just a comment or defensive response/remark that you need to address to get him comfortable with his decision to join.

7. Integrate - In order to have a sustainable business, we have to acquire new members and then retain them. In order to retain a member, we must "plug him in" to as many programs and expose him to a variety of services so he becomes integrated and engaged. If we authentically care about his success, this is the most rewarding part of selling a membership. It's all about delivering on your promise that he will get results and adopt a lifestyle of exercise adherence. Following up with a new member multiple times to ensure he is integrated, using the club, enjoying the staff and services and is a raving fan is essential. This is also a perfect opportunity to start the process all over again by getting referrals.

■ ■ ■

In conclusion, if you follow these seven steps rigorously, your chances of success are very high. Selling fitness as



Frank Guengerich

a profession is perhaps one of the most rewarding occupations anyone can ask for. Don't waste time being unproductive; put everything in motion immediately.

(Frank Guengerich is the President of Hospitality and Lifestyle at the Williams Group. The Williams Group is a Texas-based, multi-company organization specializing in real estate development. The Williams Group owns several brands, one of which is VERDURE. VERDURE is a luxury multi-sport athletic, wellness and lifestyle brand unlike anything in the nation.)

Make A Difference

Club Insider Seeks Contributing Authors

An Open Window Into 2022

By: Sara Kooperman, JD

With 2021 in the history books and 2022 well under way, it is not too late to reflect and embrace the full potential of this year. While the past two years have presented some of the most difficult challenges the fitness industry has ever faced: the shutdown, gym closures, fierce cleanliness demands and the rise of hybrid fitness platforms, it's also created unique opportunities for growth and innovation.

Ongoing COVID waves forced us to take a deep look at not only how we exercise but why, creating an overall shift in the approach of health and wellness. While home gyms and digital workout platforms are here to stay, consumer behaviors will continue to shape the industry's landscape. Let's look forward and break down some of the top fitness trends gracing our fitness world:

Functional/Strength Training - The pandemic has permanently altered the consumer approach to health and exactly how it is defined. More people plan to focus on functional daily movement, low impact exercise and effective workouts, causing strength and functional training to continue as a fitness trend. As most individuals are focusing on building immunities and training for activities of daily living, strength training

will be the new barre training of 2019.

Mind-Body/Mental Health - New year wellness tendencies will likely continue to emphasize holistic fitness programs. Countless mandates, financial stresses and general effects from living through a pandemic have caused a surge in the focus on mental health. As more people search for ways to ease stress and anxiety, practices such as meditation, tai chi and yoga will continue to be popular.

Active Aging Programming - Throughout these times, gyms, boutique studios and wellness facilities all have one focus: *how to financially stay in business*. Catering to the members and clients, especially the 50+ population, is a guaranteed winner. Active Agers have the time, money and desire to stay healthy and mobile. They want to enjoy retirement and spend time with the grandkids. Programs and classes geared to daily activity and movement, along with strengthening muscles to improve quality of life draws in the crowds. Chair fitness and active aging programming are *HOT* in the beginning of any new year. New exercise programs, like *S.E.A.T. Fitness (Seated Exercise for Ageless Training)* offers the opportunity to have fun and get stronger (both physically and mentally).

Aquatic Exercise - Exercising in an aquatic environment offers a comfortable, social atmosphere along with the advantages of the water's resistance and buoyancy. The pool can be an expensive piece of equipment to maintain and having new specialized programming, like *WATERinMOTION Strength*, not only draws in the excitement factor, but utilizes prime real estate in your facility. Think about the benefits of strength training in your pool with Aqua Dumbbells and Aqua Noodles. Since the CDC finds that chlorinated pools have six times (6x) the potency needed to kill the coronavirus (along with other viruses and bacteria), it is pulling in people to exercise in this safe environment, perfect for active agers and younger participants alike.

