

MEMBERSHIP SUCCESS

MFA 2024 ANNUAL CONFERENCE

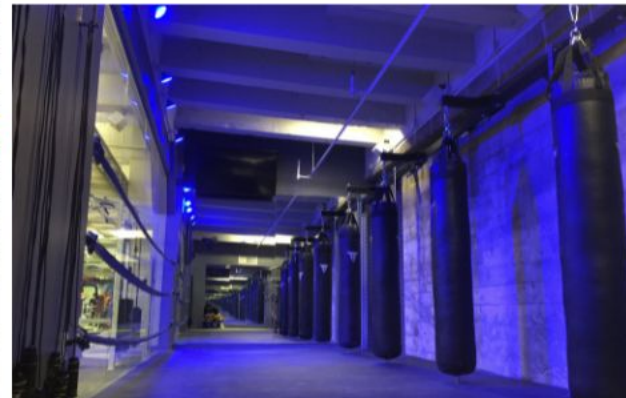
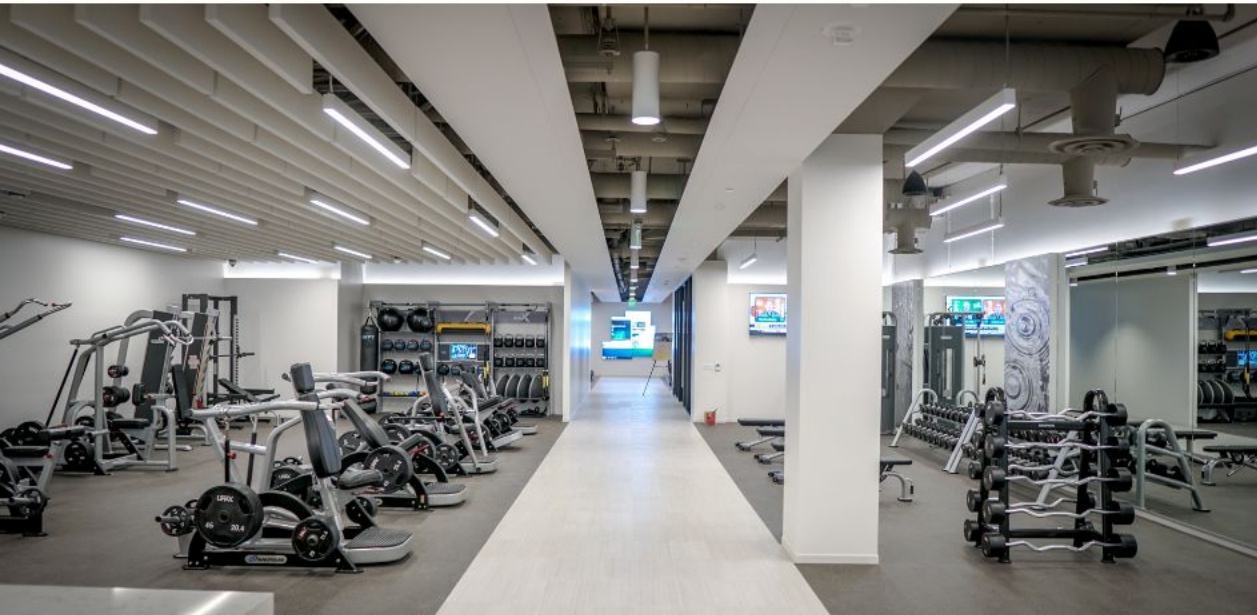
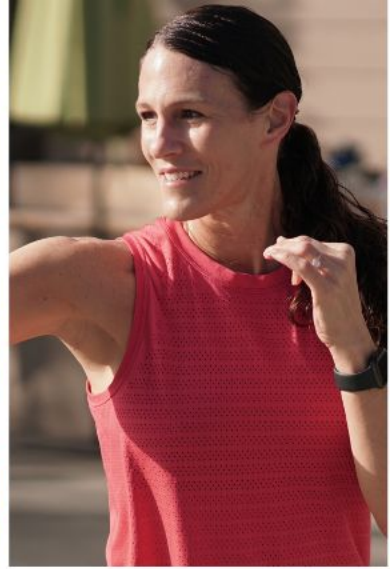
active[®]
— wellness —
THE HEALTHY LIFE COMPANY

Agenda

- Overview of the optimal membership process in today's market
- Importance of marketing & social reputation management
- Building a consistent, solutions-based enrollment process
- Strategies for net membership growth & revenue optimization
- Essential for sales teams, managers, and department heads

WE ARE ACTIVE WELLNESS

Designing fitness centers and delivering wellness programs to inspire people toward a healthy, active life.



active[®]
— wellness —
THE HEALTHY LIFE COMPANY



Active Wellness creates environments to engage people to live actively.
Our mission is to connect with individuals and expand wellness across communities.

