

## Are Your Fitness Staff Actually Your Best Sales People?

## Fact Sheet

### TRP YES!

TRP's latest research considered the impact of your fitness team on your bottom line, and found that fitness staff can generate more than 600% more income per member than the actions of sales people alone.

### TRP HOW?

The financial success of a health club is dependent on a combination of the number of memberships sold each month, multiplied by the yield per member. The yield can be split into 3 lines:

1. Retention – length of time they remain a member
2. Secondary spend – directly related to their length of stay and the frequency with which they use the service
3. Referrals – which are directly related to their satisfaction with the service provided

Fitness staff interactions increase members' visits to the club and extra visits equate to greater membership yield on all 3 of these lines.

### TRP FITNESS STAFF AS 'SALES' STAFF

One way to interpret these findings is to consider fitness staff as sales staff selling repeat visits to members – and every repeat visit is directly related to increased yield from this member.

For every 100 members a club has, on average 16 will leave if they do not receive an interaction from fitness staff.

By comparison, if fitness staff speak to them just once then just 7 members out of every 100 cancel each month.

Even better, if fitness staff talk to members 4 times or more during their membership, then for every 100 members just 2 cancel each month.

**That is 88% fewer cancellations each month and 88% fewer members that sales staff need to replenish.**