



RETENTION SOLVED:

WHY PEOPLE LEAVE THE GYM AND THE PARADIGM SHIFT THAT ANSWERS THE PROBLEM

Presented by:
Cosmo Wollan
Senior Executive
Synergy Cubed



WHAT IS RETENTION?

RETENTION



The Holy Grail of the Fitness Industry



Always Sought...



...Never Found



RETENTION

Numbers

Percentages

**Survey After Survey Looks for
Possible Reasons for Attrition**

Costs

Gender

Age

RETENTION

Who Thinks that the Most **Relevant**
Driver of Attrition is:

Price *(Cost per Month)*

**Equipment &
Physical Attributes**

Fitness Services
(Personal Training)

Wellness Services
(Nutrition, Massage, etc.)

Social Services
(Community Activities)

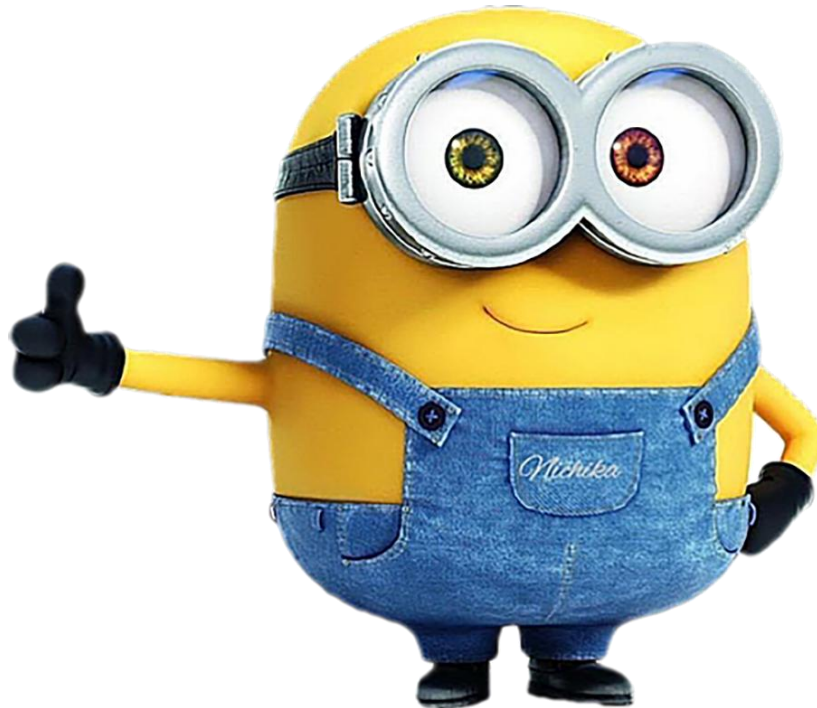
Local Competition

RETENTION

You're Right! You're Wrong!

They are ALL a Factor.

None is the Real REASON.

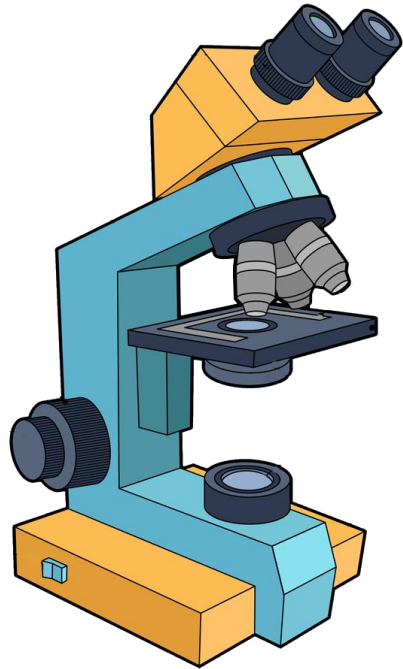




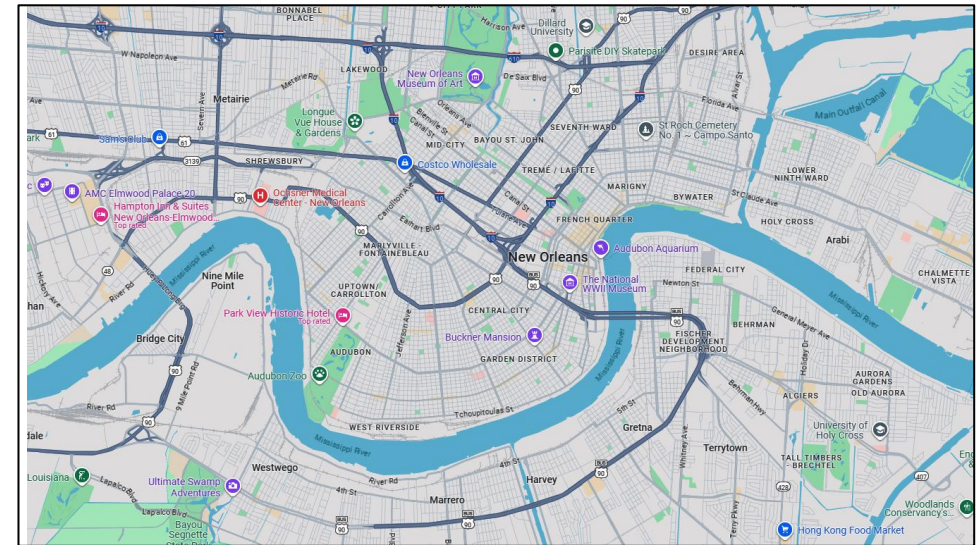
**LET'S CHANGE OUR
PERSPECTIVE.**

PERSPECTIVE

**Step away from the
Gym Under the
Microscope**



**Let's look at a
Different, Bigger
Picture**



PERSPECTIVE

Why Are You Here?



