



gymdesigners

Services Menu:

A complete list of services available to clients



12 week membership growth marketing campaign (campaign only) £350

Client receives:

Detailed pre-start business analysis - ensuring marketing plan is bespoke
Agreed concept for campaign - client given a menu of concepts to choose from
Campaign that targets the clients local and drive-time market
Campaign that targets the clients existing customer base
Full financial summary: Marketing plans can be devised to offset investment
Gantt chart clearly demonstrates the timescale and delivery plan for the campaign
At least six marketing & promotion concepts, including mechanic, for every campaign

Marketing campaign will be presented in a pdf presentation and on a usb memory stick to allow the client to present the campaign to key business partners and individuals within their business.

Client is then free to choose whether to self-procure marketing materials, including full art, design and print service or to engage gymdesigners to deliver an inclusive service including all marketing materials. Campaign material types and quantities will be 100% tailored to customer requirement, desire and budget.



6 campaign, 12 month membership growth plan (campaigns only) £1,400

Client receives:

Detailed pre-start business analysis - ensuring marketing plan is bespoke
Agreed concept for all 6 campaigns - client given a menu of concepts to choose from
4 Campaigns that targets the clients local and drive-time market
2 Campaigns that targets the clients existing customer base
Full financial summary: Marketing plans can be devised to offset investment
Gantt chart clearly demonstrates the timescale and delivery plan for the campaign
At least six marketing & promotion concepts, including mechanic, for every campaign

Marketing campaigns will be presented in a pdf presentation and on a usb memory stick to allow the client to present the campaigns to key business partners and individuals within their business.

Client is then free to choose whether to self-procure marketing materials, including full art, design and print service or to engage gymdesigners to deliver an inclusive service including all marketing materials. Campaign material types and quantities will be 100% tailored to customer requirement, desire and budget.



Marketing campaigns launch & support session £150

Client receives a half day session, hosted by gymdesigners, that will provide the clients team members with a full explanation of how the marketing campaigns will work and thus support the implementation of the marketing campaign and associated materials .

Session will include:

Presentation and explanation of the marketing campaigns

Presentation and explanation of all marketing materials

Some ideas and ways for the clients team members to deal with enquiries

Overcoming objections – focusing on the positives and the client’s facilities USP’s

Present the price – making the decision to buy an emotional one

Touring and closing techniques – “ask for the sale, ask twice, then ask again”

Question and answer session

The session will be both informative and motivational, providing the clients team members with a comprehensive understanding of the campaign as well as providing them with some basic selling strategies and some key sales skills whilst still selling “softly” .



Frontline Fundamentals – Sales support training for front of house £150

Frontline Fundamentals is a half day programme that will provide members of your front of house team with the knowledge they need to be invaluable within the sales process. They will learn the fundamentals of selling and initial contact and the programme will provide team members with the knowledge to perform their role in the sales process with comfort and ease.

Session will include:

Selling fundamentals and the power of your role

Customer needs and expectations - Initial contact techniques

Dealing with sales enquiries over the phone - How the appointment system works

How to identify a prospects needs and the handover strategy

Meet and greet, body language and advanced communication skills

Frontline Fundamentals is all about ensuring that the clients front of house team have a comprehensive understanding of how to operate a simple member and potential member management system. It will also give them a full understanding of just how important their role is. The front of house team are key to any clients business as they will often be a potential members first point of contact – you only get one chance to make a good first impression. Frontline fundamentals will also provide them with some basic selling strategies and some key sales skills.



Selling Softly – Sales training for non-sales team members £600

Many fitness operators simply don't have the resources to employ a dedicated sales person or team. Operators are then reliant on the fitness and front of house teams to fulfill a dual role and ask them to sell memberships irrespective of skill or experience in this area.

This intensive two day programme, hosted by a gymdesigners sales and marketing professional, addresses this problem by providing sales training tailored to meet the needs of non-sales team members. The programme covers all aspects of selling fitness and provides team members with the knowledge to perform their role in the sales process with comfort and ease.

Session will include:

- Lead management and making the process work for you
- Know your facilities USP's - feature/benefit/emotion formula
- What makes a great sales professional - how to sell 'softly'
- Understand what the prospect is looking for
- Advanced Communication skills - understanding what people buy
- Pre – chat /Needs analysis and dynamic tours
- Finding a solution for your prospect
- Taking incoming calls and the art of lead follow up
- Objection handling and presenting your prices effectively

Selling Fitness - Sales training for non-sales team members is both informative and motivational, providing team members with a comprehensive set of key sales skills and a sound understanding of how to sell fitness, giving them the confidence to perform in a sales capacity with comfort and ease.



