

Working Price Structure for a Mainstream Facility:

Basic Club Access \$39 x 12 months	Basic Club Access \$59 Month-to-Month
Program Design Membership \$79 x 12 months	Program Design Membership \$99 Month-to-Month
Team Training (10-30 clients) \$99 x 12 months Unlimited	Team Training (10-30 clients) \$129 Month-to-Month Unlimited
Small Group Personal Training (2-4 clients) \$149 x 12 months Limited (4 sessions per month)	Small Group Personal Training (2-4 clients) \$179 Month-to-Month Limited (4 sessions per month)
Small Group Personal Training (2-4 clients) \$199 x 12 months Unlimited	Small Group Personal Training (2-4 clients) \$229 Month-to-Month Unlimited
Private Personal Training \$499 x 12 months Limited (5 sessions per month)	Private Personal Training \$539 Month-to-Month Limited (5 sessions per month)
Private Personal Training \$799 x 12 months Limited (8 sessions per month)	Private Personal Training \$859 Month-to-Month Limited (5 sessions per month)

Working Price Structure for a Training Facility:

Program Design \$99 x 12 month	Program Design \$149 month-to-month
Team Training (10-30 clients) \$149 x 12 months Unlimited	Team Training (10-30 clients) \$219 Month-to-Month Unlimited
Small Group Personal Training (2-4 clients) \$249 x 12 months Limited (4 sessions per month)	Small Group Personal Training (2-4 clients) \$319 Month-to-Month Limited (4 sessions per month)
Small Group Personal Training (2-4 clients) \$359 x 12 months Unlimited	Small Group Personal Training (2-4 clients) \$429 Month-to-Month Unlimited
Private Personal Training \$599 x 12 months Limited (5 sessions per month)	Private Personal Training \$649 Month-to-Month Limited
Private Personal Training \$999 x 12 months Unlimited	Private Personal Training \$1299 x 12 months Unlimited

Note:

The only other fee that the club would charge is the fee for the 30-Day PT Experience unless the client buys directly into a PT program.

Terms and Definitions

Club Access Membership:

Member pays a monthly fee to access the club's equipment and group exercise classes.

Program Design:

This training program is established for the client who wants a minimal level of guidance for their workouts. They may not be able to afford to see a trainer on a regular basis but they still need some form of coaching.

Target Market: The value-seeking member who just wants direction in the club

Unlimited Team Training:

Team Training is offered about 8-12 times per week. These group experience offerings (**DO NOT** call these classes) have a set size limit of 10-30 people with 1 coach. These sessions are conducted in a circuit format using some type of timed intervals. The client has access to these sessions along with template guided workouts and club access.

There are two styles of Team Training:

Afterburn – the most advanced Team Training option. There are up to 3 levels of progression for each movement. The sessions are conducted in a wide range of timed intervals, normally with a 2/1 work to rest ratio but not always with the circuits changing each week.

Foundations (Entry Level) – this is the ideal circuit for beginner clients. This session covers all of the basic movements that are essential building blocks for our program. There are up to 3 levels of progression for each movement and the circuit is run with a 30/30 second work to rest ratio at all times.

Target Market: Boot camp crowd who wants to feel like they are part of a competitive team

Limited/Unlimited Small Group Personal Training:

Small Group Training is offered on a daily set schedule and is restricted to groups of 2-4 clients. These groups will follow the workouts that are developed by the Program Design Dept. with the coach making the adjustments within each group depending on client's conditioning. This experience is much more hands-on compared to the Team Training and normally attracts a slightly older clientele who are seeking more intense coaching, smaller groups, and who like to learn new things often.

Target Market: This client wants more intensive coaching, personal attention and may even favor sharing the cost of a trainer.

Private Personal Training:

Private training should be less than 10% of your total training revenue stream. It is reserved for the client that feels that they NEED to be coached/watched at all times. They may not necessarily need it but they feel that they do and are willing to pay a premium for it.