PERSPECTIVE

Your Reasons:

LEGITIMATE

RATIONAL

TANGIBLE

MEASURABLE

LET'S CALL THEM GOALS

PERSPECTIVE

Your Expenses:

CONFERENCE

AIRFARE

HOTEL

MISCELLANEOUS

LET'S CALL THEM INVESTMENTS

PERSPECTIVE

Your Bottom Line:

FACILITY PAID

OUT-OF-POCKET

LET'S CALL THIS COSTS

PERSPECTIVE

Your Mindset:



THIS

POINT OF VIEW



OLD SUBJECT NEW PERSPECTIVE

PRIORITIES

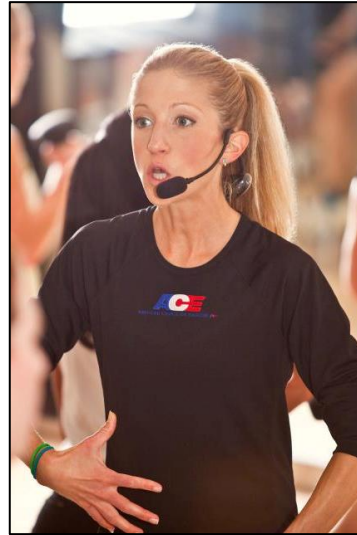
Why does someone join a gym?



Stronger



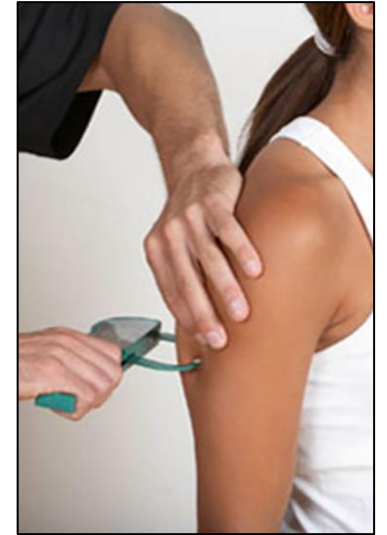
Fitter



Healthier



Faster



Thinner

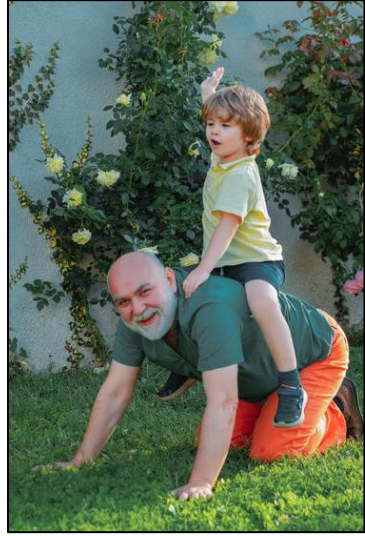
To ACCOMPLISH SOMETHING
LET'S CALL THEM FITNESS GOALS

PRIORITIES

Why does someone join a gym?



**To Bike with
my Wife**



**To Play with
my Grandchild**



**To Golf
Without a Cart**



**To Keep
Gardening**

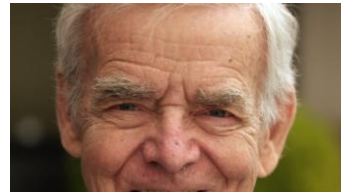
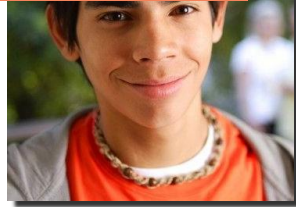
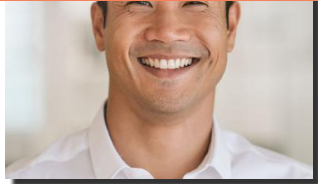


**To go Hiking
with my Family**

To ACCOMPLISH SOMETHING
LET'S CALL THEM LIFESTYLE GOALS

PRIORITIES

ASK 50 PEOPLE...



GET 50 DIFFERENT "SOMETHINGS"

PRIORITIES

50 SOMETHINGS BUT 1 DECISION

COSTS

**ARE “WORTH IT” TO
ACCOMPLISH THEIR**

GOALS

PRIORITIES

50 SOMETHINGS BUT 1 DECISION

\$19.99/MONTH **LOW PRICE, NO-FRILLS, BIG BOX**

\$119.99/MONTH **HIGH END, NAME BRAND BOUTIQUE**

PERCEIVED VALUE



THE MEMBER JOURNEY

OPPORTUNITY

**20% of Gym Members
actually understand
what they are doing**

■ ■ PROBABLE to achieve
their Fitness/Wellness Goals

**20% of Gym Members
use a Personal Trainer**

■ ■ LIKELY to achieve their
Fitness/Wellness Goals

IHRSA 2020

OPPORTUNITY

**60% of Gym Members
“Winging It”**

UNLIKELY to achieve
their Fitness/Wellness Goals

What percentage of gymgoers quit?

50% of all new gym members quit within the first 6 months.

IHRSA 2020

Research suggests that approximately **63%** of gym members quit within the first 6 months.

GLOFOX 2024

OPPORTUNITY

THE ATTRITION DECISION

CONFERENCE

Is what you paid for the Conference
WORTH what you got out of it?