Nutrition - Immune system support has created a lot of buzz regarding the COVID fight and will continue as an added regimen to stay healthy. Not only are consumers focusing on building stronger bones and muscles but on the internal body system for life longevity and nutritious eating habits. Popular "get skinny quick" diets will be left in the past while consumers make food choices that protect their bodies and the environment; selecting produce grown through sustainable agricultural practices, as well as vitamins and supplements to boost motivation and mood, support energy



Sara Kooperman, JD

and decrease fatigue.

Personal/Small Group Training - Months of lockdowns and isolation left many feeling that their rigorous exercise routines were falling by the wayside and socialization was at an all-time low. It is not surprising that personal and small group training programs increased in popularity during this time. These smaller and more personable sessions allow clients the opportunity to still feel connected and pursue their health goals while not feeling "lost" and left to their own devices as they would in large, traditional fitness classes. Statistics from *2021 MANIA Fit Pro Conventions* support that this training modality will continue to grow in the new year.

♦ ♦ ♦

It is clear that technology, along with trends pointing towards consumers embracing health and wellness will continue to drive fitness in 2022. As the shift toward more sustainable movement, rather than "popular" quick alternatives dominate, new opportunities will be presented to meet consumer demands. May this year continue to bring about a positive, comprehensive, holistic approach to elevate your body, mind and soul!

(Sara Kooperman, JD, CEO of SCW Fitness Education and WATERinMOTION, is a visionary leader that has transformed the fitness education community. A successful business owner and advisor, she is a keynote speaker, published author, podcast presenter and sought-after industry trailblazer. She serves on the Gold's Gym Think Tank, was on the Women in Fitness Association Board of Directors and is a proud inductee into the National Fitness Hall of Fame. Looking to elevate your current programs and prepare for the future? Join SCW at a live, in-person MANIA Fitness Convention or from the comfort of your own home. Go to scwfit.com to learn more.)

Contribute Your Lesson

Contact Justin Cates | (863) 999 - 2677
justin@clubinsideronline.com

Ten Creative Fitness Ideas to Attract More Members

In the last few decades, interest in physical fitness has increased dramatically as more people have become aware of how good health can benefit them. Staying healthy can reduce the chance of getting serious illnesses, improve quality of life and even lower insurance costs.

According to the International Health, Racquet & Sportsclub Association (IHRSA), approximately 67% of Americans engage in fitness-related activities. That's a promising statistic for personal trainers and gym owners who are trying to gain customers because it means millions of citizens are just waiting for the proper workout and offer.

Fortunately, there are several effective tools fitness professionals can use to attract and keep clients.

1. Harness the Power of Digital Marketing

The increased demand for fitness options in all age groups provides a ready-made customer base, but the process of attracting new members requires an effective marketing plan. The fact that both you and your customers have easy access to online resources provides the ideal marketing opportunity.

You and your staff can reach out to existing members and the public via social media, email and reviews. Running promotions in Facebook and other popular sites can also drum up interest in your business and draw new members. The number and type of digital promotions you can create is only limited by your imagination, and examples of possible campaigns include:

■ **Offer a summer slim-down program via Facebook** - Create a program for fast weight loss and toning. Target January and the beginning of summer when demand is highest.

■ **Reward Google Reviewers** - Google reviews can make or break your business. Why not offer a free one-month pass for clients who leave reviews?

■ **Give Free Passes to Social Media Users** - Offer Facebook or Instagram users a free pass when they check into or mention your club via their social media accounts.

■ **Attract New Members** - Advertise a free, introductory one-on-one training session on social media.

2. Develop a Referral Program

It's good business to let your members know you would appreciate them referring anyone interested in personal training or gym services. You can also refer your current professional clients to other

businesses and develop referral reciprocity.

Create a rewards program that incentivizes staff and clients to refer new members to your business. Offering a reward also shows that you appreciate the referrals being provided.