Target Market: This client seeks a highly intimate style of personal training. Normally this product is a limited offering due to its high cost.

Note: One of the false assumptions in the fitness business is that every client wants that private experience, but this theory does not hold up in the real world. There is a small percentage that does like and seeks the intimacy of the one-one setting but there is also a much bigger segment that is looking for the power of group dynamics.

Your cost of service, and therefore your profit margin increases when you master the art of the group dynamic in your business. It simply costs you less to service people in groups than in a one-on-one and you can also generate a much higher return per hour by servicing groups.

Use the Same Basic Format for Every Training Product in the Club

Members like consistency and will stay longer and pay longer if they have access to simple workout information. By using the same basic workout format for every product, you only have to teach the member once to keep him/her grounded for life. This format applies to the Club Access members, the large group offerings and to the small group as well. Once the member grasps the format and some of the basic moves, he can keep up almost anywhere in the club and becomes interchangeable with the offerings, which will give him/her confidence to try more of what the club has to offer.

Meet and Greet:

(Team Training & Small Group Training)

Never start any type of group experience without giving a chance for every participant to meet every other person in the group. Retention is about relationships, and members who get know other members on the same journey will stay longer and pay longer.

Dynamic Warm Up:

(Team Training & Small Group Training)

In the Group Training format, use good music while warming up, however, when using in the Small Group Training format, focus on more intense coaching. These exercises should be performed in a progression starting with easiest and moving toward more difficult. Besides the obvious, warming up through a progression of more dynamic moves, structuring this segment from easiest to hardest allows you to mix fitness levels more easily.

Corrective Exercises:

(Small Group Training)

These exercises are unique to each client as they are developed based directly on their movement screen results.

Since the exercises are not very challenging or 'sexy' it is important to try to get them done BEFORE the strength segment of the session when attention is at it's highest.

Strength Training:

(Team Training & Small Group Training)

The beauty of knowing the fitness levels of each client is that you never have to worry about how to pre-arrange your Small Group Training schedule. A new member standing next to a more experienced member can participate without feeling that he is holding up the group. This also allows the more experienced members in your club to act as ambassadors and role models for those who are on the same fitness journey even though at a lower level.

Core Training:

(Small Group Training)

Studies support that repeated spinal flexion contributes to poor posture and undue stress on the lumbar spine. We choose to use exercises that help us stabilize the spine and prevent movement.

Metabolic Finisher:

(Small Group Training)

Build in metabolic finishers at the end of each workout. They should be some sort of timed or otherwise fast paced exercise usually lasting 3-5 minutes. They should be designed to get the heart pumping and give the metabolism a boost but progressed or regressed accordingly within each session. The takeaway should be that they just had an awesome workout and are tired and sweaty to prove it.

Emotional Exercises:

(Small Group Training)

There is nothing wrong with throwing in a few emotional exercises at the end of each session so that each client feels like they are being personally taken care of. You want your clients to leave the gym feeling as good as possible.

Team Building:

(Team Training)

Call everyone into a group at the end of the session and organize a quick exercise or game that is more fun in nature. It should not be too physically challenging as they did just finish an intense group workout. Once they are finished, complete each experience with foam rolling and thank them all for being clients and for supporting the business.

Mobility Work:

(Team Training and Small Group Training)

Mobility work can be part of the corrective exercise section as well as an active recovery from a workout. It can include but is not limited to foam roller and static stretching exercises.

Note: No one should be allowed into the advanced Team Training setting that cannot do at least the basic movements. You don't want to have to stop the energy or the music to teach a new person how to do a kettlebell swing. That person should not be in a large group until he or she can handle the basic movements that you are teaching. We recommend that your basic exercises be taught during every member's first 30 days.

No member should be sent home without being thanked for supporting your business!

