



FITNESS  
SOLUTIONS

# **BUILDING A GROWTH ENGINE FOR 2021**

Strategies and  
Practical Examples  
for Your Club

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# How to Gain a Competitive Advantage in Today's Fitness Industry

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In order to stay relevant and gain a competitive advantage in today's fitness industry, it's essential to evolve as times change. The fitness industry has changed significantly in 2020, partially due to the COVID-19 pandemic. But the truth is, the industry was already evolving before that. COVID both impacted and accelerated these changes.

This year, gym owners have experienced and witnessed:

- Club closures
- Increased competition from gym chains and independent gyms
- An increase in fitness alternatives
- The rise of at-home connected fitness apps and membership programs

Since the pandemic, thousands of gyms have been forced to close—many permanently. COVID safety concerns have kept members of operating gyms from coming in as often as they might otherwise. And, there has been a spike in indefinite membership freezes.

These days, considering your competition goes beyond local gyms. Now, competition is anywhere your members can connect to a fitness experience. In order to stay connected with your target customer, you need to be able to differentiate your business so it stands out in the market.

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Gaining a competitive advantage in the fitness industry now means that you need to deliver a **Total Fitness Experience**.

## **FITNESS EXTENDS BEYOND THE GYM**

We've built the Total Fitness Experience on the idea that fitness is actually a continuum, and it extends beyond a workout in the gym. A Total Fitness Experience addresses the physical, mental, instructional, and inspirational needs of each individual. It also factors in the accountability and social aspects of becoming more fit.

The definition of fitness shifts over time, and from person to person. But what we've discovered is that a Total Fitness Experience should be personalized to fit how each person is motivated to achieve their fitness goals.

When you personalize someone's fitness experience, it must involve continuous interaction with fitness professionals, in addition to access to equipment and programming that adapts to a person's changing fitness levels. You must also help provide them with the sense of belonging they need to stay consistent.

Many people join a gym so they can access a variety of equipment and classes. However, it's important to note that they also have fitness equipment at home—likely in addition to online programs and apps that help them stay on track. People need help navigating the massive amount of information and resources.

## **FITNESS SHOULD BE EMPOWERING, ACCESSIBLE, AND EASY**

The best fitness solutions connect clubs, trainers, and members to help people achieve their fitness. If you want



to stay in constant with your members at all times, then they will need wearable and mobile solutions that are easy to use, information-rich, and can integrate seamlessly into your daily routine.

It's important to provide:

- Instructional and workout content
- In-person, on-demand and broadcast classes, virtual personal training
- Personalized training programs
- Nutrition planning
- Habit and lifestyle coaching

People also want to boost their accountability and social motivation through features such as in-app text and video messaging, fitness challenges, community groups, and milestone badges.

## WEARABLE TECHNOLOGY CHANGES THE GAME

Automatic data collection through telemetry is a game-changer for the fitness industry because it makes it easy and quick for people to share fitness data with a fitness professional. This dramatically increases accountability.

Telemetry data includes:

- Heart rate
- Time spent in an exercise state
- VO2 max
- Power output
- GPS distance
- Pace tracking
- Calories burned
- Performance

It's also possible for wearable and mobile applications to combine telemetry with other information, such as body composition sensors, sleep patterns, scales, and data from connected equipment. Users can plan in real-time or program adjustments that they can then share with their social network if they want.

Rather than tracking your progress and accountability through AI chatbots, a Total Fitness Experience requires an expert fitness professional to communicate with members. A fitness professional can help members navigate:

- Range of exercise
- Nutrition
- Habits
- Personal changes
- Avoiding injury and burnout

## TOTAL FITNESS EXPERIENCE VS. CONNECTED FITNESS

When considering the concept of connected fitness, that generally means technology-enabled equipment from smartwatches to exercise machines. Connected fitness technology delivers:

- Entertainment (Netflix, iFit, follow-the-screen)
- Gamification (Zwift, Leaderboards, KoM, PR, Badges)
- Education (how-to tips, information, audio cues)

In short, connected fitness keeps people engaged and helps them to keep making progress.

Connected fitness is part of a Total Fitness Experience, but only a component. The equipment helps members stick to their fitness program, provides telemetry data, and helps them track progress and stay accountable. A Total Fitness Experience goes further.