150

**FITNESS CENTERS
DESIGNED**

35

**FACILITIES
IN OPERATION**

40,000

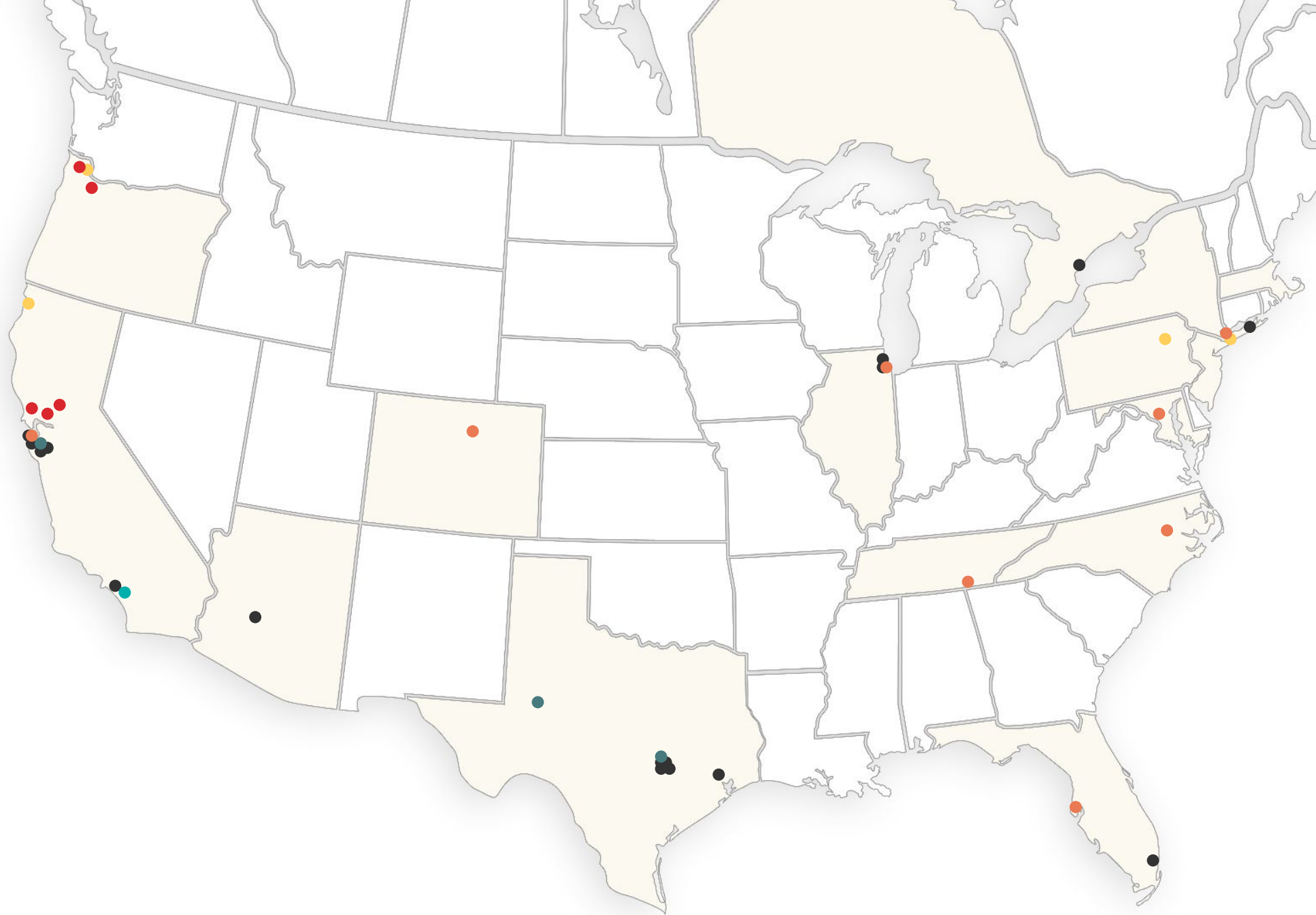
**ENGAGED
MEMBERS**

480

**ACTIVE
EMPLOYEES**

ACTIVE WELLNESS

COMPANY MAP



● ACTIVE WELLNESS CENTER
ACTIVATE



● COMMERCIAL CLUB

● REGIONAL OFFICES

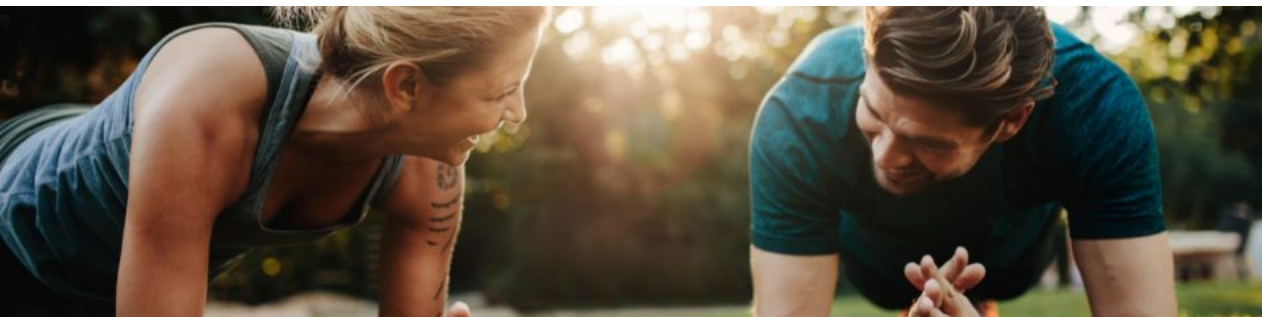
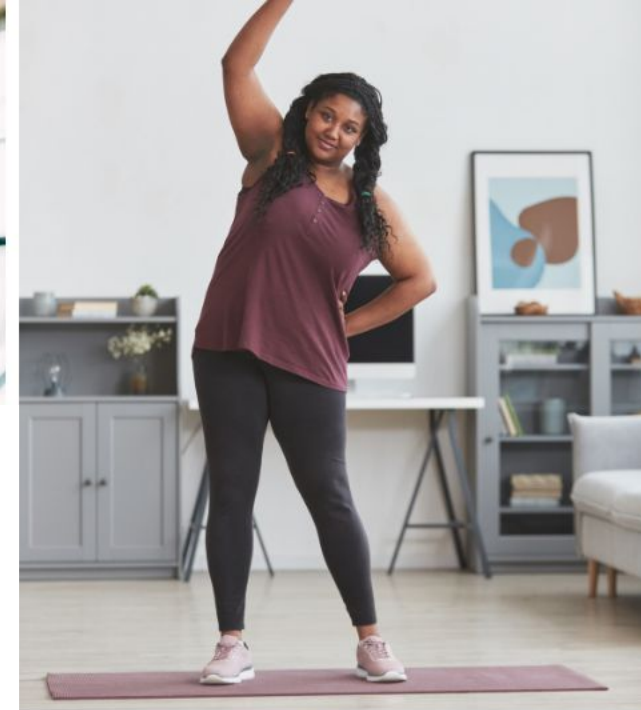
● WELLNESS CENTER

● WORKPLACE AMENITIES

Industry Affiliations



- **Medical Fitness Association Best Practices Partner + Partner of the Year**
- Health & Fitness Association
- WELCOA Faculty Member
- ACE Subject Matter Expert
- ACE Chairman of the Board
- Advisory Board Members
- Industry Publication Contributors & Speakers
- Digital Health: Top 100 Brand Influencer
- Medical Wellness Association
- MedFit Network Advisor
- Club Industry Speakers
- IDEA
- Top 25 Consumer HealthTech Executives for 2020
- Top 25 Women Leaders in Healthtech of 2021 + 2022
- Top 100 COO Icon Award
- Chairman of the Buck Institute for Research on Aging



THE NEW FRONT DOOR TO HEALTHCARE

Through joint partnerships with developers and healthcare systems, Active Wellness Center delivers branded, cutting-edge fitness clubs with state-of-the-art medical wellness programs to communities throughout North America.

ACTIVE WELLNESS

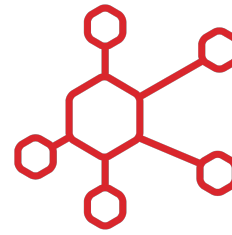
BRAND BENEFITS



Market Differentiation



Brand Continuity

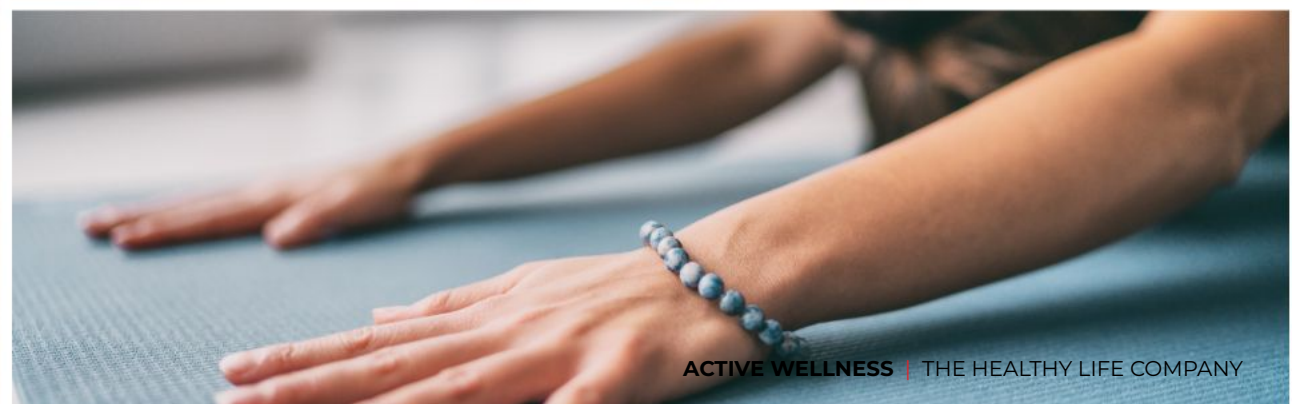


Marketing Infrastructure & Support



Volume Buying Power

WE BRING CUTTING EDGE **HEALTH INTEGRATION**

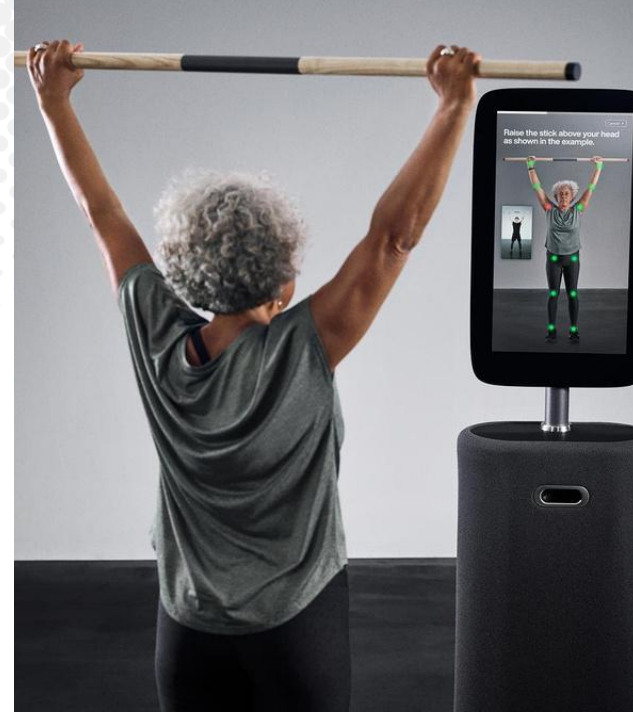


ACTIVATE

YOUR HEALTHY LIFE RX

Activate offers personalized medical wellness programs in a compact studio. From general health optimization to reducing chronic conditions, Activate delivers lifestyle change.

- Cardiac Rehab
- Cancer Wellness
- Medical Weight Loss
- Parkinson's Mobility
- Pre/Post Surgery
- Diabetes
- Mindfulness
- Post Physical Therapy
- At-Home Solutions

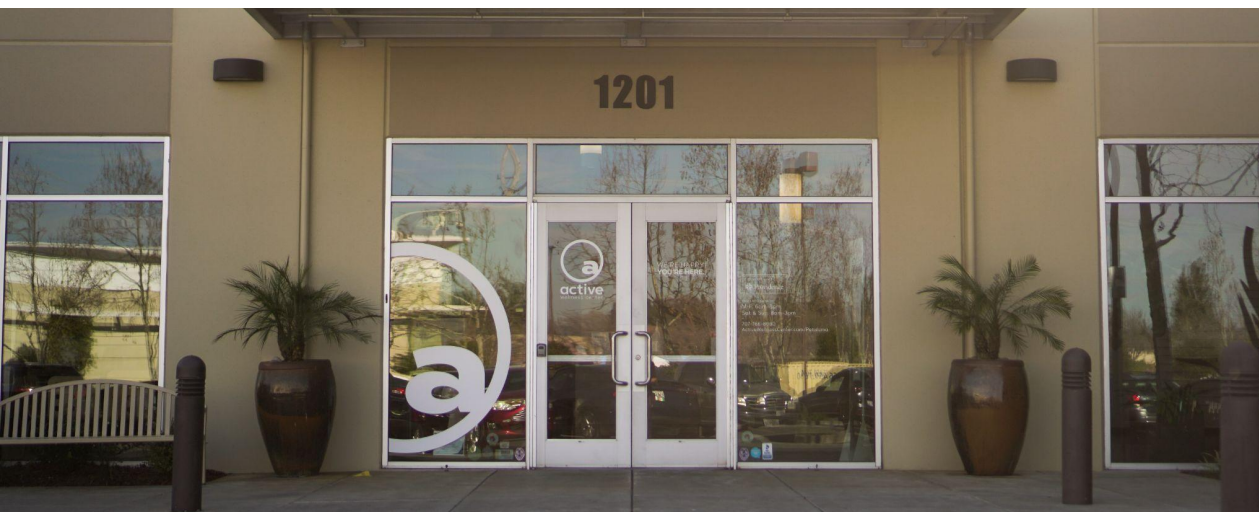
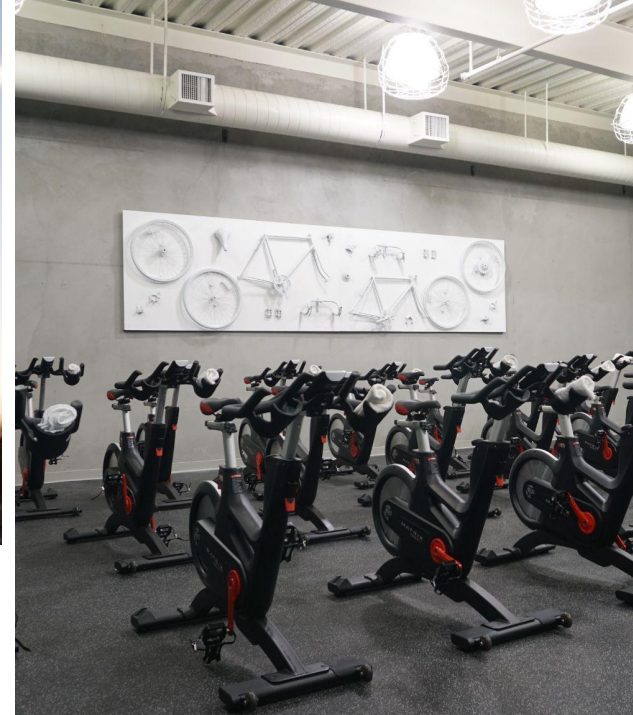