**That determination will greatly influence
your decision to return next year. Right?**

PERCEIVED VALUE FAILURE

OPPORTUNITY

THE ATTRITION DECISION

GYM MEMBER

Is what the membership costs every month
WORTH not achieving their goals?

And at some point – the answer will be **NO.**

PERCEIVED VALUE FAILURE

OPPORTUNITY

\$119.99/MONTH 6 MONTHS TO PV FAILURE

\$19.99/MONTH 2 YEARS TO PV FAILURE

But it **WILL** happen – and for that **SPECIFIC** reason.

PERCEIVED VALUE FAILURE



REVERSE ENGINEERING

HIDDEN IN PLAIN SIGHT

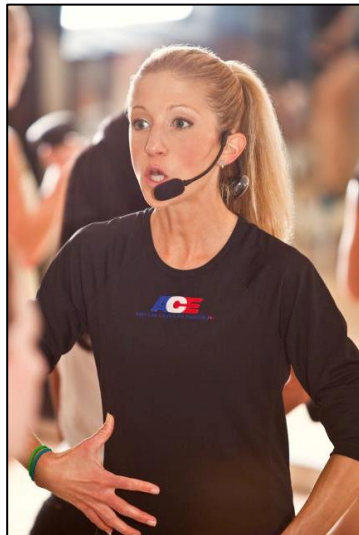
Why does someone join a gym? **REMEMBER???**



Stronger



**To Bike with
my Wife**



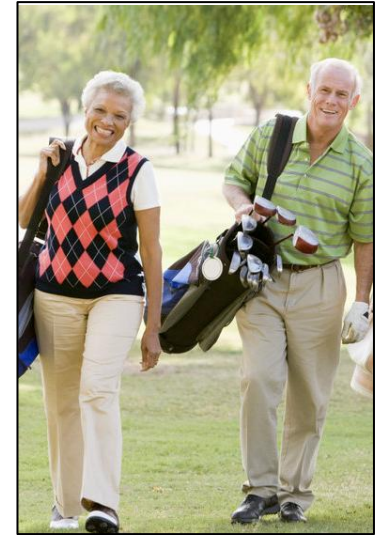
Healthier



**To Keep
Gardening**



Faster



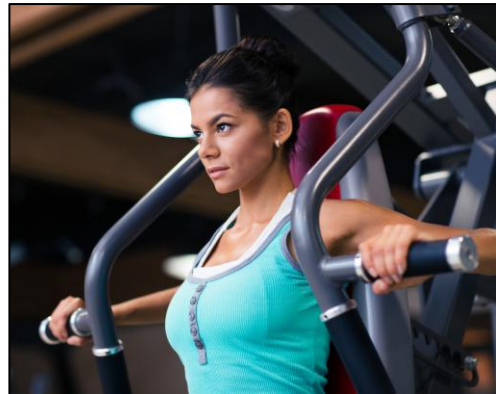
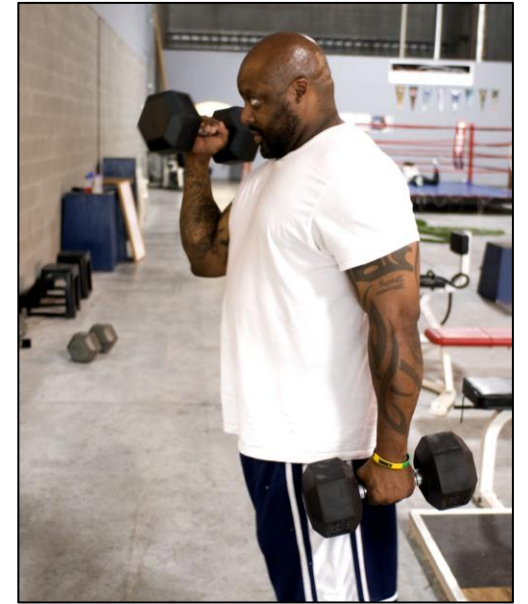
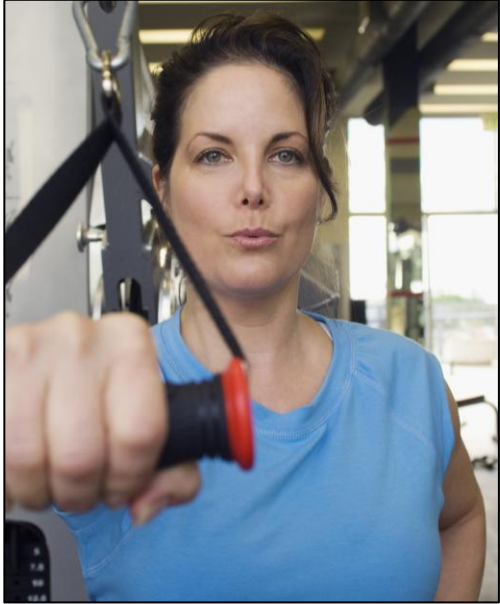
**To Golf
Without a Cart**

To ACCOMPLISH SOMETHING
FITNESS / WELLNESS GOALS

HIDDEN IN PLAIN SIGHT

If a member is making
MEASURABLE PROGRESS
towards their goals...

