

Strategies to Maximize Onsite Membership Sales



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Transactional VS Interactional Selling

Transaction

- Getting the Contract is Priority
- Impersonal
 - Canned approach
- Mostly one-way Conversation
 - Often scripted “only the facts”
 - Rarely ask questions
- Forced Decisions
 - High Pressure
 - Gimmicks – let me get my manager
 - Must do now - Take it or leave it
- No follow-up

Interaction

- Helping a Person is Priority
- Personalized
 - Customized approach
- Two-way Conversation
 - Shared Information
 - Questions & Answers
 - Resolutions
- Informed Decisions
 - No pressure
 - Satisfied purchase
- Follow-up occurs

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Price VS Value Selling

■ Price

- Sell the product
- Based on quantity
- Lowest price possible
 - Comparative (price wars)
- Often identical or very similar to other products/services
- Viewed as “best deal” or cheapest I can get

■ Value

- Sell what you believe in
- Based on quality
- Often not lowest and sometimes highest price
- Product/service differentiates
- Viewed as good investment

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First Impressions

- You (One chance at a first impression – 4 to 7 seconds)
 - Appearance (you and your workspace)
 - Attitude (body language, facial expression, voice)
 - Energy (enthusiastic...while professional)
 - Focus (on prospect or preoccupied with something else)
- Prospective Member (Do Not Pre-judge)
 - Appearance
 - Attitude
 - Energy
 - Available time

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Prospect/Member Segmentation

	Reluctant Health Seeker	Committed Health Seeker	Enthusiastic Exerciser	Santuary Seeker	Social Belonger
Characteristics	<ul style="list-style-type: none"> •Knows they should exercise, but not completely convinced about process •Includes those seeking weight loss •Might have not had success in the past •Would prefer an easier way •Might be nervous about exercising 	<ul style="list-style-type: none"> •Highly committed to exercise •Exercises for health benefits •Has had successful exercise experiences 	<ul style="list-style-type: none"> •Enjoys process of exercise •Exercise critical to reinforce self-esteem •Might be for aesthetic reasons (be buff, tone) or performance (athletics) •Gets a "rush" from exercise 	<ul style="list-style-type: none"> •Views exercise as opportunity to "escape" •Seeking to balance mind, body, and spirit 	<ul style="list-style-type: none"> •Sees Center as a place for socialization •Likes belonging somewhere •Where "everybody knows your name" •Probably wouldn't exercise without support network of friends
Exercise Behaviors	<ul style="list-style-type: none"> •less frequent exerciser •includes first time fitness center members 	<ul style="list-style-type: none"> •regular exerciser 3+/wk 	<ul style="list-style-type: none"> •regular exerciser 3+/wk •more likely to be athletically involved outside of Center 	<ul style="list-style-type: none"> •more likely to do yoga, tai chi, pilates •more likely to use child care 	<ul style="list-style-type: none"> •most likely group exercisers and especially aquatics users
Fitness Experience Desired	<ul style="list-style-type: none"> •One-on-one support, mixed equipment and group programs 	<ul style="list-style-type: none"> •Trainer support, mostly equipment user 	<ul style="list-style-type: none"> •Kick butt classes, high tech equipment 	<ul style="list-style-type: none"> •Mind/Body/Spirit, quiet solitude 	<ul style="list-style-type: none"> •Club within a club, many activities.

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Be Prepared

- Know Your Center
 - Facilities, amenities, programs, services, staff
 - USPs (Unique Selling Points) – assessments, SOTA equip., medical advisory, etc.
 - Rules & regulations
 - Enrollment process
- Know Your Competition
 - Location
 - Programs & services
 - Membership rates
- Practice, Practice, Practice