3. Actively Solicit the Over-50 Crowd

Per Small Business Trendsetters, one in three American adults is over 50, and their numbers are rapidly growing. That is a huge opportunity for the fitness industry since the 50-plus population is a group that:

- Can afford to pay for fitness;
- Has the time to work out;
- Is especially health-conscious;
- Needs fitness due to chronic conditions.

The key to attracting this huge demographic is to use a tailored approach. Make sure you target more mature adults on social media, in addition to focusing on younger people. Include images of 50-plus clients and use their testimonials.

Ensure your staff makes over-50 members feel comfortable because many are by gyms. Trainers should also make a point of listening to members to understand their unique goals and issues.

4. Hold Contests and Giveaways

Who doesn't love a contest, especially when it involves winning fitness swag? A giveaway promotion or contest is the ideal way to attract clients when things get slow.

Consider organizing a before-and-after photo contest that encourages members to reach their goals and offers branded gym products as a reward. Or, how about just a quick giveaway? You can use an influencer to model and promote clothes and then give away selected items to winners.

Think about giving away gym

...Crunch Fitness

continued from page 17

of people and they know how important mental strength is. It can be a difficult transition from active duty to civilian life and the My Steady Mind Cognitive Fitness Training course provides Veterans with real strategies, tactics and techniques to thrive in the modern world. What they do at My Steady Mind is Training, not Treatment. They are coaches, not counselors. Veterans thrive when they have a mission and training, so Steady Mind provides both!

"As a veteran-founded organization, TRX is excited to support the Strengthened by Heroes initiative and show appreciation for the military community by offering world-class education and career

sneakers. Focus on popular brands like Nike, Adidas or On Cloud for the promotion. Stylish sneakers are great, but it's best to choose a sought-after brand built for practicality that will result in a flood of people trying to win.

5. Offer Special Pricing

Everyone loves a bargain, so take advantage of it. New members are always looking for the deal that makes the most sense overall, and you can benefit from that fact by researching your competition and improving on their offers.

You might discount the first few sessions for new members. Also, think about offering discount pricing on holidays and during special events.

6. Start a Fitness Blog

Consider adding a blog to your business website. It's a way of providing exciting and informative content regularly.

Blogs are incredibly popular because they are short, entertaining, and easy to read on phones. A well-crafted, easy-to-read blog will capture reader's attention and keep them on your site.

7. Use the Power of Video

Add videos on your site to provide value for your visitors. Audiences love videos because they are an entertaining, quick way to learn something new.

Create high-quality videos as live platforms to demonstrate workouts or even share behind-the-scenes information about your life. Videos are fun, informative, and you can include a call to action near the end.

8. Provide Free Quality Content

To build trust with your audience, you need to consistently offer them

something of value in exchange for their email address. Include free items such as reports, videos or webinars.

9. Offer a Free Transformational Session Instead of Consultation

If you think about the point of physical fitness, it's actually transformation. So, why not offer new members a "free transformational session" instead of the usual, tired, free consultation.

When you meet clients for transformational sessions, discuss their goals, assess prospects and let them try a workout. That puts you in the ideal position to close the deal.

10. Include Customer Testimonials

Positive word of mouth is one of the most effective kinds of advertising, and it's free. Testimonials from former or current clients can make a powerful statement about your business and help draw new clients.

Add written and video testimonials to your website, so visitors have easy access. You can also include testimonials in advertising media like rack cards, brochures and other print material.



Today, the demand for fitness services has never been greater, but the field is competitive. Fitness professionals must use effective marketing to attract new members. Powerful marketing campaigns use social media, blogs, videos, and client testimonials to draw customers. Contests, free website content and promotions also help to increase business.

To learn more about **UpSwell** and what they can do for you, go to upswellmarketing.com.

opportunities within elite organizations," said **Nasario Mejia**, *Chief Operating Officer, TRX Training*. "We at TRX have always believed in giving back to those who have given so much. We are excited and honored to support Crunch Fitness in the Strengthened by Heroes initiatives!"