Additional Notes on Various Training Offerings

Team Training:

- Use the timed circuit formats for the workout
- Put limits on the size of the group (10-30)
- Participants need only to show up ready to workout and have fun
- Use the same workout for an entire week
- The beginners Team Training workout should **ALWAYS** stay the same
- This is important since you want to distinguish this from the Small Group Training. Do not change this daily or let the coach “do his own thing” with this product.

Small Group Training:

- Limit each session to 2-4 people
- Progress and regress exercises accordingly within the group
- The Program Design Department writes the workouts and the coaches **CANNOT** change them
- Music is less important here. This product is not about the experience, such as in large group, but rather it is more about the coaching and intimacy of the smaller group

Limited One-on-One:

- This product is offered at 4 or 8 sessions per month depending upon the training program level purchased.
- These sessions do not rollover to the following month if not used. It doesn't matter how the member chooses to use their sessions as long as he/she gets their allotted amount for the month
- The normal client will train about 2-3 times per week
- Clients should **NOT** be allowed to come everyday to one-on-one training. Think of this product as a guided coaching program. You may train the person 2-3 times per week as a one-on-one client, but if they want to come more often they should be pointed toward other areas of the club.
- Include a lot of extras at this level. The more added value, the more you can add. For example, some of the training clubs using this model charge \$2100 per month for a 12-month agreement but include massage, full supplements, protein powders and bars. Think of this level as pampering. You may not sell a lot of these but when you do they will be special and the price at this level does make the other prices look good.

Note (Training Facility): Everyone gets everything under the level that they pay for as a member. For example, if a member pays for Unlimited Small Group Personal Training then he would have access to the Team Training and full club access. It is also important to note that each level includes membership to the club. Do not charge the member for the level and try to also charge him a second fee to be a member. Include the membership as part of the training package he chooses.

Note (Mainstream Facility): The only difference is that your training members WILL have to maintain a minimal Club Access membership in order to eligible to participate in **ANY** training program.

Template Guided Workouts:

- Template guided workouts are created **ONLY** by your Program Design Department. Any client choosing to receive a template guided workout will also be given one coaching session where the exercises listed in the workout will be demonstrated.
- This category of member is one that won't, or can't, pay for training. He would normally leave the club early in his membership because he is not seeing any results and this frustration is based mostly on the fact that he does not have any guidance on a regular basis when coming to the gym.
- Training clubs should have one guided level of training under \$100 per month for the experienced client who just wants to be given a workout but who also has enough experience to do his own thing. This member is basically just renting your equipment and is getting a template guided workout which will change every 4-6 weeks.

Note:

Another key point is that you do not need to back out a membership number from your training revenue. This number tells you nothing about your business and is a total waste of time to calculate.

Do not forget to track the total revenue from training separate from the membership income. Remember that your goal is to get the training revenue to an equal or greater number than membership income.

Here is a sample of what a training schedule may look like for your facility:

Sample Starter Schedule

	Mon	Tues	Wed	Th	Fri	Sat
AM						
6:00	SG/F	SG	SG/F	SG	SG	
7:00	SG/TT	SG	SG/TT SG	SG/TT	SG	
8:00	SG	SG/F	SG	SG/F	SG	SG
9:00	SG	SG	SG	SG	SG	SG

SG =Small Group

TT = Team Training F = Foundations

PM

5:00	SG/TT	SG/TT	SG/TT	SG/TT	
6:00	SG	SG/F	SG	SG/F	

First Day Sales Plan

There are a few types of clients that appear the first day:

Client #1 - This person is either a walk-in or is responding to an ad and will most likely need more visits, information and experience with the club before he will commit to a training program. *(Mainstream Facility & Training Facility)*

Client #1a – This person is either a walk-in or is responding to an ad and simply wants to purchase club access. *(Mainstream Facility)*

Client #2 - This person is referred by a member and is most likely going to start their membership by purchasing the 30-Day PT Experience immediately. *(Mainstream Facility & Training Facility)*

Client #2a - This person is referred by a member and is most likely going to become a personal training member on their first visit. *(Mainstream Facility & Training Facility)*

The goal for your Sales Team with any of the above clients is to get them set up to meet with your Director of Training for their Starting Point session. **EVERY** new/potential client should sit down with your Director of Training before starting any level of membership.