ACTIVE WELLNESS CENTER

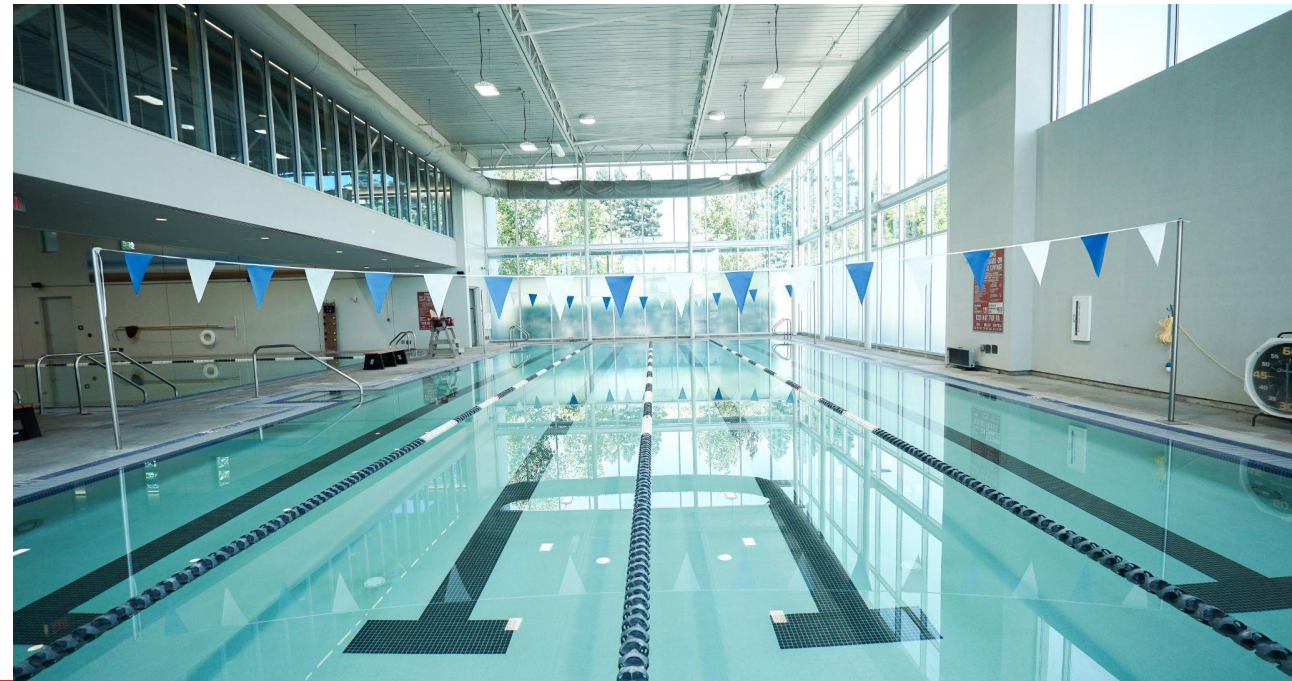
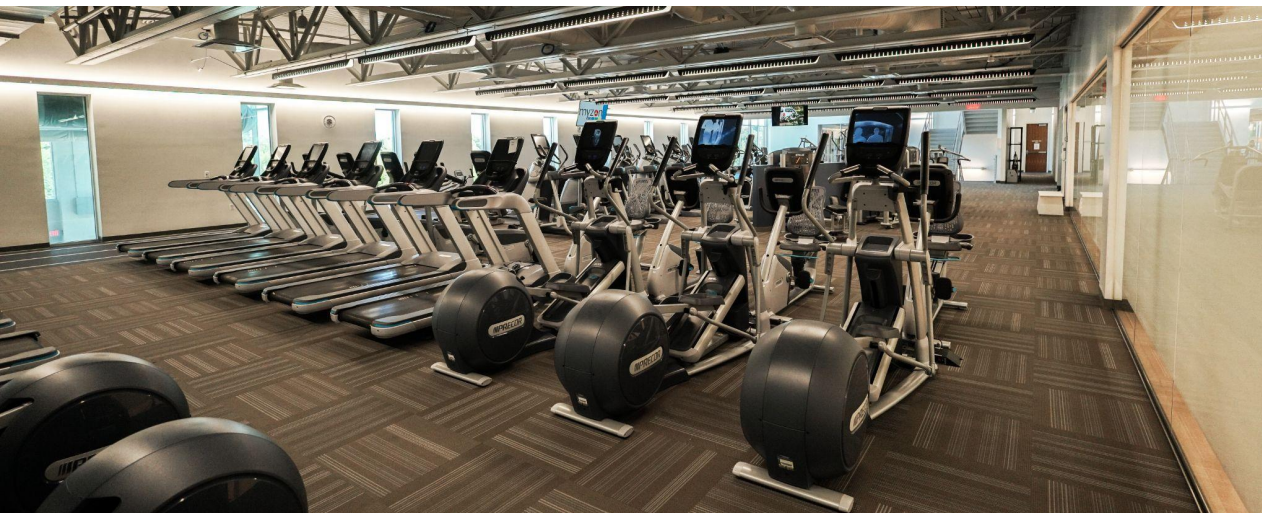


A SHIFT FROM TREATMENT TO **PREVENTION**

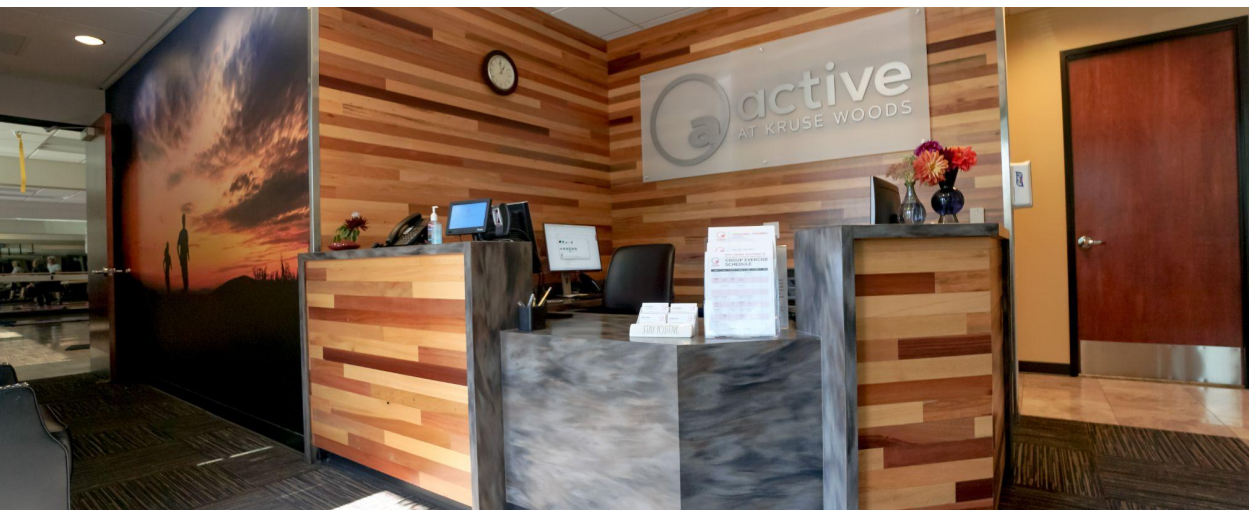
Activate's outcome-focused electronic wellness records (EWR) integrate with modern EHR's to create a prevention-focused close looped system supporting medical providers shift to value-based care—enabling the monetization of evidence-based health interventions.











