

IMPACT LEADERSHIP

**BUILDING RELATIONSHIPS THAT DRIVE
RESULTS**

GOALS FOR TODAY

- ▶ Identity & Belief System → Impact
- ▶ From Sales → Relationship Cultivators
- ▶ The Impact Consultation Framework

WHO'S THIS FOR?

- ▶ Membership Sales Director
- ▶ Operations Manager
- ▶ Experience Coordinator
- ▶ Personal Trainer
- ▶ Owner/Operators

WHO'S THIS HEAVY EYEBROW'D PERSON?



I'VE BEEN THERE

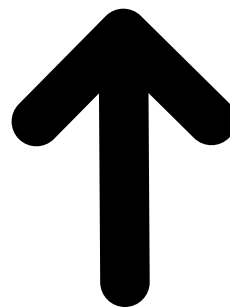
2019-2020	
Total Revenue	-61.00%
Layoff's	75.00%
Profit	-79.40%

I'VE BEEN THERE

2022-2023		2023-2024		2024-2025*	
Total Revenue	17.40%	Total Revenue	19.60%	Total Revenue	20.60%
Ancillary Revenue	13.50%	Ancillary Revenue	35.10%	Ancillary Revenue	0%*
Monthly Autopay	18.80%	Monthly Autopay	19.70%	Monthly Autopay	2.50%

I'VE BEEN THERE

2022-2023		2023-2024		2024-2025*	
Total Revenue	17.40%	Total Revenue	19.60%	Total Revenue	20.60%
Ancillary Revenue	13.50%	Ancillary Revenue	35.10%	Ancillary Revenue	0%*
Monthly Autopay	18.80%	Monthly Autopay	19.70%	Monthly Autopay	2.50%



ENGAGED TEAM

WHO'S THE AVATAR?