Do not call this a workout as many clients with previous experience will not show up thinking this is just another bored trainer putting them through a circuit and trying to sell them expensive one-on-one training.

Here are the key questions that the sales team needs to ask the client to get him or her excited and willing to show up for the Starting Point session (*Clients #1 & #1a*):

- We realize that your time is valuable and we would like to find out how we can help you reach your goals in the shortest period of time. Do you have a few minutes to sit down to speak with me?
 - What kind of fitness goals do you currently have?
 - What time frame would you like to achieve your goals?
 - What are you currently doing for exercise?
 - Do you have any injuries that would prevent you from taking part in a training program?
- Much of what we do here as far as training goes is not done in other facilities. We would like an hour to help you understand how to use the training tools, introduce you to our training philosophy and best set you up for success in our facility.

Clients #2 & #2a will still need to be set up with the Director of Training but will not need to be sold on the Starting Point session as intensely as they have already decided to commit to training at some level.

Note:

You definitely want to take the sale the first day if you can, either as getting the member started with the 30-Day PT Experience or if he decides to become a new training member that very day. The issue with this as an operator however, is that it is more difficult to sell the person training when he has not experienced it yet.

The Assessment Process (Starting Point Session)

The Starting Point session is the first hour you spend with a new client and here are three goals that must be accomplished during this hour:

- Slow down the process and spend the full hour with the person. Attention sells and a caring attitude shows
- Display your expertise as a coach and not as overeducated fitness professional. Support is the goal, not overwhelming the person with what you think you know
- Leave the person with the feeling that he or she will be successful at fitness and that you are the only person who cares enough to help

Four Areas of Assessment Outcome (Movement Screen)

- Functional (No pain)
 - We are good to go
- Functional (With pain)
 - We can work around the pain but must refer out to have the pain assessed by the appropriate professional
- Nonfunctional (No pain)
 - Client with poor movement and not in pain yet
- Nonfunctional (With pain)
 - Refer this client out immediately!

Note:

The perfect setting for this is to use a high top table with three chairs on the edge of the workout area or in a smaller, private space. It is VERY important to let the client touch the fancy equipment in the gym. (i.e., kettle bells, suspension tools, ropes)

It is important to use the exact same format each and every time. By staying consistent with the format, you can interchange assessors and still keep track of who is effective and who is not.

We use the same format for the Starting Point session each time for consistency as outlined below:

1. Meet & Greet
2. Movement Screen
3. Initial Workout
4. Finish Sales Process
5. Set-Up On Point Sessions

Meet and Greet

The meet and greet during the Starting Point allows the assessor a chance to understand what the client wants. Having already reviewed the client's initial questionnaire you should be armed with all pertinent information to get to the root of why the client has come to see you.

You should begin the Starting Point in the front of the club and have talking spots where specific information is given to the client. You want the client to see things in action as you are talking so that they get the feel for how the gym operates.

One major talking spot should be the functional area of the club where you keep most of the 'toys' and where the movement screen will be completed. From there you can head to your designated table or office to carry on a more in-depth conversation.

Once information is gathered at the table, you should then start the movement screen with the client back on the club floor. Upon completion of the movement screen you can now move on to the initial workout.

Initial Workout

Remember that the goal is not to destroy the client but to educate the client on the key moves of fitness, prove they can be successful and make them feel comfortable that this is the place they need to be.

The goal here is to create an emotional response by letting new folks “play” with all of the great tools. All of the cool kids are doing it!

Metabolic Finisher

A little metabolic work is a great way to put a smile on the client's face and to take the person back to the table a little sweaty. Keep this phase at the proper level for each new client and err on the side of caution when unsure. Leave the client happy and definitely wanting more.