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Know Your Competition

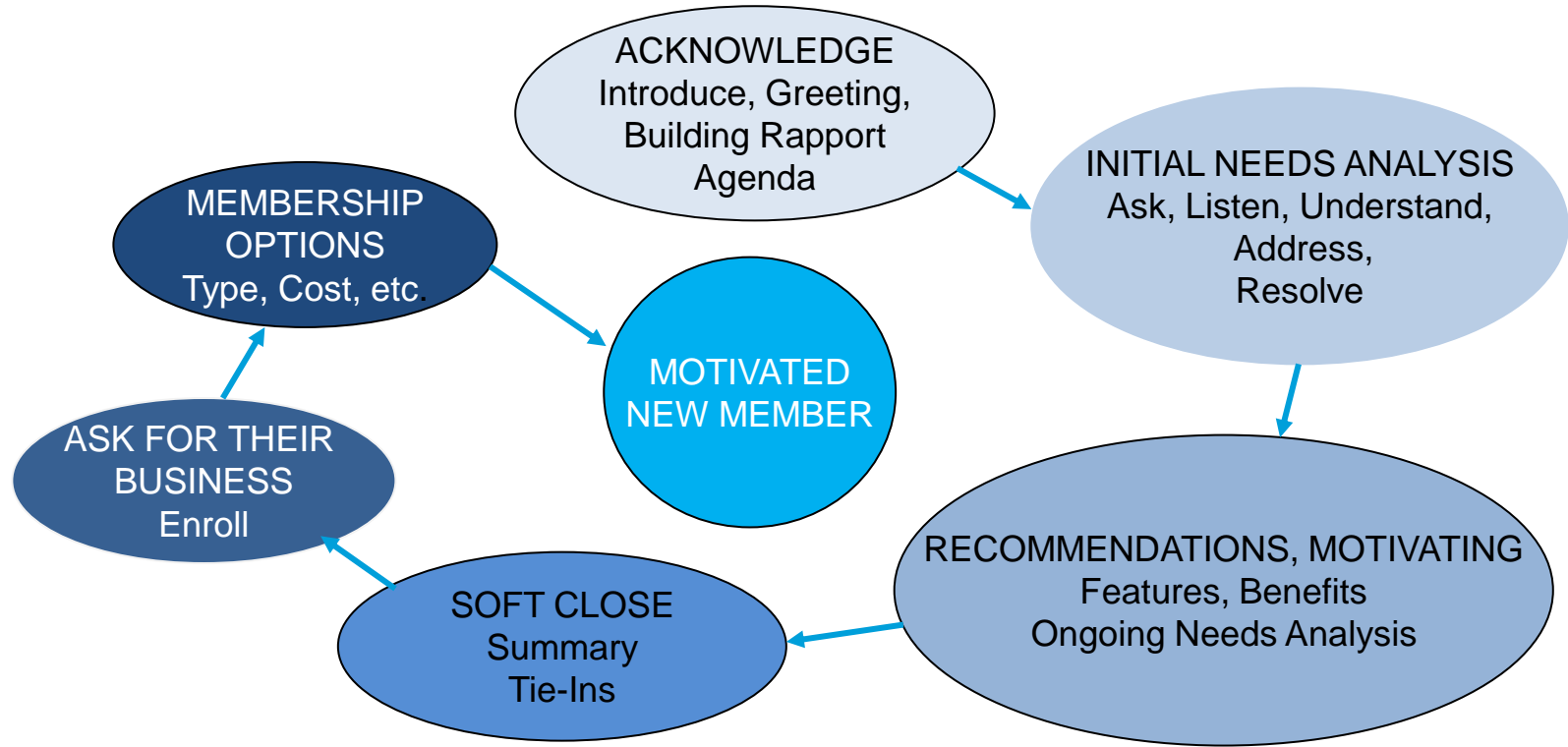
Facility Name	Facility Address	Primary / Secondary Market	Distance from FFH (1)	Drive Time from FFH (1)
Cardinal Fitness	1520 Hospital Ave.	Primary	1.8 miles	6 minutes
Anytime Fitness	1812 Main St.	Primary	1.9 miles	6 minutes
Champions Health Club	1137 Twin St.	Primary	3.0 miles	12 minutes
St. John's Medical Wellness Center	1201 Hwy 90	Primary	3.7 miles	12 minutes
Gold's Gym	1340 Elm St.	Secondary	6.6 miles	15 minutes
Texas Family Fitness	2036 Allison St,	Secondary	7.3 miles	17 minutes
The Gym	2300 Palmland Blvd.	Secondary	7.1 miles	18 minutes
Lakeside YMCA	507 Jefferson Trace	Secondary	8.2 miles	20 minutes

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Sales/Service Process Flow



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Sales – “Foundational Rules”

- People relate more to how much you care, instead of how much you know
- Actively listen
 - Ask questions related to their interests, goals, concerns
 - Acknowledge/repeat their answers
 - Take notes/document – for follow-up
- Customize & personalize your approach/conversation
- Be honest and sincere
- No gimmicks or high-pressure tactics
- Focus on their objectives, goals, concerns
- Sell health improvement and quality of life, not a membership
- Make prospect feel welcomed and important
 - Introduce to other teammates
- Never start with price!!