A Total Fitness Experience includes nutrition and daily habit-forming activities to help members create longer-lasting results, more quickly. It also adds the personal touch of a human fitness professional that helps to personalize the connection. That way, you're enabling your members to personalize the program to their individual physical, mental, instructional, and inspirational needs. In addition, it provides the accountability and social aspects they need for the long haul.

## GAIN YOUR COMPETITIVE EDGE IN TODAY'S FITNESS INDUSTRY

In order to gain a competitive edge in the modern fitness industry, your gym should provide the following:

1. A customer-centric brand experience focused on your core strengths
2. Gain a stronger understanding of your business, your market, your customer, and what makes you different
3. Use technology to your advantage

## Learn more about the Total Fitness Experience

Want to know more about the Total Fitness Experience? ABC was featured at the IHRSA Innovation Summit webinar, **Reinventing the Fitness Value Chain: Finding Your Competitive Advantage**, hosted by CEO Bill Davis.

[VIEW THE REPLAY](#)

# 10 Gym KPIs

## You Should Be Monitoring *Right Now*

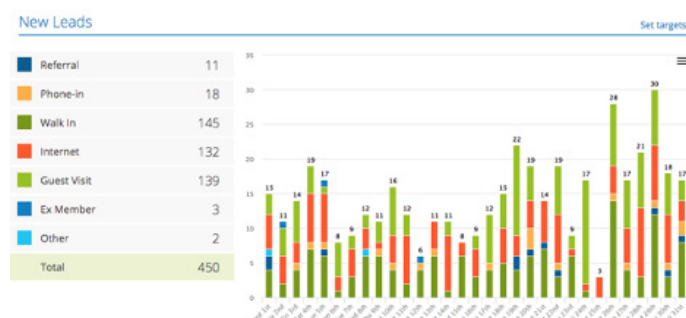
A gym's success depends on knowing what channels and strategies are working, and how to optimize them to maximize member conversion. In order to meet your annual revenue goals, you'll need to keep an eye on the KPIs that provide insight into what's working, and what's not.

### 1. WALK-IN TRAFFIC CONVERSION

It's essential to track how many of your walk-ins end up converting into members after joining. This will give you valuable insight into not only how well your gym is attracting walk-ins, but also how well your team is at closing sales from walk-in appointments.

Additionally, you'll have the opportunity to gain perspective on why they may not be converting into memberships. For instance, if walk-ins make up 32% of your new leads but only 10% of your sales, then you'd want to look into the quality of foot traffic or your staff's capability to handle spontaneous walk-ins. All in all, this metric tells you where you can make adjustments to the in-club experience to maximize leads and membership sign-ups.

### 2. ONLINE TRAFFIC CONVERSION



Do you know how many members are joining your club via online platforms? Your website, social media, and email marketing conversions can tell you a great deal about how effective your digital marketing strategy is. For example, if you are getting a lot of new leads from the Facebook ads but not closing them, that could indicate that you need to make improvements to the quality of Facebook leads you are driving.

### 3. APPOINTMENTS VS. NO-SHOWS

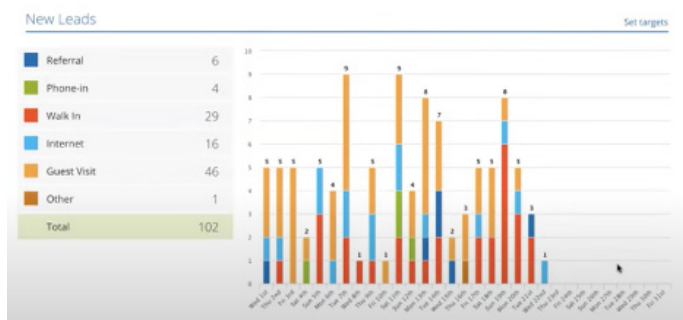
The ability to compare your team's set appointments with the number of no-shows can help your sales team make adjustments to their follow-ups with leads. Specifically, this KPI can help your sales team adjust their process to get more of those members to their scheduled appointments.

For example, sales team members could set up an automatic reminder for each appointment to help their leads remember scheduled meeting times. Automatic reminders can significantly improve your show rate.