Be Great

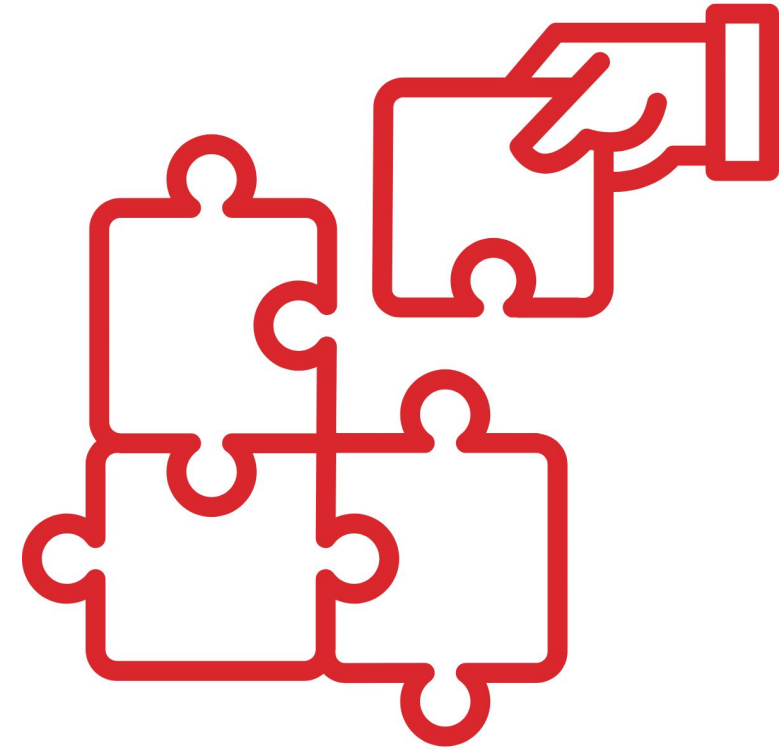




Selling is Solving

Don't Sell Me Something – Solve Me Something

It's a Conversation Not an Interrogation



How to Sell Anything

TO SURVIVE AS AN ENTREPRENEUR



Let them TRUST you
To buy is to trust



Let them talk 90%
of the time



Be transparent about
you and your product



Don't sell ice in the
Himalayas



Be optimistic not realistic
(BMC3 - Be Realistic as
well – Don't Over Promise)



Stand up when you're
selling on the phone



Follow up until you drop



Give time for them
to decide

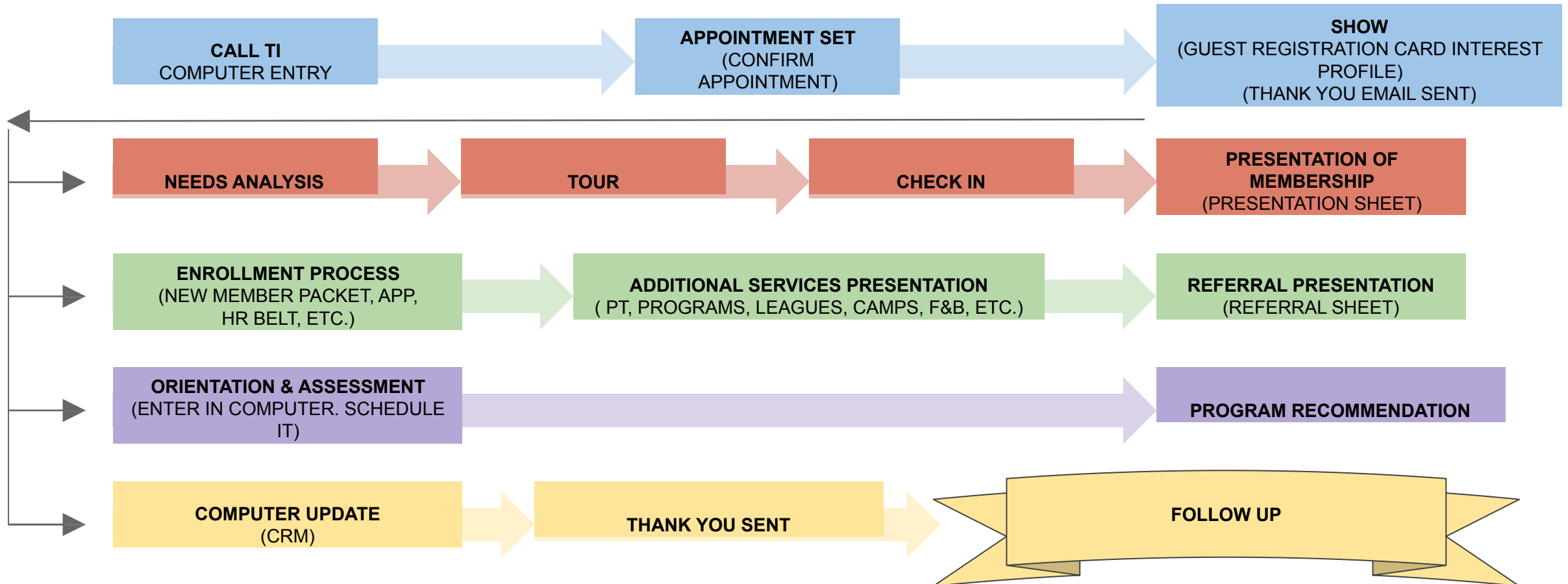
YES!

Calculate how many
No's you will hear until
you get a YES



Original by Anna Vital

The Ideal Enrollment Process



Sales Essentials

Wellness Center Membership Buyers

Exercise – Fitness Enthusiast

Lifestyle

Previous Exerciser

Previous Member

Good or Bad Experience

Non-Exerciser

Sedentary

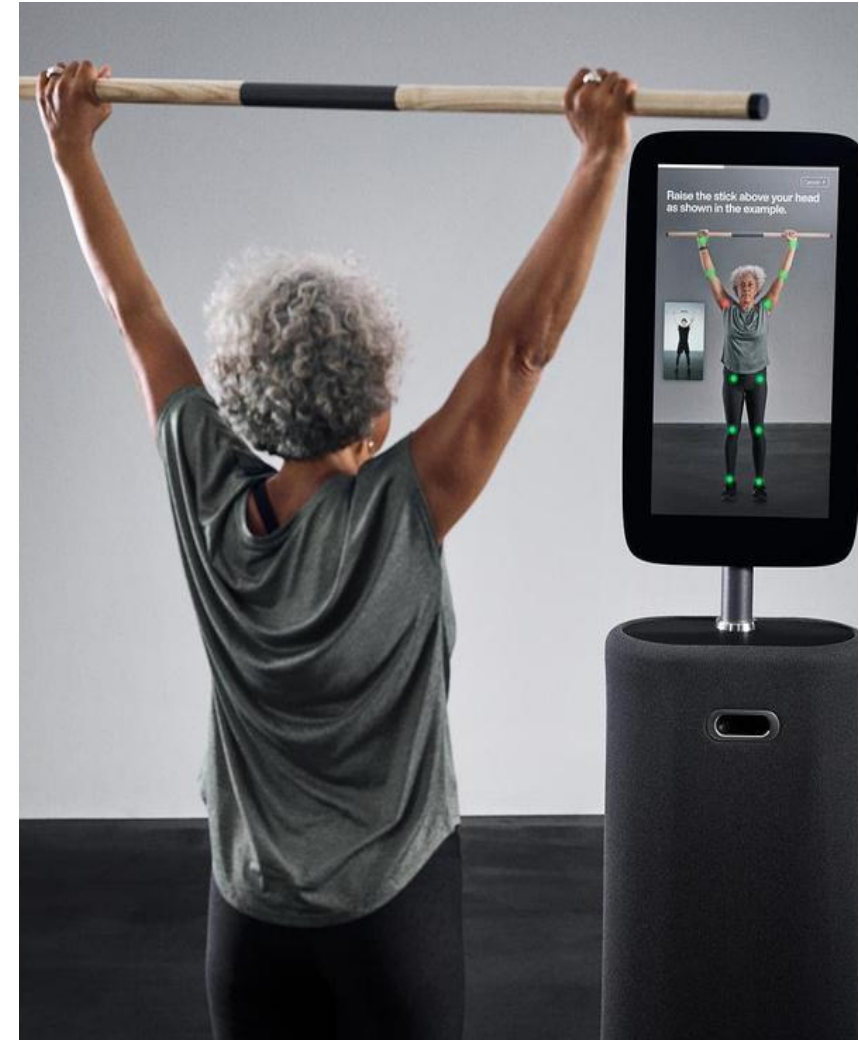
Semi-Active

Active



What Seniors are Most Afraid Of

- Falling / Stability / Functionality
- Loss of Vigor / Vitality / Energy / Endurance
- Infectious Disease
- Ability to drive
- Memory loss
- Loss of Independence