THE IDENTITY SHIFT

MORE THAN SKILLS

BEING

DOWN



BEING

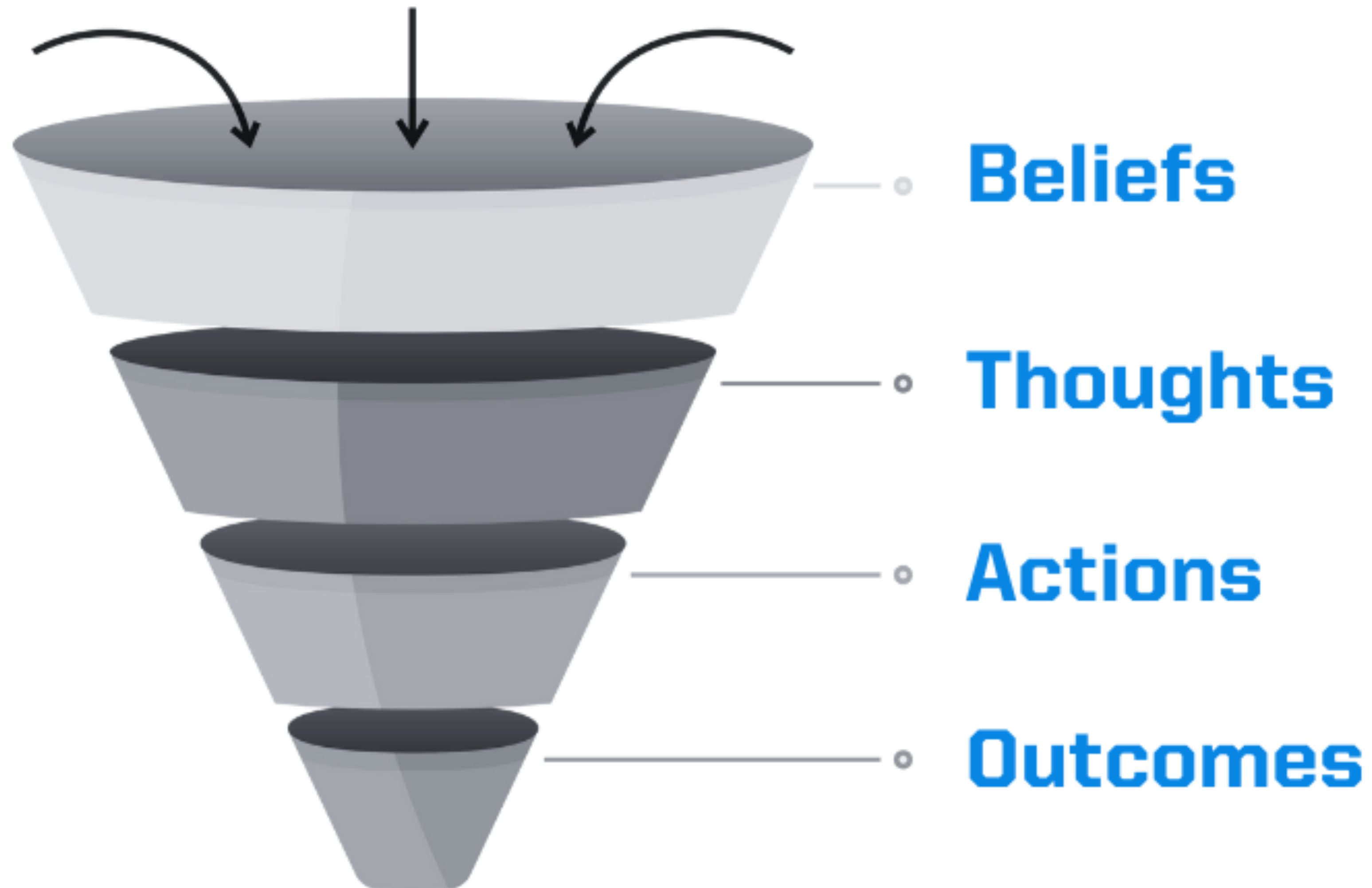
DOING



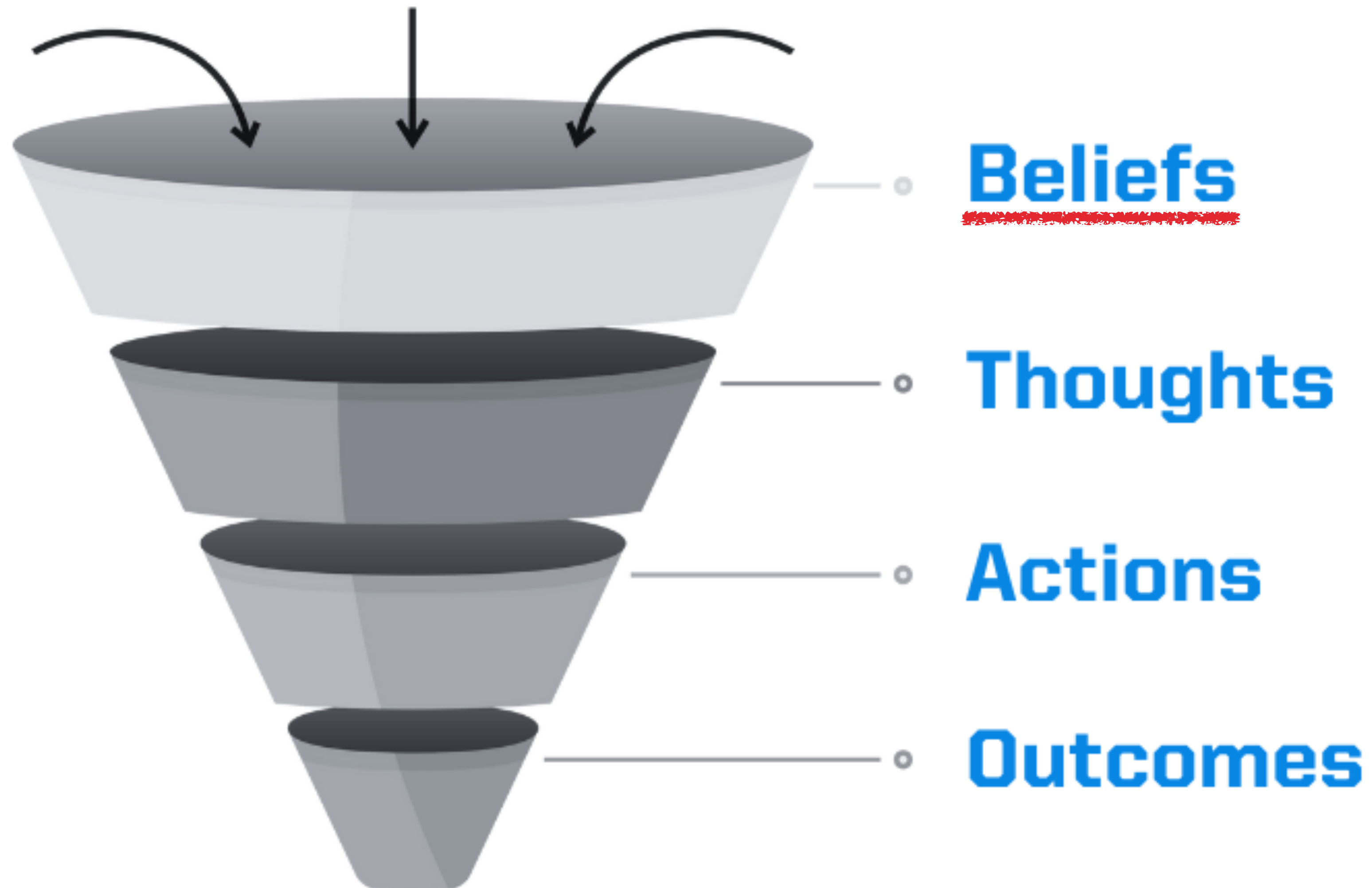
Beliefs

Values

BELIEF FUNNEL



BELIEF FUNNEL



BELIEVE THAT THE THE PROBLEM YOU'RE TRYING TO SOLVE IS A NATIONAL CRISIS

- ▶ Until you're viscerally disturbed by the problem you're trying to solve **and** have belief *you* can actually solve it, nothing else matters.

CAN YOU SOLVE THEIR PROBLEM?

YES



Great, articulate how.

NO



**Great, learn how
or find a different
problem to solve.**

SALES —> RELATIONSHIP CULTIVATION

- ▶ Awareness
- ▶ Cultivation
- ▶ Conviction

AWARENESS

**Subconsciously or consciously, we're
always selling**

CULTIVATION

Genuine curiosity fuels real connection

CONVICTION

Trust in your unique ability to help

THE CONSULTATION

**WINNING
FRAMEWORK**

INTENTION

*Why are we here
today?*

INTENTION

*Why are we here
today?*

DISCOVERY

Ideal Outcomes

Why it matters

**Relationship with
health & fitness**

Obstacles

Medical/Ortho

INTENTION

*Why are we here
today?*

DISCOVERY

Ideal Outcomes

Why it matters

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CRUCIAL QUESTIONS*

1. On a scale of 1-10, how important is this change right now?