Salesperson	Total	Sale	No Sale	Trial	Did Not Show	Uncompleted	Show Rate	Close Rate
Karen Smith	1	1	0	0	0	0	100%	100%
Steffie Bryant	6	5	1	0	0	0	100%	83.3%
Tristan Alexander	2	0	1	0	0	1	50%	0%
Clayton Kershaw	2	0	0	2	0	0	100%	0%
Joel O'Sullivan	2	1	0	1	0	0	100%	50%
Shira Magat	3	2	0	1	0	0	100%	66.7%
Brian Ameluxen	3	1	0	1	0	1	66.7%	50%
Talei Hutson	1	0	1	0	0	0	100%	0%
Grand Total	20	10	3	5	0	2	90%	55.6%

## 4. LEAD SOURCES

Do you know where your leads are coming from? When it's clear how your leads are finding you—or where your sales team is finding them—you can adjust your strategy to attract more sales from those leads. Compare each source and consider how you might be able to maximize them. What can you do differently to bring in more members or boost sales?



## 5. CONTACTS REPORT

Having a contacts report to analyze allows you to see which of your sales representatives are making the most contacts or touchpoints on any given day. You can compare sales team members in terms of performance by lead type, daily contacts, and number of sales closed. This KPI will help you spot trends so you can determine which reps need to level up their skills or adjust their strategy.

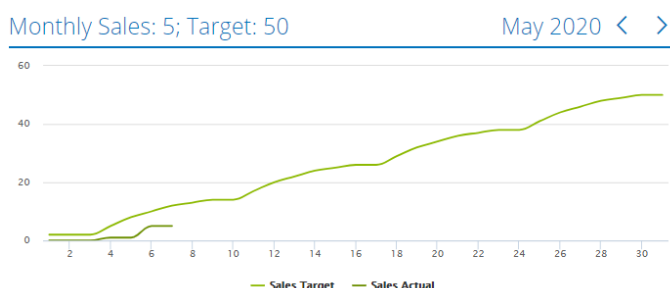
## 6. WIN RATE

Knowing your win rate helps you understand how and when your gym leads are buying. You'll be able to answer questions such as: What lead sources have the highest close ratio? Which reps have the highest close ratio? How many sales are closed by appointment vs. by walk-in?

## 7. TARGETS VS. SALES

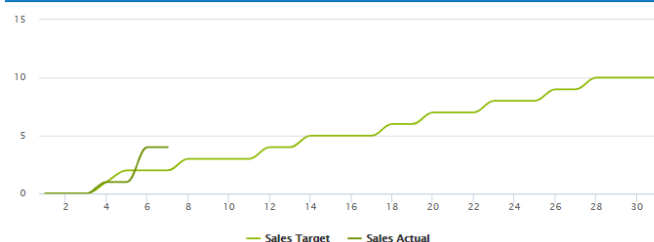
Do you have access to a visual dashboard that gives you a clear picture of your annual targets vs. your actual sales? With many gyms experiencing a loss of at least 50% of dues-paying members per year, it's critical to keep your eye on your overall targets vs. sales.

You'll need to continue making adjustments to your strategy throughout the year to both retain current members and attract new ones. This KPI provides much-needed context to help your team stay focused.



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May 2020 < >



## 8. LEAD STATUS

What's the current status of your leads? A lead status KPI can give you at-a-glance information on each lead in your system. You can see where your leads are within your sales funnel, then determine your next steps for helping them move to the next stage in the buyer's journey.

Additionally, you can view the methods of contact your team has used to communicate with each lead through the process, then make adjustments to your outreach strategy to optimize communication on an individual basis.

## 9. MULTI-CLUB KPIS

Do you operate more than one club locations? Multi-club reports allow you to compare and contrast multiple gym locations to see how they're performing, sales-wise. Then, you can dig deeper into what's working for each location.

Additionally, you can track leads by salesperson and location. Then, you can compare those leads across multiple clubs. Once you've identified which clubs are seeing the most sales and why, you can adjust your strategy at lower-performing locations to boost sales there, too.

## 10. NOT INTERESTED

Once you know which leads have expressed that they're not interested in your offerings, you can gather more information about why. These insights can help to educate your sales team on the major reasons why prospects choose not to purchase. Then, they can adjust their strategy in the future in order to keep prospects engaged, including personalizing their sales approach.