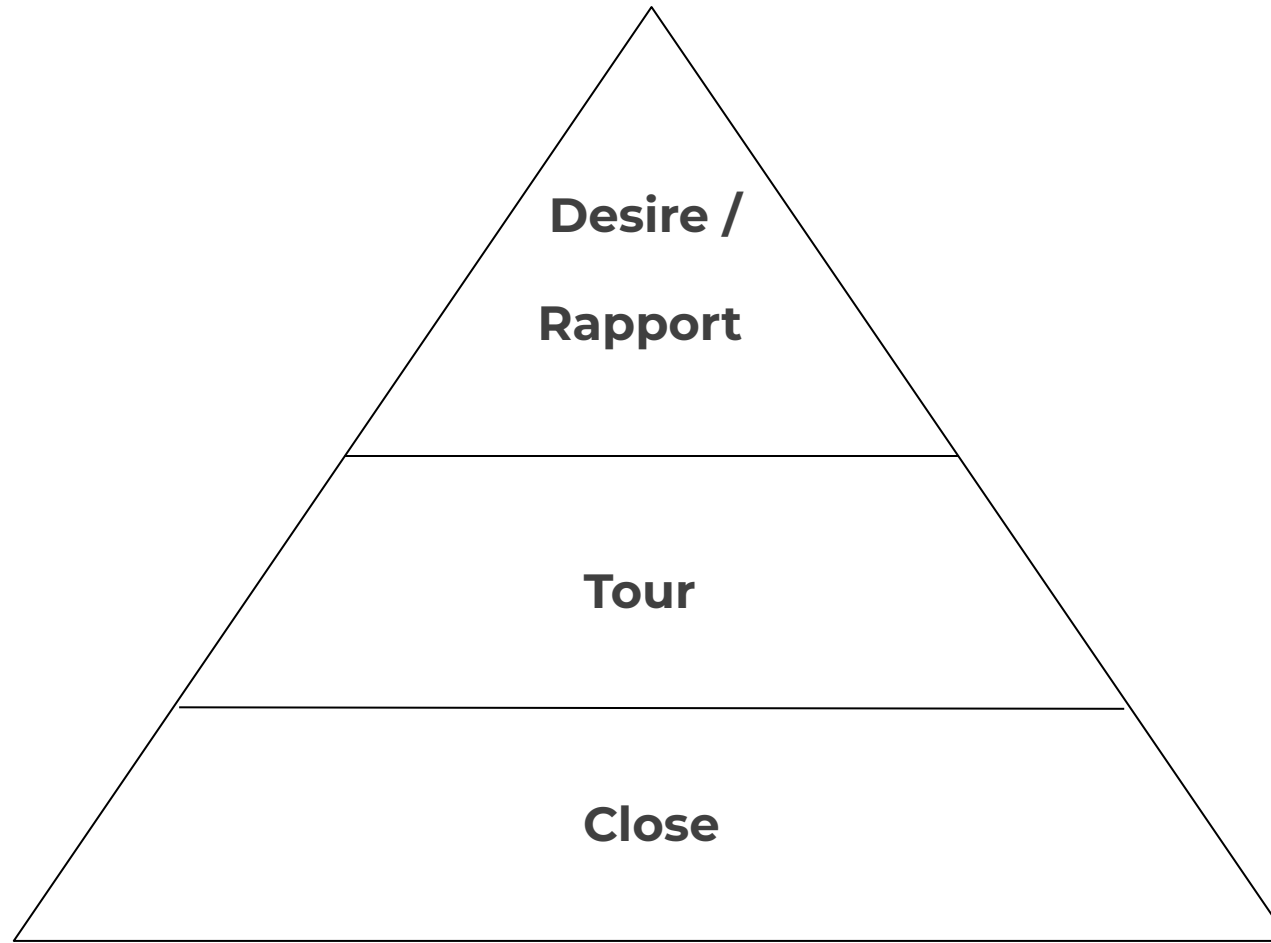


The Active Retention Model

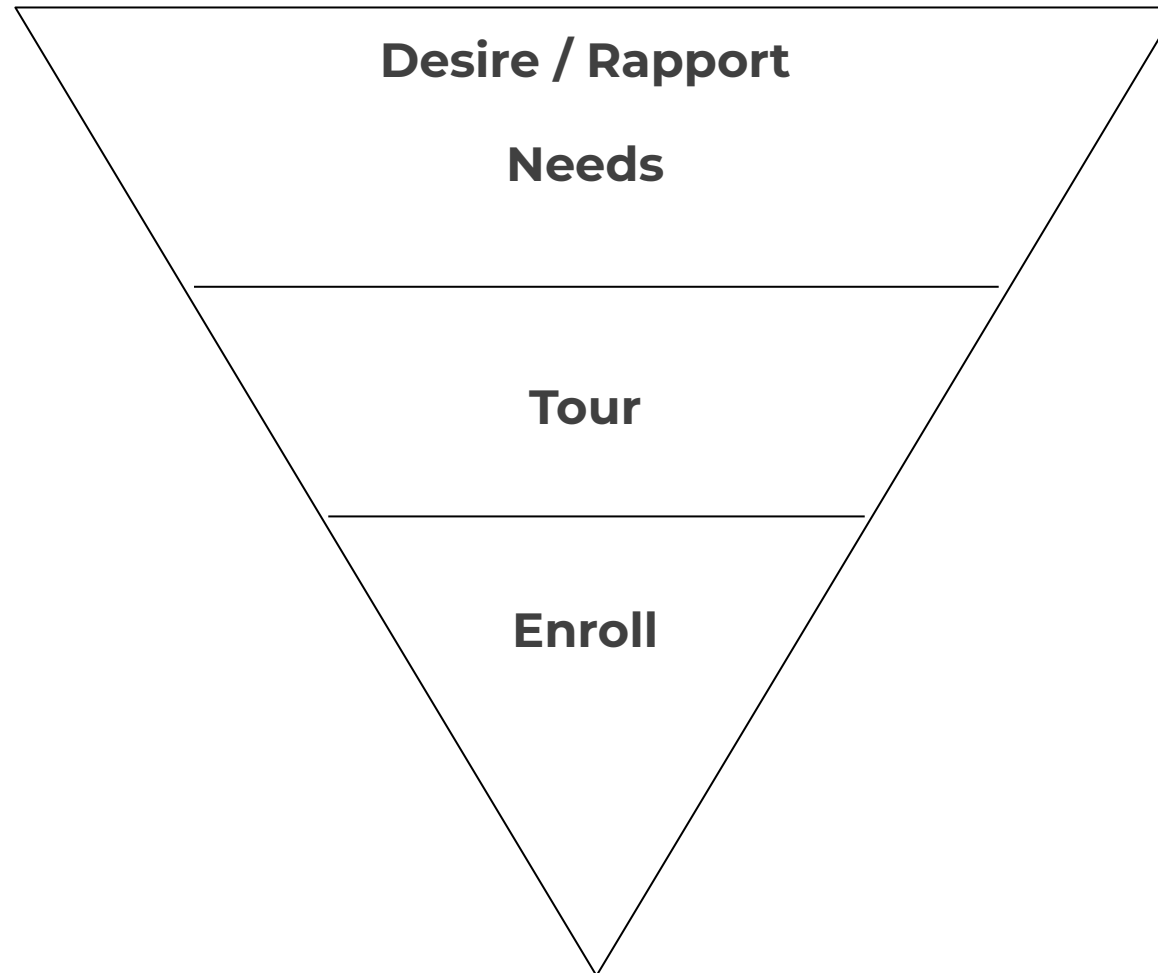


80% of future revenue will come from **20%** of your current customers.