**Why would they consider
going elsewhere?**



HIDDEN IN PLAIN SIGHT

**RESULTS =
RETENTION**



YOUR BUSINESS MODEL

SOLUTIONS

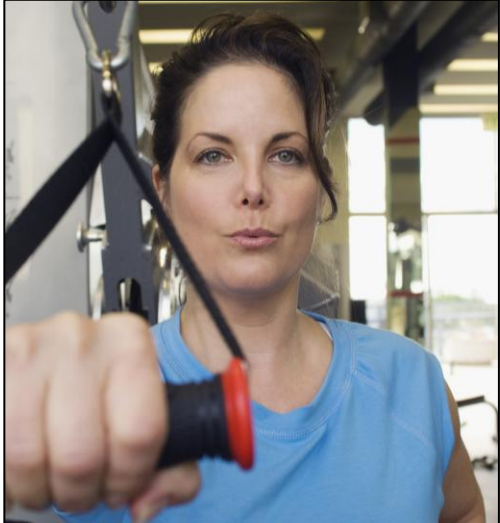
**STOP  SELLING
MEMBERSHIPS!**

All they do is RENT SPACE in your facility.

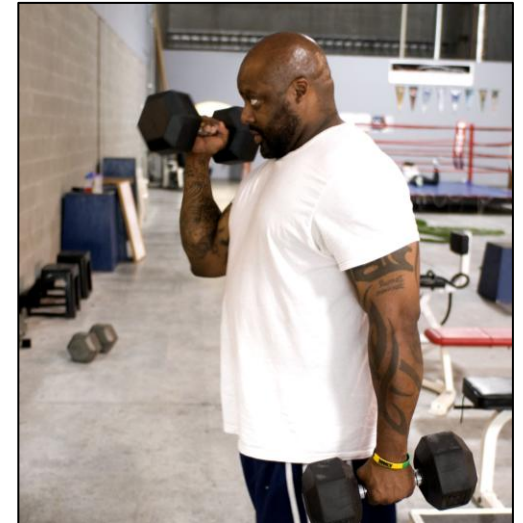
**START SELLING
RESULTS!**

SOLUTIONS

Every new member enrolls
in a **PROGRAM** based on
their **SPECIFIC** goals.



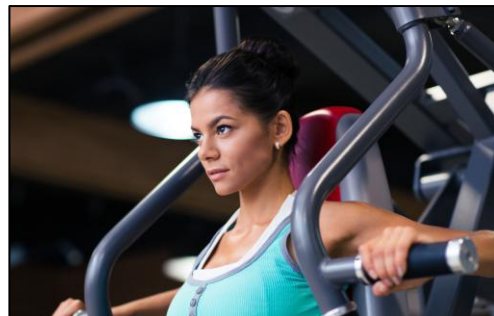
WEIGHT LOSS



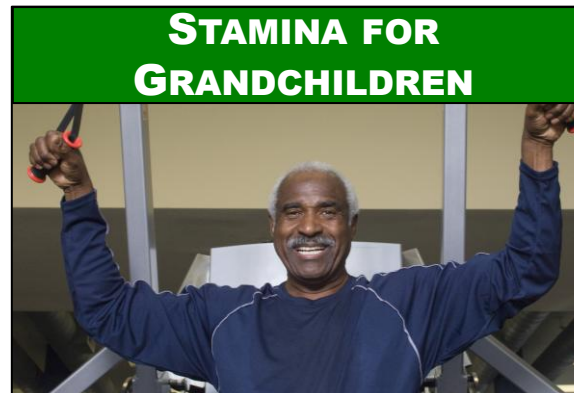
DIABETES



HYPERTENSION



CLASS REUNION



**STAMINA FOR
GRANDCHILDREN**

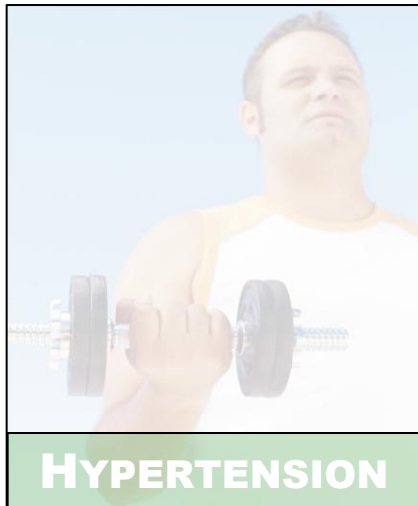
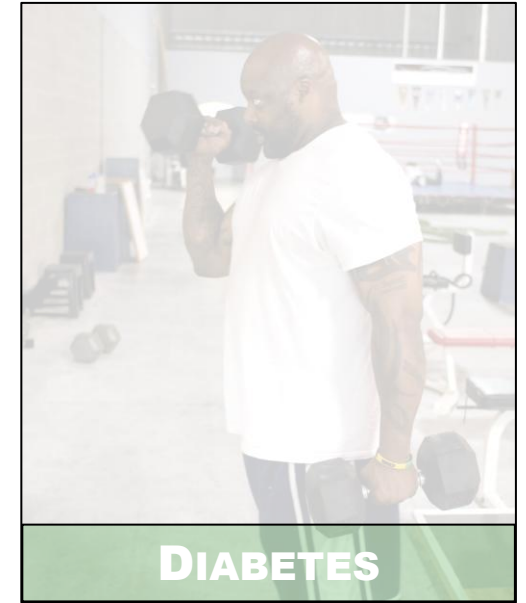


SLIP & FALL / BALANCE

SOLUTIONS

Every new member enrolls
in a **PROGRAM** based on
their **SPECIFIC** goals.