Need access to important KPIs for your gym?

If you're not already monitoring these important KPIs and are ready to get access to this information and much more, take a look at GymSales. GymSales is a powerful sales automation and management software, created exclusively to gyms and health clubs.

This platform helps gym owners and sales teams keep in touch with their leads and members. It also provides real-time membership and sales information to help your team adjust your sales strategy and engage current members. [Learn more by filling out this form.](#)





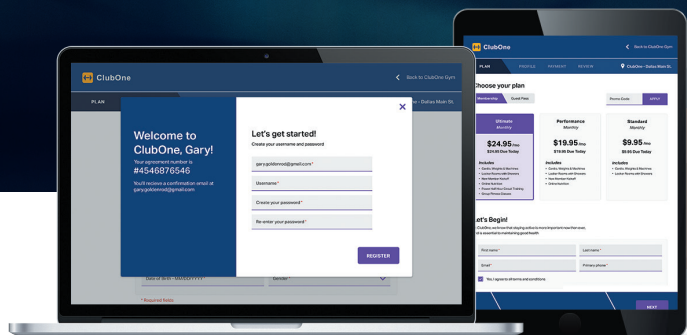
FITNESS  
SOLUTIONS

Our core is  
your strength

# Strength comes from the core.

Now ABC is positioned to bring the same foundational strength to your health club. We know what's needed to grow your business and help you provide the best member experience. Our comprehensive club management solution can be configured to support your unique business model. Modules range from Member Acquisition and Revenue-cycle Management to all-new reporting and insights delivered in real time. Find out why nearly 16,000 clubs and 150,000 fitness coaches trust ABC to deliver powerful results.

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# Personalize Communication with Frozen Gym Members Using GymSales

With gyms opening back up under COVID restrictions, there are as many as 5 to 6 times more memberships on freeze as compared to pre-pandemic levels. Engaging and communicating with frozen members is the biggest opportunity club owners and operators have to proactively and successfully unfreeze memberships and reinstate payments. This blog is for gym owners and operators that are looking for best practices on how to personalize the communication with “frozen” members, while still maintaining revenue projections and satisfied members.

If you’re managing a large number of frozen accounts, there are a number of possible scenarios you may be dealing with as your members begin coming back. For example, some members:

- May want to be activate from account freeze immediately, as they didn’t realize the club has reopened
- Will ask to wait a little longer, until the COVID “curve” is flattened more
- May want to place an longer freeze on their account
- Will request that their membership be canceled

While 90-day freezes seem to be the common practice within the ABC portfolio, early data indicates that length of freeze duration does not impact the overall cancel rate. So while there’s potential concern about a communication triggering a cancellation, having a proactive plan can potentially positively impact your business earlier, rather than later.

With the different possible outcomes in mind, it is important to consider different call-to-actions in your marketing plan and prepare your sales team how to address the possible scenarios.

The secret sauce to having a personalized and effective communication with frozen members is being able to identify who in your portfolio is frozen. We will first walk you through how to easily identify these members in GymSales and share best practices for communicating with frozen members, before wrapping up with a proposed email automation flow.

## IDENTIFYING AND COMMUNICATING WITH FROZEN MEMBERS IN GYMSALES

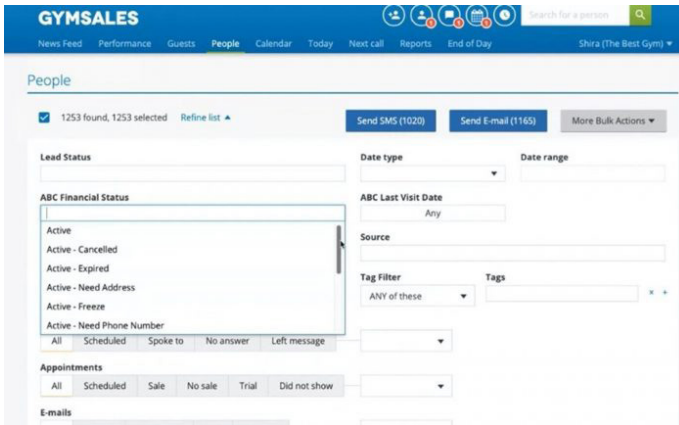
GymSales offers powerful tools to filter and segment audiences so that you can personalize communication sequences to your members.