"dotFIT Worldwide is proud and excited to partner with Crunch for their Strengthened by Heroes Program. We're honored to offer our U.S. Military men and women the same benefits our college and pro athletes have received for years," said **Neal Spruce**, *dotFIT CEO*. "The special men and women of our Military will now have the same protection from the well-known problems found in the dietary supplement consumer mass channels (e.g., under-formulation, tainted and mislabeled

products, no 3rd party testing, etc.) our thousands of elite athletes, celebrities and the millions of members of our fitness facilities enjoy today. We're proud of our Crunch partners for creating new career opportunities for our U.S. Military through this innovative program."

Crunch is known for its innovative group fitness programming and offers a wide range of activities across gyms, including BodyWeb with TRX, Zumba, Cardio Tai Box, Yoga Body Sculpt, Fat Burning Pilates, and the HIITZone, a proprietary high-intensity interval group training program. This is in addition to free weights, machines, cutting-edge equipment, and expert instructors and trainers.

The Team to Reach the 80%

By: **Terry Browning**

Reaching the 80% is a challenge many operators face, especially today after the shake-up of their membership over the last two years. This segment of the population isn't getting the recommended amount of exercise and activity; they don't belong to a fitness facility; and many are overweight, obese and completely inactive. Your instructor team can play a major role in helping to ensure you can appeal, connect and keep this elusive 80%.

British entrepreneur and business magnate, **Richard Branson**, has said, "A company's employees are its greatest

asset, and your people are your product." Because group fitness has proven to be a reliable strategy for member retention and has shown to have one of the lowest costs to service members, making sure your *product* (your people) is a diverse and committed team is essential to reach more people and grow participation.

Your instructors are the "face" of your program marketing. They represent what the programs are, who they are for and the benefits members get from them. Instructors are walking, talking billboards for group fitness. In fact, many people will pass by the group room and judge the program based on the instructor alone. And, because

people are often attracted to people who are "like them," typically, the members who participate in your group fitness reflect the people on your instructor team. So, one solution for offering programs that appeal to younger age groups? Have more younger instructors as part of your team. How do you attract more men into group fitness? Build a more diverse instructor team that includes more men.

Of course, the ideal diverse team would consist of half females and males; an equal split of instructors under 30, 30 - 50, and 50+; and it would have a wide variety of people, personalities, fitness levels
*(See **Terry Browning** Page 22)*