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Sales Process

- Sloooow down the process...but be sensitive to prospect's available time
- Do not deviate into areas not related to their interests and goals (don't tell stories about yourself)
- When prospect arrives, have them complete a very brief form/card
 - Name
 - Address
 - Email address
 - Phone #

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Sales Process – The Introductions

W - H - W - W

Initial Questions (ideally before, but can occur during the tour)

First...introduce yourself, then ask:

- Who are they -where do they live, what do/did they do for a living, kids, etc.?
- How did you hear about us?
- What motivated you to come see us today? (this is also the “why”)
- When are you thinking about starting your program (don’t say join)?

The answers should direct the remaining conversation.

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Sales Process - The Tour

- Do not start in an office. Always meet the prospect in an open inviting area.
- Ask how much time they have for their visit – (decreases anxiety)
- Ask the WHWW questions at the beginning of the tour if you haven't already
- Talk as you walk. Walk along side, not in front
- Begin the tour addressing areas in which they expressed interest
 - Facilities, programs, amenities, staff
 - Mention how these things will help them meet their goals

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Sales Process - The Tour

Soft Close

- Gauge interested while touring (~½ way through)
 - Key Question: “Have I shown you or mentioned anything that addresses your interests or could help you meet your goals?”
 - Acknowledge their answers
 - If yes... they started closing the sale.
 - If no...ask where you missed it and go back to confirm their needs
- Note...you have not mentioned pricing yet

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Sales Process – The Close

- Near or at the end of the tour ...ASK FOR THEIR BUSINESS!
- Close the sell by asking the right question
 - “Would you like to start your program with us today?”
- Ideally go to a private area (office, chairs in lobby, etc.)
 - Address any questions/concerns
 - Now Introduce pricing
 - Execute membership agreement
 - Provide guest passes
- Ask for prospects (family, friends, colleagues)
 - Provide an incentive – gift card, free massage, etc.

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Sales Process – “No”

- Common reasons for saying “no” or “I am not sure”
 - Time (competing priorities)
 - Availability (personal schedule)
 - Readiness to Start (mental readiness)
 - Location (not convenient)
 - Health issues/concerns
 - Permission - spouse, parent, physician, etc.
 - Cost:
 - Value VS Price
 - Investment VS Expense

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Sales Process

- Addressing Concerns & Objections
 - Isolate the concern (any others?)
 - Empathize (I understand)
 - Restate/acknowledge what they want to accomplish and motivating factors
 - Review benefits again (value)
 - Provide solution examples from others who had same concerns
 - Suggest their solution – if possible
 - Confirm resolution

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Sales Process – The Follow up