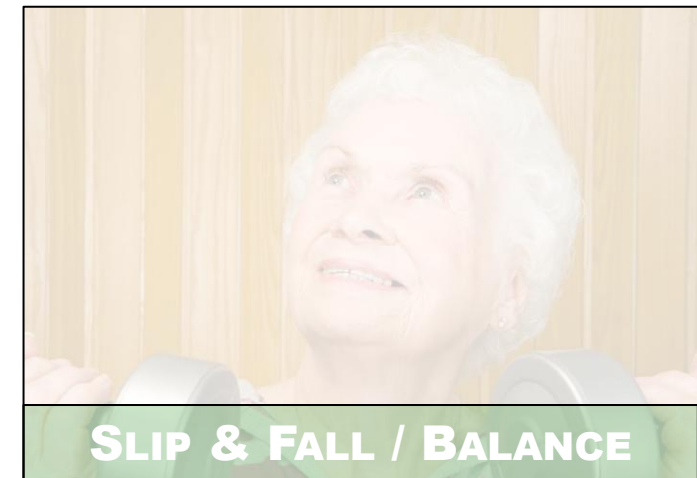
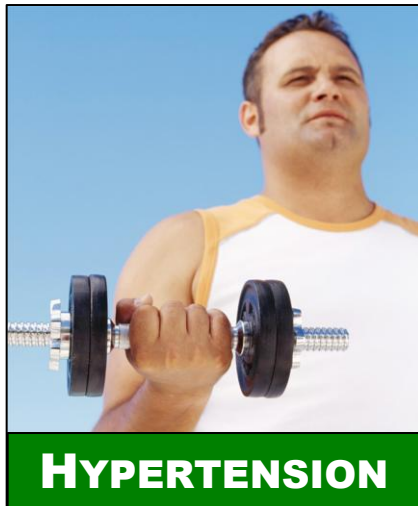
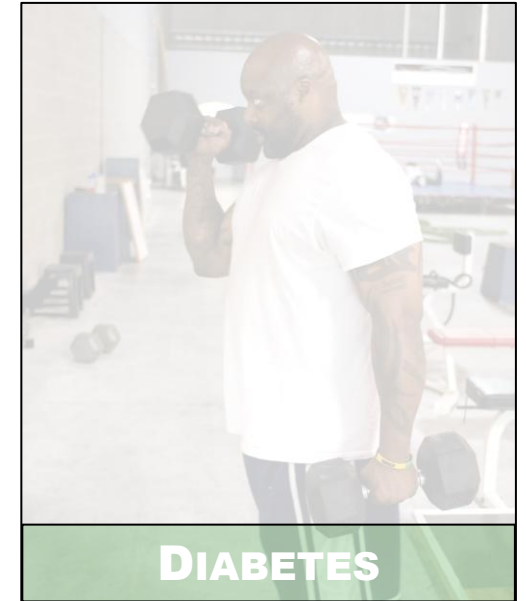
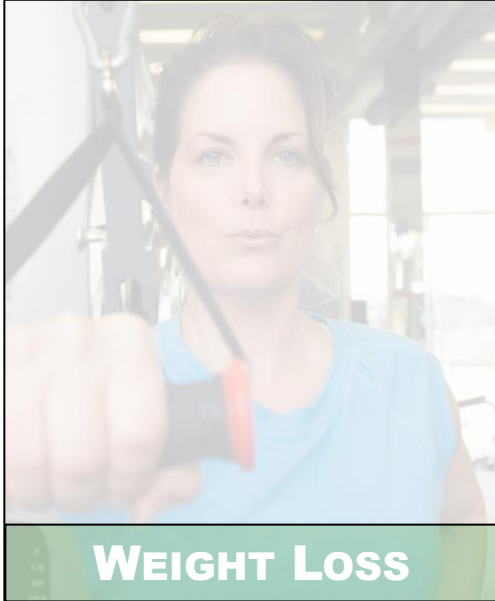
- Assessments every 3 months
- Personal Trainer 2x week
- Comprehensive Exercise Program
- Nutritional Guidance



SOLUTIONS

Every new member enrolls
in a **PROGRAM** based on
their **SPECIFIC** goals.

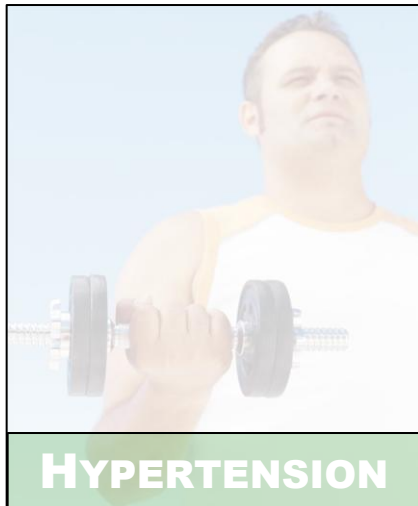
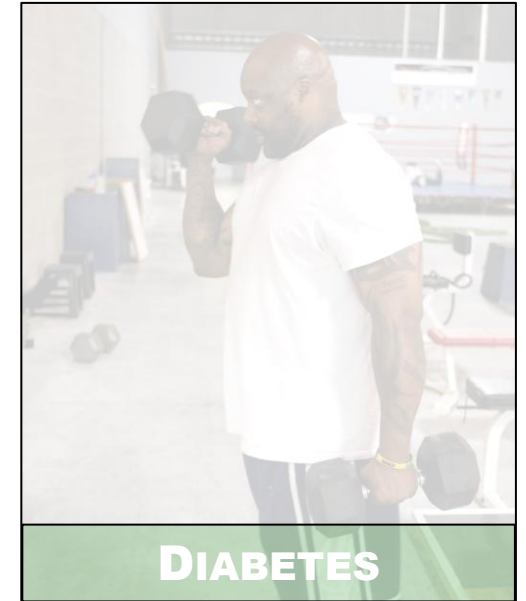
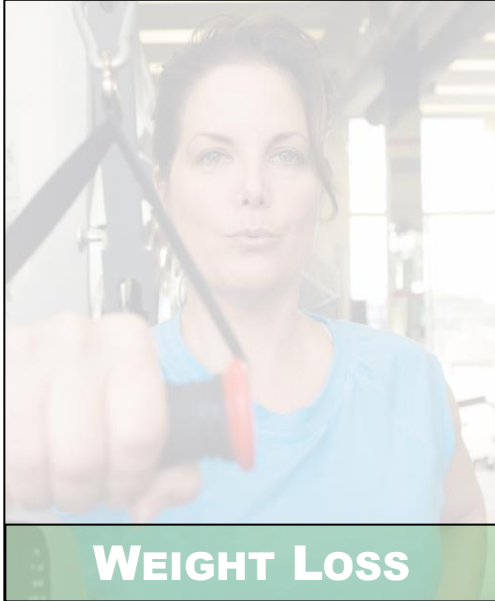
- Assessments every 3 months
- Small Group Training 2x week
- Medically Directed Exercise Program
- Nutritional Guidance
- Metrics Every Session