Terry Browning

In Case You Missed Them: *February 2022 Headlines*

- IHRSA 2022 Brings Fitness Industry Professionals to Miami Beach
- Planet Fitness Expands DC Footprint With Gallery Place Location
- StretchLab to Bring 16 Studios to Washington DC
- John Reed Fitness Opens its Second U.S. Location in Dallas, Texas
- Technogym Unveils Over 2,000 New On-Demand Workouts
- Mindbody Executes Multi-Year Agreement with Human Performance Brand Exos
- ONCAP Acquires Majority Stake in Merrithew
- Crunch Fitness Launches New Military-Based Fellowship and Employment Placement Program
- Life Time Expands Footprint in Dallas/Fort Worth with Opening of 124,000-Square-Foot Luxury Athletic Resort in Frisco
- Curves and Myzone Team Up to Help Women Around the World Get Healthier and Stronger
- Rumble Knocks Out 200 Signed Franchise Agreements
- LifeSpeak to Acquire Wellbeats
- New Mental Health Tools Now Available to All Fitness Centers
- The 13th Annual Warrior Spirit Community 5K Was a Success
- BoxUnion Co-Founder and Chief Revenue Officer of TITLE Boxing Club Appointed to 2022 Board of Directors for Rock Steady Boxing
- UFC GYM to Debut UFC FIT in New Jersey with Opening in Wayne
- Kelly Tope Named Senior Director of Franchise Development for 9round Franchising
- Echelon Announces Multi-Year Collaboration with the American Heart Association
- PGA of America Chooses Technogym as its Official Training Equipment Supplier
- VASA Fitness Opens Milestone 50th Club in Joliet, Illinois
- PTR Taps Lynne Rolley as Chair; Names New Board
- VFPnext Joins Daxko to Expand the Most Extensive Tech-Based Community in Health and Wellness
- Planet Fitness Completes Acquisition of Sunshine Fitness and Refinancing Transaction
- Life Time Signs Letter of Intent for \$175 Million in Sale-Leaseback Transactions
- Peloton Announces Comprehensive Program to Reduce Costs and Drive Growth, Profitability and Free Cash Flow
- ACSM Publishes New Recommendations on Type 2 Diabetes and Exercise
- Workout Anytime to Open in Venice, Florida
- Peloton Announces Leadership Transitions to Position Peloton for Sustainable Growth, Profitability and Long-Term Success
- ACE Launches New Job Board to Connect Employers with Skilled Health and Exercise Professionals
- New Virtual Programming Director Will Lead Virtual Programming Platform at Power Wellness
- Wellbeats Renews Partnership with HopeKids
- VIDA Fitness Partners with FORTÉ To Enhance ODYSSEY By VIDA
- Club Industry's FUTURE of FITNESS: Trends in 2022
- ACSM Names Editor-in-Chief of New Open Access Journal
- FlexIt Partners With the International Sports Sciences Association
- Pulse with Pure Barre in Celebration of Heart Health Month
- ALS TDI and Google Develop New ALS Symptom Severity Measurement Tool
- Life Time Expands Chicago Presence with Opening of First Downtown Chicago Athletic Resort at River North

Be sure to read Club Insider Weekly Eblasts each week!
Sign Up Today at www.clubinsideronline.com/news

...Terry Browning

continued from page 21

and experience, from long-time fitness enthusiasts to relatively new fitness super-fans. A more diverse team will attract a more diverse audience of participants. Bottom line, your instructors perform a valuable marketing function for your facility. They are the living embodiment of your health club and its brand, so it's important to have people who are healthy, vibrant, passionate and committed. Each impression that a member forms about an instructor is an impression about your business.

The challenge of building a diverse team is that it does not happen overnight. It's a strategic, methodical process that starts with assessing your current team, conducting a team inventory if you will and then setting recruitment goals to build a well-rounded team that will appeal to the 80%. Be prepared. The first step is often the most difficult, but you will gain momentum as you increase the diversity of your team and add younger people and more males. As then, more younger people and males

will want to be part of the team they see and experience.

The good news is that one of the most impactful strategies for adding new people to your team is recruiting under your own roof. With the professional systems of training and programming that we supply, the opportunity to "grow your own" has never been more viable. Under your roof, you can recruit from every department on your team including sales, personal training, front desk, marketing, administration, etc. By doing this, you help integrate many of your departments, bringing group fitness to the forefront of conversations throughout the facility and fostering more engaging discussions with members and future members to participate in group fitness.

You can and should also recruit from your membership. These members already have a connection to your club, your staff and other members. Start first with the passionate, committed members who already love your group fitness programs. But, as a word of advice, don't only look to your front-row group fitness members. Some middle of the room

members and back row introverts, with the right encouragement and mentoring, can be encouraged to take the step and become amazing instructors. And, having a wide-ranging mix of personalities on your team (introverts, extroverts, different personality types, etc.) provides even more diversity to your team, allowing you to attract an even more diverse audience into the room.

In the fitness industry, it is extremely difficult to offer a product or service that your competition cannot. Almost everything you provide your members --space, equipment, amenities, workouts and technology-- can be copied and offered by your competition. But, the one *product* you offer that your competition cannot, if you choose, is your people. Your people are your product. And, how you recruit them, how you train them, the programs you use to support them and how you invest in them will help you create a diverse team, one that is committed to your cause, and one that is capable and ready to reach the 80%.