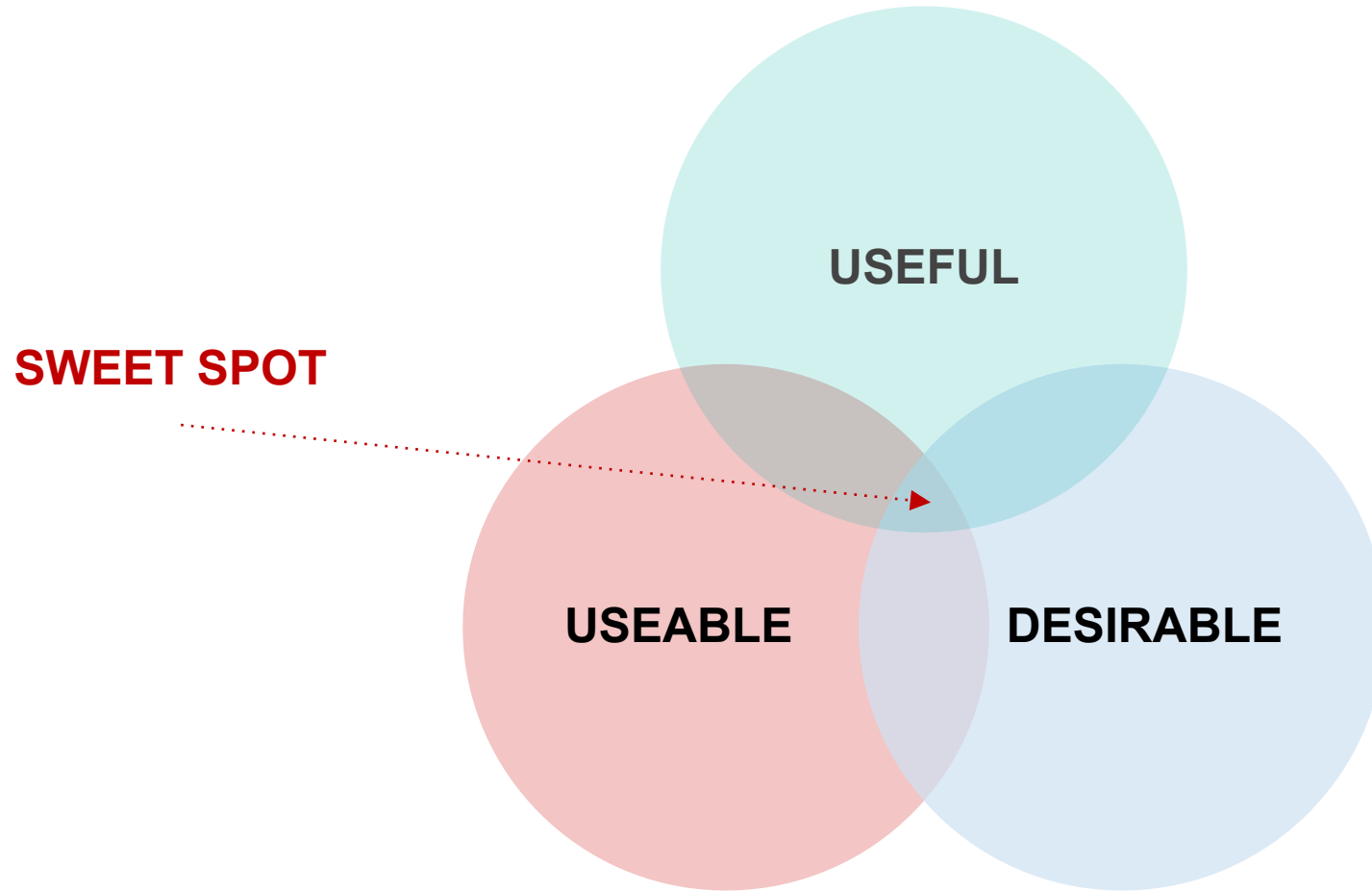
Old Model Of Selling



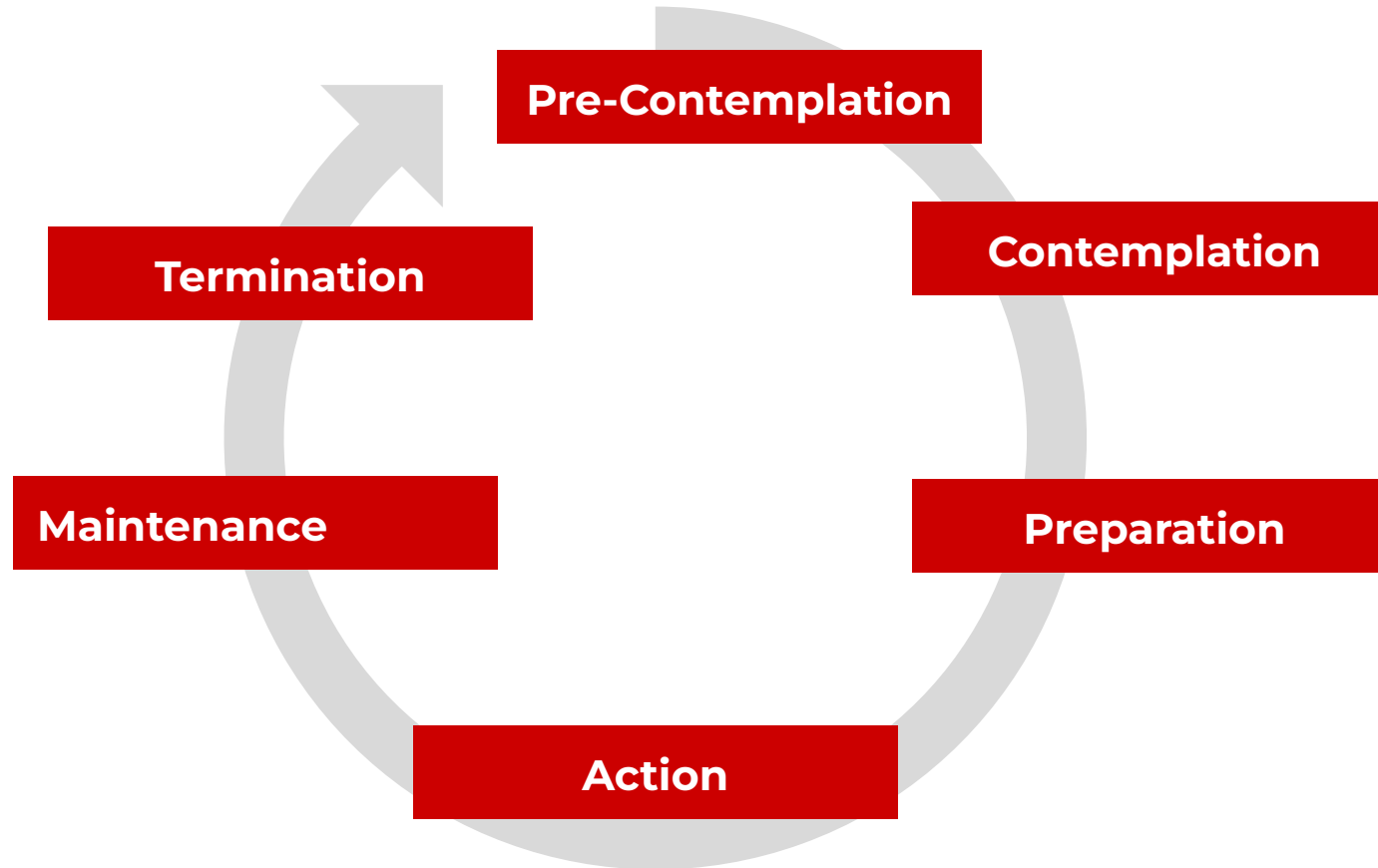
New Model of Selling



Value Proposition



Stages Of Change





Brand Emotion

Friendly

Warm

Comforting

Supporting

Happy

Safe



Telephone Inquiry

Coming to a Fitness Party

Technical:

1. Name
2. Phone Number
3. Email Address
4. Source
5. Appointment
6. Referral To Come With
7. Directions Given

Attitudinal:

“Coming To A Fitness Party”

Outbound Calls

1. The Introduction
2. Re-creating the Experience
3. Qualifying
4. Closing for the Appointment



WELCOME TO THE CLUB

GUEST VISIT CARD



Name _____ Time _____ Date ____/____/____

Address _____ City _____ State _____ Zip _____

Email _____ Phone (work) _____ Phone (cell) _____ Company _____

How did you hear about us? ☐ Direct mail ☐ Signage ☐ Community event ☐ Employer ☐ Website ☐ Advertisement

☐ Referral/guest of: _____ ☐ Other _____

Have you been a member of an athletic club before? ☐ Yes ☐ No If yes, which one(s)? _____

Is your membership current? ☐ Yes ☐ No Are you currently meeting your fitness goals? ☐ Yes ☐ No

What results do you want to achieve?

|  JUMP START |  FITNESS ENTHUSIAST |  ENERGY BALANCE |  MIND BODY |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Motivation through group classes <input type="checkbox"/> Firm up/lose 0-9 lbs. <input type="checkbox"/> Increase activity level | <input type="checkbox"/> Increase endurance <input type="checkbox"/> Increase strength <input type="checkbox"/> Fitness performance enhancement | <input type="checkbox"/> Improve health <input type="checkbox"/> Lose 10 lbs. or more <input type="checkbox"/> Start exercising regularly | <input type="checkbox"/> Increase energy and vitality <input type="checkbox"/> Improve wellness <input type="checkbox"/> Relieve and eliminate stress |

What are your interests? ☐ Small group training ☐ Personal training ☐ Weight training ☐ Sports conditioning

☐ Group fitness ☐ Yoga/Pilates ☐ Barre ☐ Aquatic programs

☐ Childcare ☐ Massage/spa ☐ Senior programs ☐ Other _____

On a scale of 1-10, how important is it that you achieve your fitness goals? (circle one) 1 2 3 4 5 6 7 8 9 10

How long have you been thinking about starting an exercise program? _____

Are you interested in membership for yourself or for your family/spouse? _____

What has kept you from starting sooner? _____

FOR OFFICIAL USE ONLY: ____/____/____
Date of Birth

Driver's License #

The Golden Rule

“Do unto others as you would have them do unto you.”

The Golden Rule of Selling

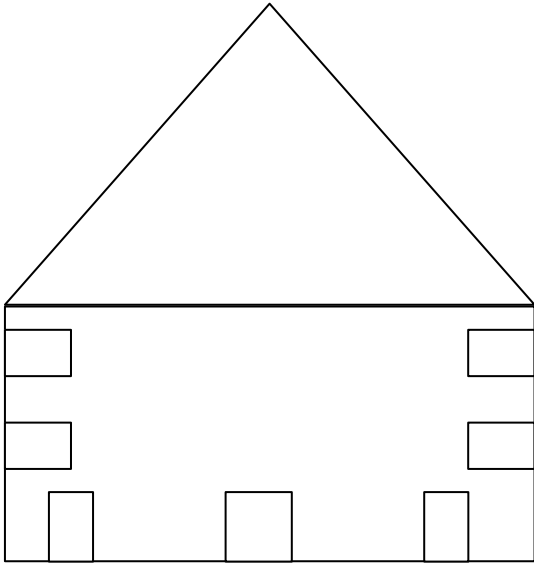
“Sell unto others as they would like to be sold to.”

Windows to Shut: Pre-Handling of Barriers

- Time
- Need
- Desire
- Facility
- Significant Other
- Money (affordability or value)

Handling these during the needs analysis helps you to coach and understand true concerns and realities for your prospect.

Needs Analysis



- The wellness center is not convenient.
- I'm not sure I will have the time to workout.
- I need to talk to my significant other.
- The wellness center doesn't have what I'm looking for (facilities).
- The wellness center is too expensive.
- I don't think that I will get the value out of a membership.
- I'm afraid I won't be able to stick with it (fear & intimidation).
- I don't have the desire to commit to this.