SOLUTIONS

Every new member enrolls
in a **PROGRAM** based on
their **SPECIFIC** goals.

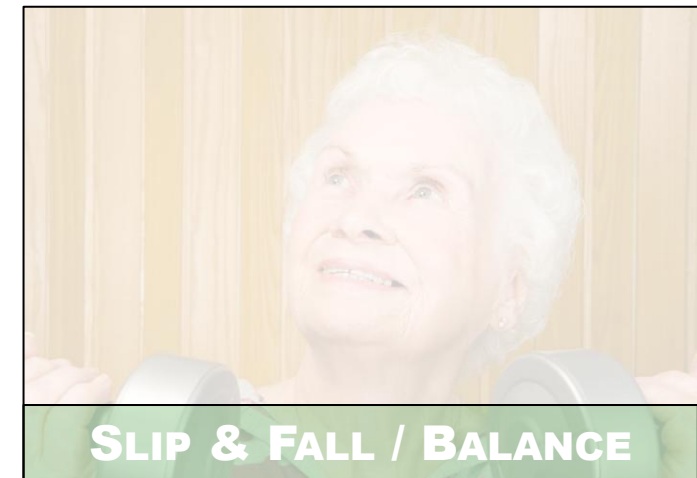
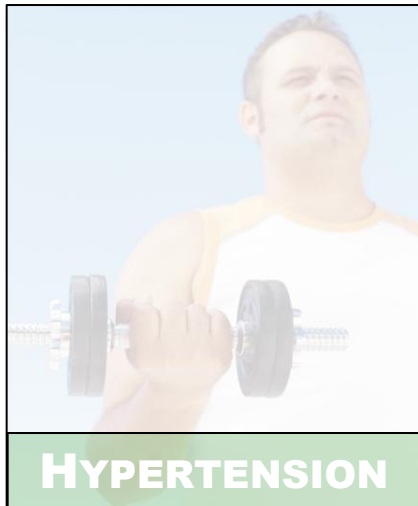
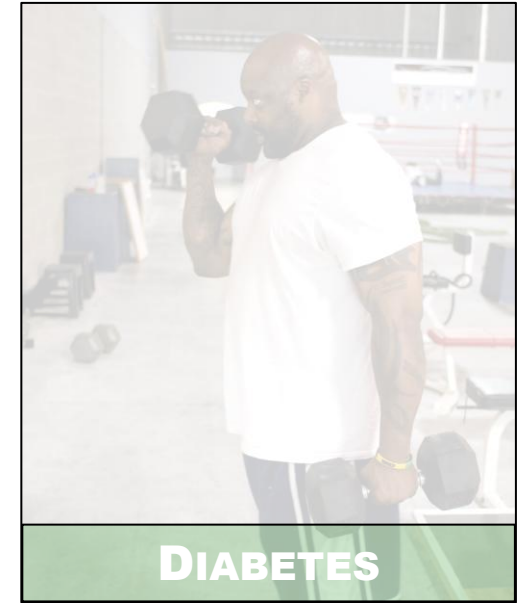
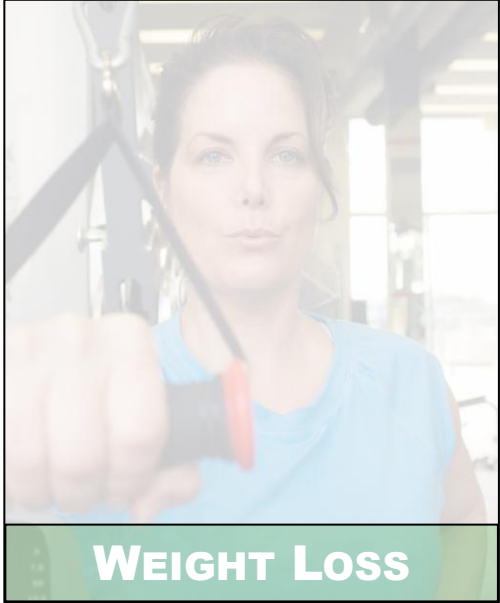
- Assessments every 3 months
- Accountability Session 1x month
- Comprehensive Exercise Program
- Nutritional Guidance



SOLUTIONS

Every new member enrolls
in a **PROGRAM** based on
their **SPECIFIC** goals.