MOSSA believes that creating a diverse, exclusive instructor team is a key strategy for growing your membership and differentiating yourself from your competition. To learn more about our Team Inventory resources and creating your "Unique Selling Point" through an exclusive instructor team, visit bit.ly/clubinsider142.

(As President and CEO of MOSSA, formerly known as The STEP Company, Terry Browning has been instrumental in guiding the company's directions after the introduction of The STEP to the fitness industry and retailers, has led the team that introduced Branded Group Fitness to health clubs in 1997 and now steers the company's growth in the consumer digital workout market. Terry has nearly 30 years industry experience and holds a degree in Marketing and Business Administration from the University of Akron. Terry can be reached by email at terry@mossa.net or phone at 800-729-7837, Ext. 242.)

Thank You to Our Advertisers



Norm Cates
CLUB INSIDER
CELEBRATING 29 YEARS OF TRUST

The excellent companies below bring *Club Insider* to you every month, so please take a minute to see what they can do for you. To learn more about them, or about joining **The Club Insider Advertising Team**, go to www.clubinsideronline.com/advertise today!

Premium Positions:

Crunch Franchising - Page 2	www.crunchfranchise.com
Visual Fitness Planner - Page 5	www.getvfpnext.com
MOSSA - Page 23	www.mossa.net
Workout Anytime - Page 24	www.workoutanytime.com

Regular Positions:

iGo Figure - Page 7	www.igofigure.com
IHRSA - Page 15	www.ihrsa.org
JLR Associates - Page 6	www.jlrassoc.com
LA Fitness - Page 17	www.lafitness.com
Polic Consultants Group - Page 16	www.policconsultantsgroup.com
Sports and Fitness Insurance - Page 8	www.sportsfitness.com
Step Fitness and Recreation - Page 11	www.thestep.com
TotalLife - Page 9	www.wellnessuccessblueprint.com
Zeamo - Page 13	www.zeamo.com

Online Positions:

Augie's Quest	www.augiesquest.org
Business Finance Depot	www.businessfinancedepot.com
ClubIntel	www.club-intel.com
Club Industry	www.clubindustry.com
FlexIt	www.flexit.fit
Iron Grip Barbell Company	www.iron Grip.com
Paramount Acceptance	www.paramountacceptance.com
TG - The Gym	www.thegymvista.com
UpSwell	fitness.upswellmarketing.com



2022 Advertising Media Kit

Download the Club Insider Media Kit at
www.clubinsideronline.com/advertise

Thank You to Our Contributing Authors

- **Bill McBride** - Founder, BMC3 - BillMcBride@bmc3.com
- **Bonnie Patrick Mattalian** - Independent Consultant - bmattalian@gmail.com
- **Bruce Carter** - President, Optimal Design Systems International - (954) 888 - 5960
- **Cathy Spencer Browning** - VP of Training & Programming, MOSSA - (770) 989 - 4700
- **Daron Allen** - President & CEO, Visual Fitness Planner - dallen@vfp.us
- **Derek Barton** - Owner, Barton Productions - derek@bartonproductions.com
- **Donna Krech** - Founder/President, Wealth of Wellness - (419) 991 - 1223
- **Gary Polic** - Owner, Polic Consultants Group - (630) 410 - 1120
- **Jeffrey Pinkerton** - Business Development Manager, MOSSA - (770) 989 - 4737
- **Jim Thomas** - President, Fitness Management USA - (800) 929 - 2898
- **John McCarthy** - 25-Year Executive Director Emeritus of IHRSA
- **Jon Butts** - President, Muscle Up Marketing - jon@muscleupmarketing.com
- **Karen Woodard-Chavez** - Premium Performance Training - karen@karenwoodard.com
- **Mark Williamson** - Co-Founder and Principal, ClubIntel - markw@club-intel.com
- **Mike Alpert** - COO, Smart Health Clubs - mike@smarthealthclubs.com
- **Paul R. Bedard, Esquire** - Crunch Fitness Connecticut - paul@crunchct.com
- **Paul Bosley** - Owner, Business Finance Depot - (800) 788 - 3884
- **Rick Caro** - President, Management Vision, Inc. - (212) 987 - 4300
- **Sara Kooperman, JD** - CEO, SCW Fitness Education - scwfit.com
- **Thomas Plummer** - National Fitness Business Alliance - (800) 726 - 3506