People Will Buy a Membership for One of Four Reasons

| | | |
|----|---------------------------------------------|------------|
| 1. | To alleviate a hurt, pain, or embarrassment | (Pain) |
| 2. | To replace something that is missing | (Pain) |
| 3. | To invest in the future | (Pleasure) |
| 4. | To please someone else | (Pleasure) |

Features – Advantages - Benefits

Features = Facts

Advantages = Generic

Benefits = Specific

The Winning Edge Concept

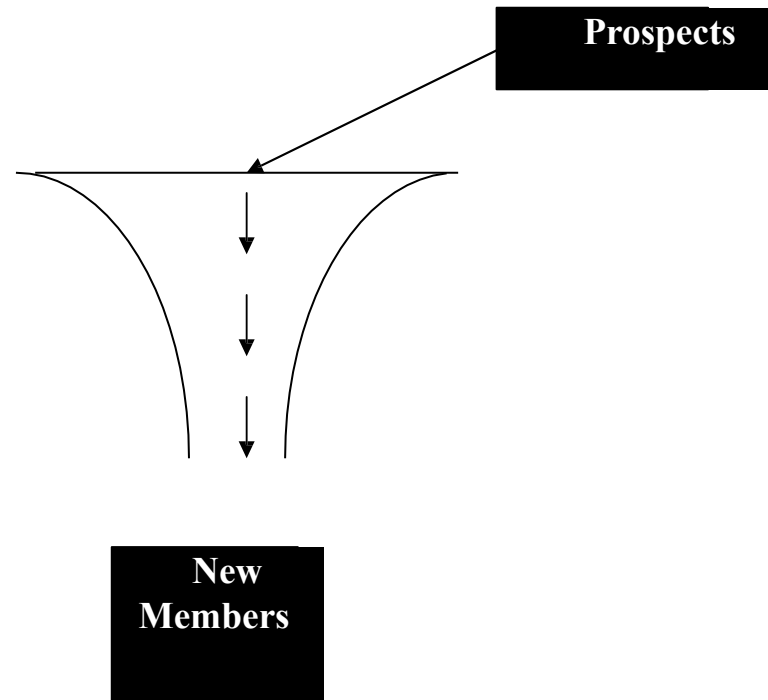
Small differences in your ability can **translate** into **huge differences** in your **results**. This means that if you continue to **focus on** and work to **become a little bit better** in the **critical areas of selling**, this slight improvement could mean a **significant increase** in your **sales results**.

80/20 Rule

20% of your effort delivers 80% of your results

The 80-20 rule, also known as the Pareto Principle, used mostly in business and economics, **states that 80% of outcomes results from 20% of causes.**

Filling The Funnel





The AIDA Buyer's Journey



Social Reviews - Social Proof



Social reviews, also known as **social proof**, are an **essential aspect** of modern **marketing** and **sales strategies**. Use them to build **trust, credibility**, and **loyalty** with **customers**, ultimately **driving** business **growth** and **success**.

Social Reputation Management for Wellness Centers

Why It Matters

- Builds trust and credibility with potential members.
- Influences decisions through positive online reviews and testimonials.
- Enhances your brand's image in the community.

Key Strategies

- **Encourage Reviews:** Ask satisfied clients to leave reviews on Google, Yelp, and social platforms.
- **Engage & Respond:** Thank positive reviewers and address concerns professionally.
- **Monitor Mentions:** Use tools to track online mentions of your center.

Integrate into Marketing

- Showcase glowing reviews on your website and marketing materials.
- Share testimonials and success stories on social media.

Stay Authentic

- Ensure all reviews and promotions align with your center's values and offerings.

5-Star Yelp Review:

It's so good to be back to exercising and having fun! The front desk employees are helpful and friendly...thank you Emma, Gavin, Brooke, Daniel, Sophie for excellent customer service! My favorite classes so far..water aerobics (Miranda), chair yoga (Stephanie and Jacki), Jacki's stretch class and Zumba (Miranda and Lisa). Pool temperature perfect! Spacious Jacuzzi, feels so good! Lots of room in the locker room. Thank you for reopening!

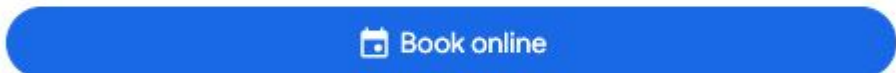




Active Wellness Center

4.4 ★★★★★ 40 Google reviews

Fitness center in Petaluma, California



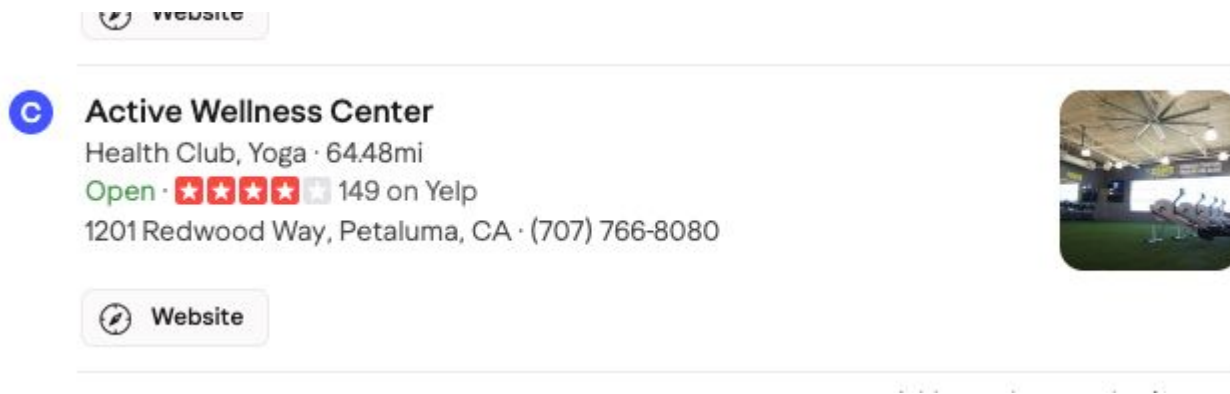
Highlights: Swimming pool · Sauna · Online classes

Address: 1201 Redwood Way, Petaluma, CA 94954

Hours: Open · Closes 9 PM ▾

Phone: (707) 766-8080

[Suggest an edit](#)



Referrals



Referrals are a **powerful tool** for **generating new business** in service industries. Including a section on referrals in a **sales** and **marketing training program** is crucial for **maximizing business growth**.

The Power of Referrals

- Deliver high-quality leads
- Shorten sales cycles
- Build trust and credibility



Identifying Referral Opportunities

- Leverage existing members, professional networks, hospital or healthcare system, and industry associations.
- Focus on satisfied members likely to refer others.
- Build partnerships with complementary businesses.





Asking for Referrals

- Request referrals politely and at the right time (e.g., after delivering great service).
- Use non-intrusive approaches to maintain professionalism.
- Provide tools and resources to make referrals easy for customers.

Incentivizing Referrals

- Motivate referrals with rewards and incentives for customers and partners.
- Design referral programs with appealing benefits.
- Ensure compliance with ethical guidelines and industry regulations.



Tracking & Following Up on Referrals

- Monitor referral activities and respond promptly to leads.
- Nurture referral leads with personalized communication.
- Showcase value and address specific needs effectively.

Measuring Referral Success

- Track key metrics: referrals received, conversion rates, and referral revenue.
- Analyze data to identify improvements.
- Optimize referral programs for better results.

Referrals at Enrollment

People are most excited the day they join.

This is the time to introduce their new center to their family, friends and coworkers.

Member Benefits

VIP LIST

GUEST PASSES FOR YOUR FRIENDS & FAMILY

Welcome to the club! As a new member, you have the opportunity to register five guests to your VIP list. Simply list five guests below and your VIPs will receive a 5-day guest membership.

| NAME | EMAIL | PHONE |
|------|-------|-------|
| | | |
| | | |
| | | |
| | | |
| | | |

VIP GUEST MEMBERSHIP

active
SPORTS CLUBS

This pass authorizes _____
for a guest membership from ____/____/____ to ____/____/____.
Compliments of _____
Expires ____/____/____

One pass per person. Must be 18 years or older. First time, local guests only. Photo ID required. Certain conditions and restrictions apply.

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VIP GUEST MEMBERSHIP

active
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By Scott Stratten & Alison Kramer

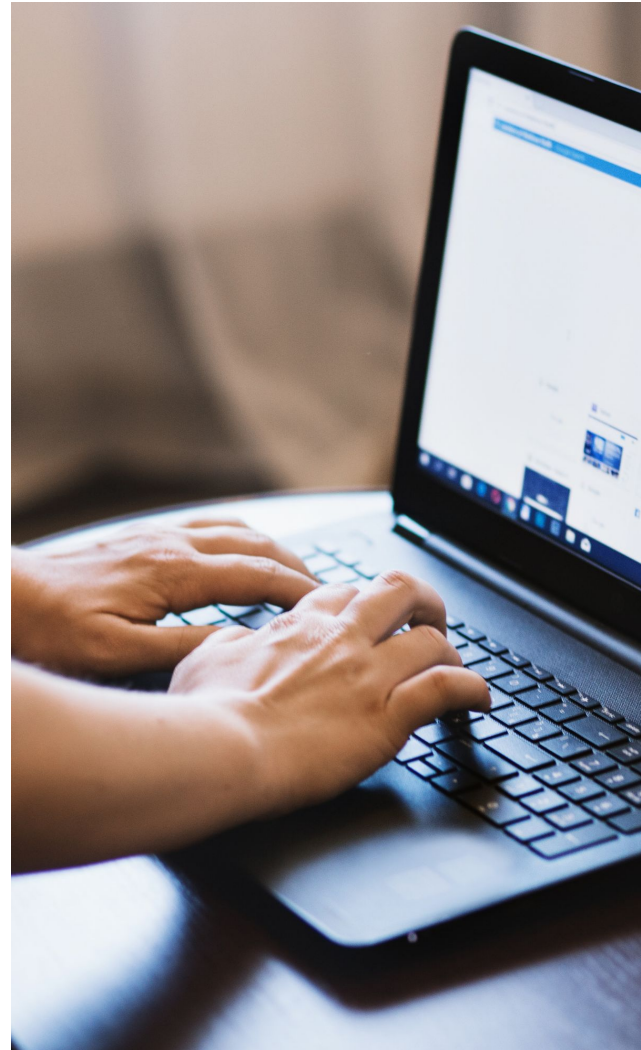


Sales & Marketing Insights

Sales Prospecting Statistics

196% of prospects do their own research before speaking with a human sales rep (HubSpot)