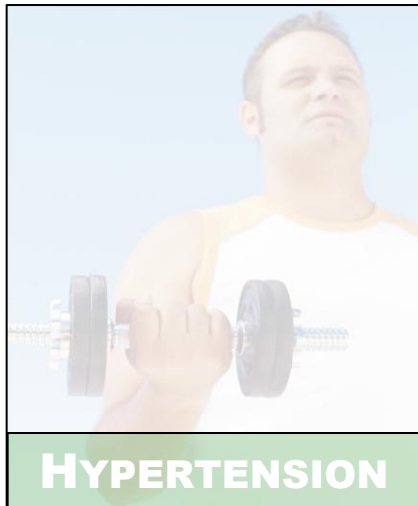
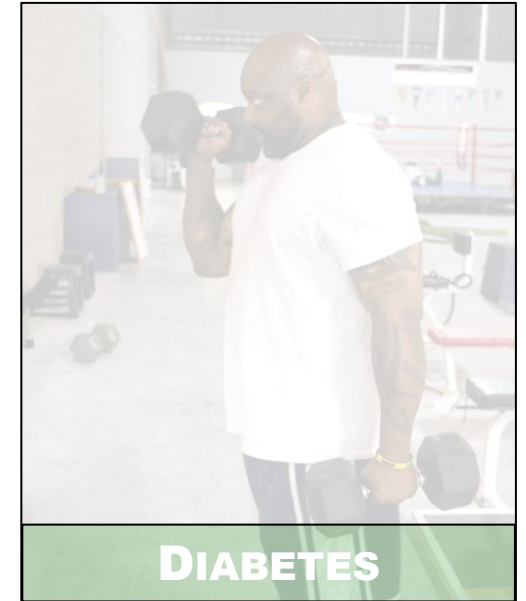
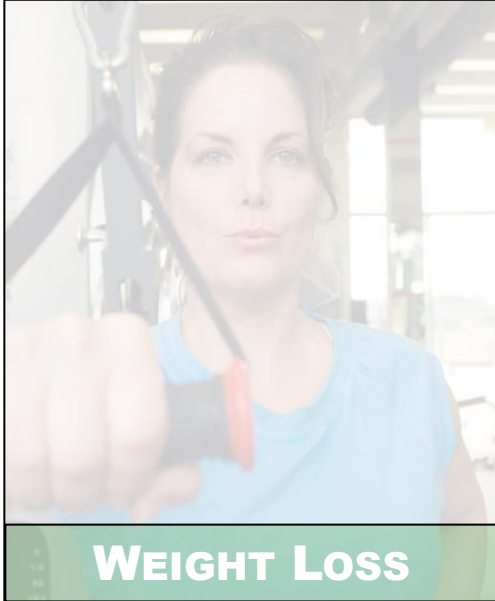
- Assessments every 2 months
- Focused Small Group Training 2x week
- Medically Directed Exercise Program
- Nutritional Guidance
- Metrics Every Session



SOLUTIONS

Every new member enrolls
in a **PROGRAM** based on
their **SPECIFIC** goals.

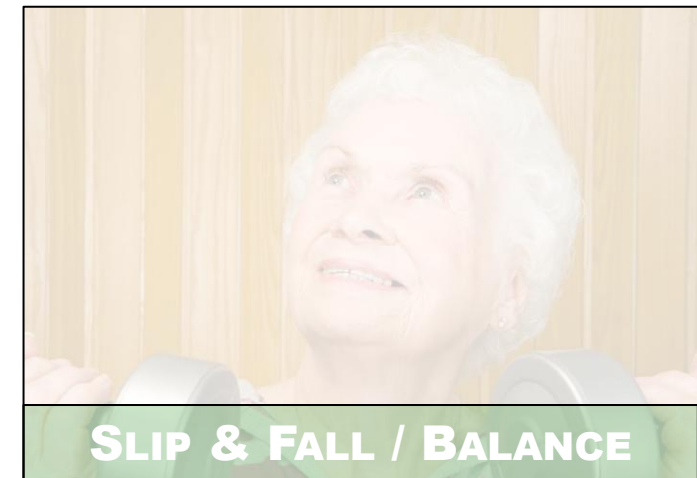
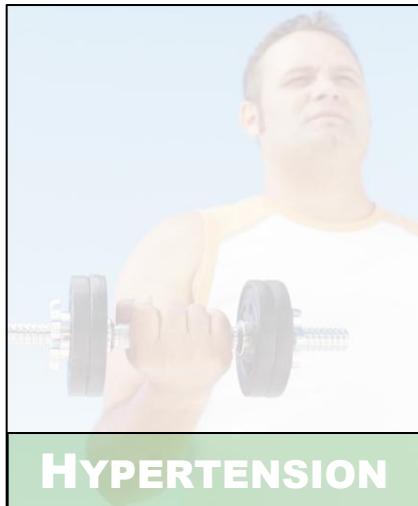
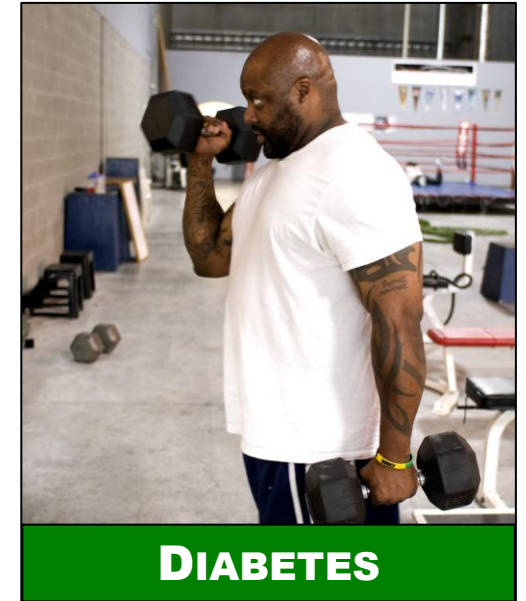
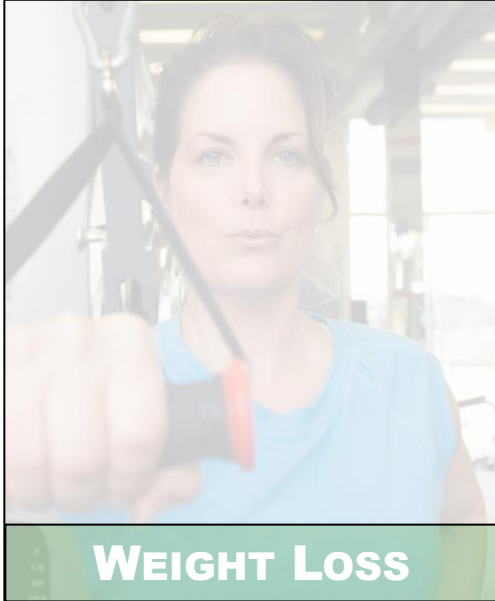
- Assessments every month
- Aqua Small Group Training 3x week
- Medically Directed Exercise Program
- Nutritional Guidance
- Metrics Every Session