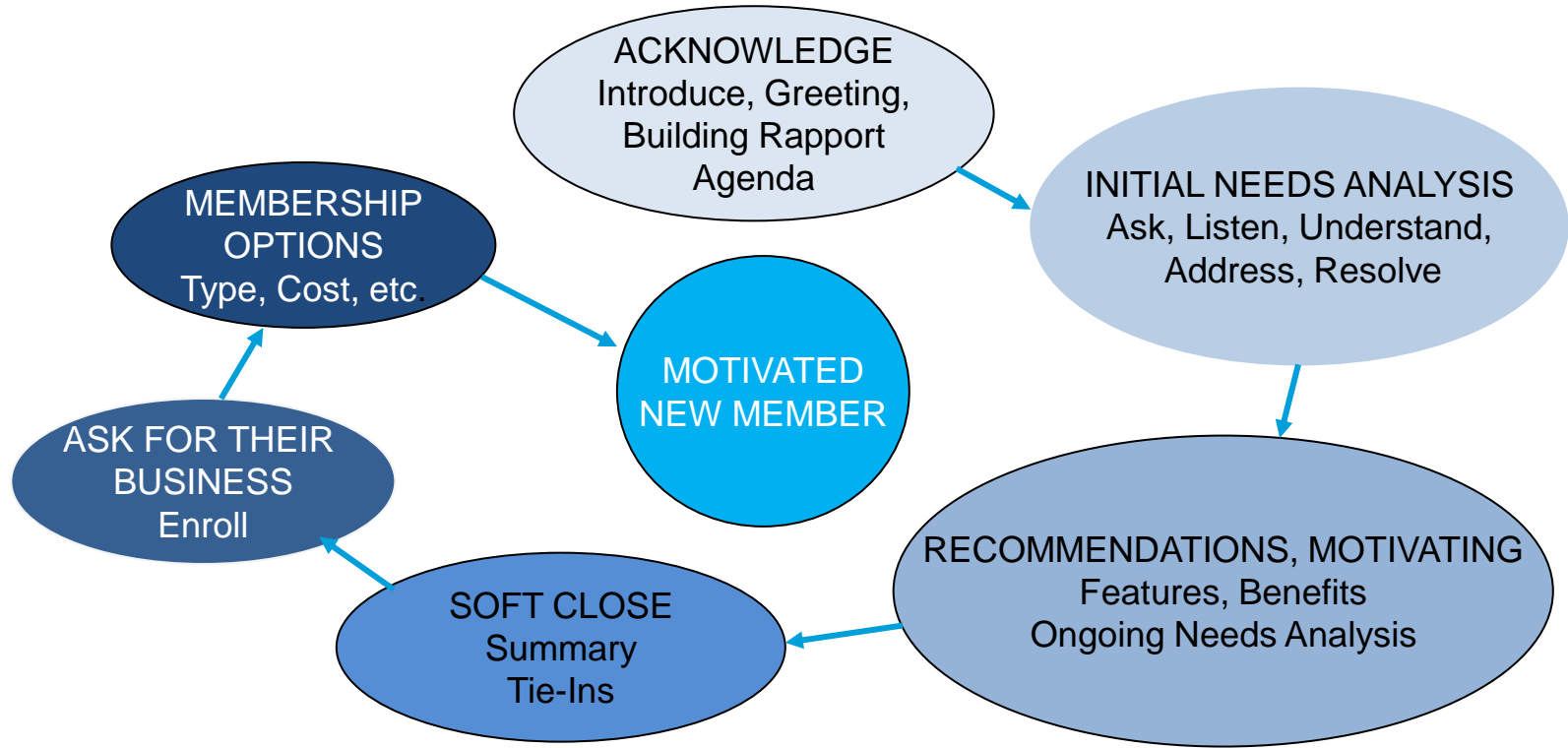
- Prospects Follow-up
 - If a prospect leaves without joining, ~80% will not join unless they receive continued follow-up
 - Phone Call and Email
 - Within 24 hours of initial contact
 - Weeks 1-2 2/wk
 - Weeks 3-4 1/wk
 - Weeks 5-8 2/month
 - Weeks 9 + 1/month
 - Letter / Personal Card (better than email or text)
 - Within 2 days of initial inquiry / visit

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Sales/Service Process Flow - Review



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Membership Sales Team Qualities and Management



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Qualities of Exceptional Membership Sales Teammates

- Organized
- Prepared
- Effective time management
- Professional conduct and appearance
- Positive/engaging energy
- Enjoys helping others
- Effective communication
- Strong writing and phone skills
- Completes all documentation and transactions accurately and timely
- Understands and works well with other fitness center departments and staff
- Generates leads
- Follows-up
- Meets / exceeds goals

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Manage What You Measure

Exceptional Salespeople Are Motivated by Numbers

- Daily / Monthly Goals & Performance
 - Prospecting (outgoing, incoming)
 - Follow-up (outgoing)
- Prospects/Leads
- Appointments (scheduled, % conducted)
- Tours (scheduled, % conducted)
- Conversion to Sales (# and %)
- Referrals

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Thank you!

Questions?

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