Back to the Sales Table

Present the Prices and Direct

Present the prices to the client and then say, "Based upon everything you have told me today, I feel this is the best program for you to reach your goals."

Suggest where the client needs to be and why. If he has another plan, or likes another program better, he will tell you. If it is a money issue, he will point to another program and make that decision.

Be Patient

It is great if the client wants to only start the 30-Day PT Experience. This simply gives you at least 30 more days to sell that client on why they need to be training at **YOUR** facility to reach their goals. If they have their mind set on the 30-Day PT Experience you can then move on to incentives. You can offer incentives to the client if they make the decision to join one of your training programs before the end of their 30 day period.

Your Numbers

You should place 60% or higher of all the clients who go through an assessment into a higher price program above the club access price (40% of all members who join the club since many will not take the assessment). Training clubs should constantly monitor the average return per sale and constantly strive to drive that higher over time.

60-Days Prior to Launching Your New Program

When you introduce the new pricing structure and move towards a training-centric business model, plan at least a 60-day lead-time. The introduction of this model can be broken into two segments.

1st 30 days

This first period should be nothing but total preparation. You should set an exact date of launch for your new programs. Starting 60 days out you will have a prep time that allows you to get all the needed equipment, make plans to modify the club if needed and to get everyone on the staff properly trained.

Here are a few ground rules that will help you take the next step toward building a successful business based upon group personal training and long-term training memberships:

- Map out the club to plan for your new functional training areas and plan on opening up training space for the small groups in several areas of the club. In a perfect world, you should have 800-1200 square feet of dedicated space for the Team Training and several 150 square foot areas for the Small Group Training.
- You will most likely have to eliminate some of your older equipment to make room for functional training space. Most mainstream box clubs, and some of the older training centers, will need to get rid of some of their older style equipment. Space is important as you upgrade your systems and working out 2-4 people using kettle bells and suspension tools takes open space to get it done.

- Order all your new equipment at least 60 days prior to the launch of your new pricing system introduction. Most companies have a lead time to get any new tools so allow at least 30 days for shipments to arrive. When your new equipment starts to arrive feel free to place it in your newly created functional training space.
- Plan on infusing functional equipment throughout the club. It is a great idea to let current clients see and 'feel' the new equipment to begin to build some excitement and change your club culture. Do not just limit the newer equipment to the select few in the training programs. Infusing this equipment throughout the club builds credibility for the club and for the training staff.

2nd 30 Days

The second 30-day period, which is the 30-days prior to the formal launch of your program to the public, is the period where you practice the new techniques on the members and with your team. Many of the smaller training facilities will not need to use the full 60-days, especially if your team is already functional ready, but it still doesn't hurt to spend time practicing on your team and a few hand selected members if you are using new tools or group procedures you haven't mastered yet.

Here are some ideas for the second 30-day segment

- Use this entire period to soft launch your new program. This means that the training staff should be practicing on the entire existing membership for the full period with the goal that the sales team and assessor converts as many of the existing membership into a higher priced training program.

- Exact schedules should be created for both the Director of Training as well as the training staff. New clients should be able to be booked immediately without having to consult individual staff members as to their availability on a certain day.
- The Program Design Department should distribute the workouts for at least the first few weeks so that the training staff can begin learning the exercises. Team and Small Group Training should be practiced on select current clients to get 'real world' experience with their application.
- Get the sales team involved heavily this month. This is the chance to introduce the new pricing model to existing members through the Starting Point session. You can simply start booking your current members into Starting Point sessions. At the very least, the Director of Training will be able to practice the Starting Point session on familiar clients. It will also give you a chance to reconnect to these clients, update their goals and sell them on your new training systems to come.
- You will also need to take back functional tools from your Group Exercise instructors if they are using them. You do not want to have a group exercise class that closely resembles your Team Training. You will not be able to sell the Team Training if something looks just like it is already being given away for free in a group exercise class.
- Every club is different and the ultimate goal is to create a system that grows the business in the future and does as little harm as possible to the existing membership.