SOLUTIONS

Every new member enrolls
in a **PROGRAM** based on
their **SPECIFIC** goals.

- Assessments every month
- Focused Small Group Training 2x week
- Medically Directed Exercise Program
- Nutritional Guidance
- Metrics Every Session



SOLUTIONS

A - A - A

SOLUTIONS

ASSESSMENTS
ACTIVITY
ACCOUNTABILITY

SOLUTIONS

- Sell
- Results
- Brilliant



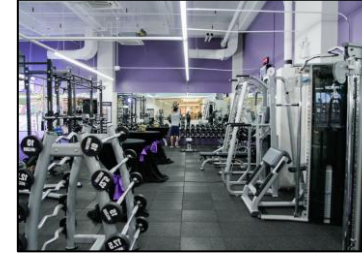
cility



- Selling Results
- Enrolling in Focused Programs
- Monitoring & Motivating Progress

Think OUTCOMES; Drive INCOMES

SOLUTIONS



Ask Every Current Member:

**What were your
fitness/wellness/lifestyle goals
when you joined our facility?**



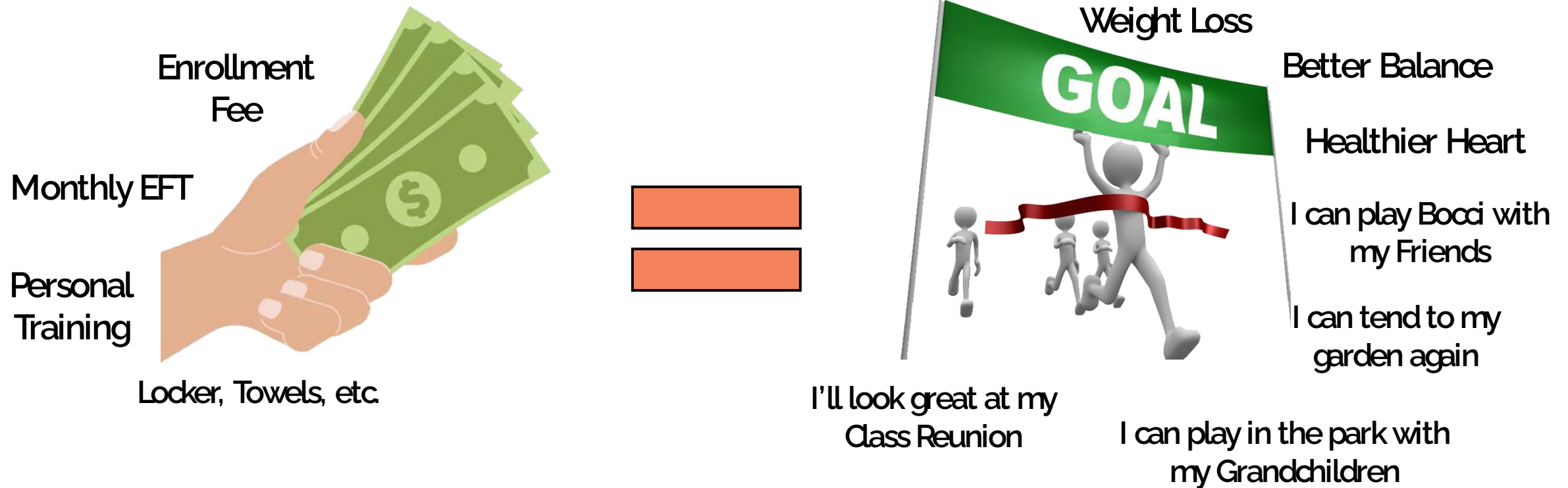
Let us help you ACHIEVE them.





SUMMARY

SOLUTIONS



PERCEIVED VALUE

Change Perception

RESULTS



PERCEIVED VALUE

Change Perception

PERCEIVED VALUE



RETENTION

Change Perception

RESULTS



RETENTION



**Contact us today to discuss
addressing your**

Retention Challenges.

Cosmo Wollan

305-788-2469

cwollan@synergycubed.com