INSPIRING MILLIONS TO MOVE

POWER UP YOUR MEMBERSHIP

Group Power® maximizes your workout results with one hour of cutting-edge strength training! Get muscle strong and movement strong when you combine traditional strength training with functional exercises and the revolutionary science of Loaded Movement Training, using an adjustable barbell, body weight, and heart-pounding music. POWER UP!

REACH MORE PEOPLE. SELL MORE MEMBERSHIPS.

MOSSA creates the highest quality group fitness workouts so you can reach more people. Our proprietary M4 Programming (Movement, Music, Motivation, Metrics) ensures everyone feels successful and gets results, from the new exerciser to the serious athlete.

MOSSA'S M4 PROGRAMMING TO IMPROVE MOVEMENT HEALTH™

- ▶ **Movement:** Helping people get muscle and movement strong.
- ▶ **Music:** The world's best exercise music.
- ▶ **Motivation:** Motivate, not intimidate.
- ▶ **Metrics:** The industry's most comprehensive testing process.

DESIGNING AND DELIVERING A BETTER MEMBER EXPERIENCE

To maximize the impact of group fitness, your team needs to manage every detail of the member experience - scheduling, programs offered, instructor recruitment and training, music licensing, room design, equipment selection, marketing message, and member onboarding. If you don't have a solid strategy for managing every detail of the member experience, we can help.

INNOVATIVE PROGRAMMING TO EXPAND YOUR REACH AND ATTRACT NEW MEMBERS

EMOTIVE, INSPIRING MARKETING CAMPAIGNS TO IMPROVE YOUR MESSAGE

STRATEGIES FOR MEMBER ACQUISITION, ENGAGEMENT, ONBOARDING, AND RETENTION



LEARN MORE AT WWW.MOSSA.NET

WORKOUT  ANYTIME

Your Fitness. Your Schedule.

IN 2021

**WE SOLD OVER 30
CLUBS, AND OUR
SIGHTS ARE SET
HIGHER FOR 2022**

YOU COULD BE NEXT

THE WORKOUT ANYTIME MODEL OFFERS:

FLEXIBLE BUSINESS MODEL: Keep your current career in conjunction to operating your gym or run your club as your new business

RECURRING MONTHLY REVENUE: Tap into a subscription-based structure with additional revenue streams from personal training and small group training

NO GYM EXPERIENCE NEEDED: Our education and support get you set for success and keep you growing

BOOMING INDUSTRY: The global fitness and health club industry exceeded \$96 billion in 2020

LOW STAFF REQUIREMENTS: Run your club with 3 to 5 employees

STREAMLINED MULTI-UNIT OPPORTUNITIES: Over 73% of Workout Anytime owners have multiple locations

TURNKEY MARKETING & OPERATIONAL SUPPORT: You don't have to go it alone

EXPERT REAL ESTATE ASSISTANCE: We'll help you find the right location for success

AVAILABLE MARKETS: Territories across the U.S., Central America, the Caribbean & Mexico are available for development

FINANCING AVAILABLE: With our long-time financial partners to put you on the road to success!

MULTIPLE REVENUE STREAMS: Variety of membership options and personal training packages

WANT TO JOIN OUR BRAND THAT'S HERE FOR YOU, 24/7?

CONTACT TERRI HAROF TO LEARN MORE

WORKOUTANYTIME.COM | TERRI.HAROF@WORKOUTANYTIME.COM | 770-809-1425