Expert tip: it’s a best practice to begin communicating with frozen members far in advance of bringing them off freeze. We recommend beginning personalized email communications three months in advance of the reinstatement date. Giving your members a fair warning about reinstating their membership will help you avoid dissatisfied customers.

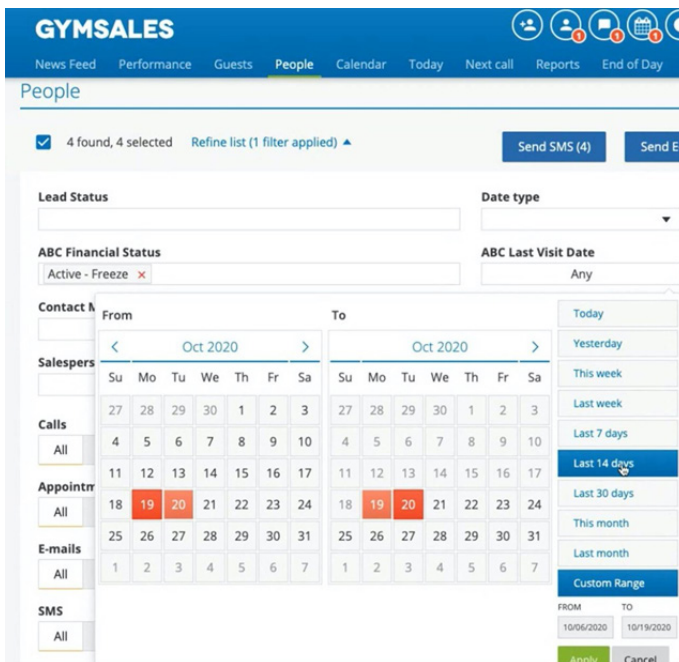
In GymSales, there are ways to target communication based on specific filters.

When using ABC x GymSales, you are able to segment and filter members based on several ABC statuses. For the purpose of this article, you will want to choose either of the following:

- Active – Freeze
- Active – Pending Cancel



You can also add or filter by *ABC Last Visit Date*. This can help you prioritize whether or not the member has at least been somewhat active even prior to the pandemic.



Once you've created a segment, then you can create a list for outbound phone calls, email and/or text.

Next, you can view this list in the Task folder -> Sales tab so that you can see the assignment for each segment. Managers can view how many calls have been completed via [the Sales Person Report](#).

## HOW TO COMMUNICATE WITH FROZEN GYM MEMBERS

Here's a sample of a 30-day sequence from frozen account to reinstatement might look like:

### MESSAGE 1: Email

Let members know you'll be unfreezing their membership in 30 days, then give them a chance to respond.

### MESSAGE 2: Email

Let members know you'll be unfreezing their membership in 15 days, then give them a chance to respond.

### MESSAGE 3: Call

Let members know you'll be unfreezing their membership in 10 days.

### MESSAGE 4: SMS Text Message

Seven days until membership reinstatement.

### MESSAGE 5: Final Reminder Email

Final reminder – five days until membership is reinstated.

### MESSAGE 6: Call

Three days until membership is reinstated.

The final phone call is meant to determine whether your member wants to stay on the freeze or come off of it. If they want to extend their freeze, find out how long they want to extend it. Then, you can exclude them from the next sweep and add them to an extended freeze list.

## PERSONALIZED MESSAGING KEEPS YOUR GYM MEMBERS HAPPY, AND YOUR TEAM SANE

[Setting up personalized emails](#) in GymSales allows you to trigger relevant communications and increases your chances of converting a frozen gym membership to an active one. Having a personal touchpoint helps you capture as many people in the sweep as possible.

The goal is to get your members to come off their freeze. But you'll know that when members do opt to keep their memberships frozen, you have done everything you can to notify them and prevent them from becoming frustrated with your gym.

If you're already to streamline your gym's member communication and sales processes, GymSales powered by ABC can help.

[EXPLORE THE ABC X GYMSALES DIFFERENCE](#)





ABC's mission is to promote healthier lives  
by helping clubs put their members first.

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