Managing Softly - Sales management for non-sales managers £300

This one day management training session will provide management team members with a sound understanding of how to manage fitness sales. Managers will increase their confidence to deal with all aspects of sales management and will learn how to manage, monitor and motivate team members that sell fitness.

Session will include:

Sales process overview

Planning for success – target setting

What does the data tell you and other tools to manage performance

Time & motion study - creating and managing a new sales business plan

How to manage the different behavior styles - building a winning team

Implementing an effective meeting framework

Situational leadership

The Managing Softly programme will provide team members with a sound knowledge of their role in the sales process. They will learn the fundamentals of selling and initial contact. This course will also give team members/managers/duty managers the confidence to perform in a sales capacity with comfort and ease. This is crucial if they are to be expected to manage, monitor and motivate team members that sell fitness on a daily basis.



Business planning

Clients are free to choose individual elements of the component services detailed or to engage gymdesigners to deliver a fully inclusive business plan. All elements selected will be presented in a pdf format and on a usb memory stick to allow the client to present any or all elements to key individuals within their business and those representing external agencies.

Background & Demographics Report £750

This report contains analysis and comments on a number of reports providing background intelligence and estimates of potential membership for a fitness club at the clients preferred location, based on the scale & affluence of the local population and proximity of existing competition. To arrive at a figure for potential membership numbers, we produce and analyse the following reports:

Mosaic analysis - Key population statistics for the catchment area around the site

Competition analysis - Summary of local competitors

Estimate of Latent Demand – Estimate of how many members the venue could draw

Pre-start business analysis – Ensures business plan is totally bespoke to the client

Objective feasibility study – detailing target market and the potential demand



Business planning

Clients are free to choose individual elements of the component services detailed or to engage gymdesigners to deliver a fully inclusive business plan. All elements selected will be presented in a pdf format and on a usb memory stick to allow the client to present any or all elements to key individuals within their business and those representing external agencies.

Concept
£350

gymdesigners will assist clients with their facility creation and make layout recommendations, providing objective and independent advice to assist clients on all aspects of taking business concepts to reality, from fitness suite fit out to determining the percentage of the facility floor space to dedicate to changing rooms and front of house, all ensuring your business meets customer needs.

gymdesigners will also provide advice to clients on business positioning, helping clients to ensure their business has the edge over their competitors and enough USP's (unique selling points) to maintain customer base.



Business planning

Clients are free to choose individual elements of the component services detailed or to engage gymdesigners to deliver a fully inclusive business plan. All elements selected will be presented in a pdf format and on a usb memory stick to allow the client to present any or all elements to key individuals within their business and those representing external agencies.

Design Service £350

We offer a comprehensive design and planning service for every aspect of your fitness project. From the layout of equipment within an existing facility to concept and full interior design and planning of a new venture (including associated spaces such as studios and changing rooms) we can customise our service to meet your needs and provide:

Concept interior design proposals to match your demands
2D and 3D “CAD” layouts that will help you and your customers see your space
3D digital video fly through, giving you an unequalled real feel for your project
Advice on how to meet all the latest legislation and regulations
Advice on layout of the facility in order to maximise space utilisation

We can also recommend designers that will provide creative artwork and visualizations that will help clients create their brand and the interior design and look they aspire to.



Business planning

Clients are free to choose individual elements of the component services detailed or to engage gymdesigners to deliver a fully inclusive business plan. All elements selected will be presented in a pdf format and on a usb memory stick to allow the client to present any or all elements to key individuals within their business and those representing external agencies.



Financial Report from £750

gymdesigners can assist clients by creating financial business plans for client business irrespective of whether the client business is at start up, in its infancy or a long established and ongoing concern. All financial reports will seek to assist with the development and growth of the client business as well as look to solve problems in a robust manner. The gymdesigners are highly experienced in financial planning and have delivered effective results in a variety of sectors.



Solutions are bespoke to each client. For start up clients gymdesigners would provide:

- 10 year financial projection including pricing model
- Staffing costs breakdown
- Equipment costing including purchase and leasing options
- Build and fit out cost projection



gymdesigners can also provide support and service solutions that are totally bespoke to the client. If you do not see the support service or solution you require in this service menu please let us know. We'll do everything we can to meet your needs and, if we can't, we can often recommend someone who can.



gymdesigners

josh@gymdesigners.co.uk