71% of prospects prefer to do solo research instead of talking to a person. (HubSpot)



Sales Follow Up Statistics

82% of sales pros say that building relationships with people is the most important part of selling (and the most enjoyable part of their job). ([HubSpot](#))

60% of customers say no four times before saying yes. ([Invesp](#))

80% of sales require five follow-up calls. ([Invesp](#))

But 48% of salespeople never even make a single follow-up attempt. ([Invesp](#))

44% of salespeople give up after one follow-up call. ([Invesp](#))

66% of buyers prefer to be contacted via email. ([LinkedIn](#))



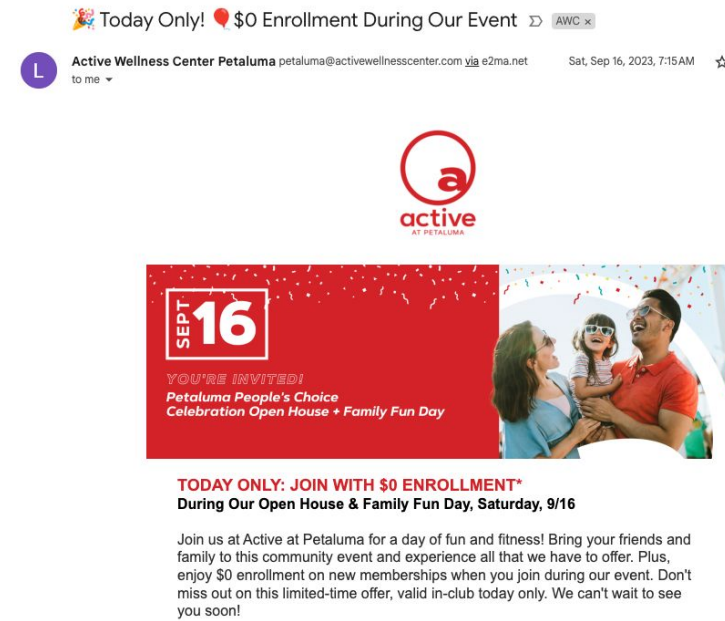
Sales Email Statistics

33% of people open emails based on the subject line alone. (SuperOffice)

70% of salespeople stop at one email. (Invesp)

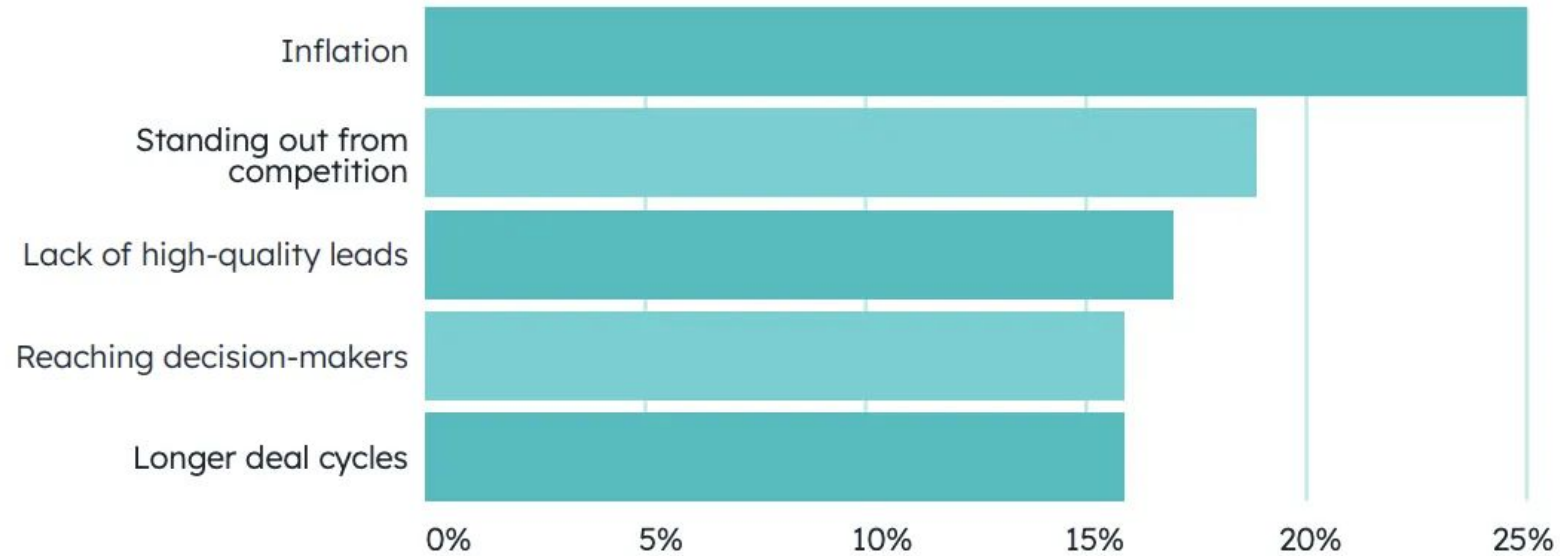
The subject line word count with the highest open rate is seven words at 46.2%. (Regie.ai)

The outbound email body copy word count with the highest reply rate is 144 words at 2.7%. (Regie.ai)



Inside Sales Stats

Challenges sales teams are facing in 2023



The Power of Motivation



- **Motive + Action:** Motivation drives behavior.
- **Emotion First, Logic Follows:** Decisions are made emotionally, then justified logically.
- **Mental Commitment:** The decision is made in the mind before taking action.

The Power of Language

Every phrase will carry a positive, negative or a neutral connotation.

Think about the phrases you use.

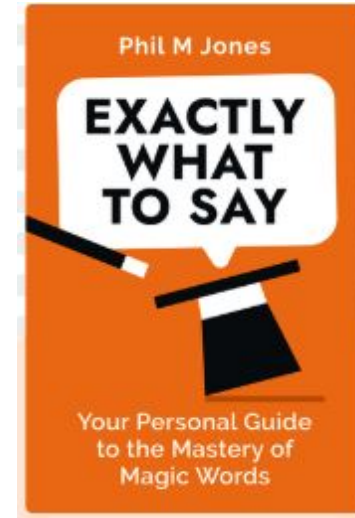


The Power of Words

Key Phrases to Spark Conversations

- “I’m not sure it’s for you, but...”
- “How open-minded are you about...?”
- “What do you know about...?”
- “How would you feel if...?”
- “Imagine if...”
- “When would be a good time to...?”

Inspired by "Exactly What to Say" by Phil M Jones



Instead of...

Payments/Dues

Sign/Approve

Contract

Stuff

Problems

Customer

Gym/Facility

Deal

Crowded

Pay

Initiation Fee

Busy

We Say...

Investment

Authorize

Agreement

Programs

Concerns

Client, Member

Club, Wellness Center

Offer/Promotion

Popular

Take Care Of

Initial Investment

Peak

Transform Your Vocabulary with These Impactful Words

Brilliant

Committed

Creative

Dedicated

Distinctive

Dynamic

Effective

Esteemed

Excellent

Exceptional

Leading

Only

Prestigious

Proven

Qualified

Certified

Recognized

Successful

Talented

Worthy

Valuable

Special

**PROSPECTS
NAME**

You

When talking to prospects, make it all about *them*.

- ✓ “You seem like someone who values relationships and meaningful conversations.”
- ✓ “We want to help you.”
- ✓ “If you believe...”

At BombBomb, sales teams uses phrases like these because they focus on *you* — the prospect. Using “you” shows we’re committed to their success and helps them see how the product fits their needs.



Focus on their Goals

- Understand your customer's business goals and pain points.
- Show how your product helps them overcome challenges and succeed.
- Keep their goals at the center of every conversation, from prospecting to closing and beyond.



Building Trust Through Partnership

- Use “We” to show you're in this journey together.
- Example: “We are going to see results by...” — highlights support and shared goals.
- Demonstrate that you're committed to their success beyond the sale.
- Ensure they feel supported every step of the way, from sales to member onboarding.
- Remember: Their success is your success.



Leveraging "Best" to Elevate Your Brand

- Using "best" positions your brand as a market leader and differentiates you from competitors.
- Example: "Crunchbase provides best-in-class proprietary data" highlights authority and communicates value.
- Always back up claims with evidence to maintain credibility and trust.



Sales Trait Characteristics

- Compassionate
- Fitness Knowledge / Background / Passion
- Great Listener
- Calm Personality
- Competitive / Team Mindset / Goal Orientation
- Balance with Team
- Optimistically Resilient
- Energetic
- Smile / Warmth / Likable



People Must Have It

| Can Be Trained | Must Be Hired |
|---------------------|---------------------------|
| Technical Skill | Initiative |
| Exercise Testing | Ownership Mentality |
| Sales Presentation | Adaptability |
| Listening | Positive Thinker |
| Problem Solving | Bottom Line Oriented |
| Conflict Resolution | Accountable |
| Goal Orientation | Visionary / Broad Thinker |
| Fitness Knowledge | Honesty/Integrity |

Coaching

Goals

Training

Motivation

Relationship Building

Performance

Feedback





The “Event” Meeting (Accountability)

- Enrollments
- Leads
- Projected Enrollments
- Plan Revision
- Commitments
- **Between the 15th and 20th of Every Month**



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