2. On a scale of 1-10, how confident do you feel about achieving these goals on your own?

INTENTION

*Why are we here
today?*

DISCOVERY

Ideal Outcomes

Why it matters

**Relationship with
health & fitness**

Obstacles

Medical/Ortho

EDUCATE

**Use evidence to
allude to the
solutions.**

**Inform about the
program.**

INTENTION

Why are we here today?

DISCOVERY

Ideal Outcomes

Why it matters

Relationship with health & fitness

Obstacles

Medical/Ortho

EDUCATE

Use evidence to allude to the solutions.

Inform about the program.

OFFER

Again...evidence.

Formula:

Goal/Time = Program

THE OBJECTIONS

**STRATEGIES TO
OVERCOME**

OBJECTIONS

- ▶ *“Cost”, “Exploring other options”, “Need to think about it”*
- ▶ Affirm, Follow Up Question
- ▶ Drop Offers
 1. Complimentary Session
 2. [Relevant] Assessment

WRAP UP

KEY TAKE AWAYS

BECOMING AN IMPACT LEADER

- ▶ Identity Shift
- ▶ Relationship Cultivation - over - Sales
- ▶ Winning Framework:
 - ▶ **Intention → Discover → Educate → Offer**

Thank You.



Questions?

I'VE BEEN THERE

Metric	2022 Average	Jan 2022	Feb 2022	Mar 2022
Total Revenue	\$94,037.65	\$78,174.09	\$78,320.37	\$84,090.99
Ancillary Revenue	\$24,122.67	\$9,234.12	\$11,494.19	\$15,709.27
SS Visits	2426	2201	2002	2630
FS Visits	514	324	355	529
BC Visits	N/A			
Total Class Vists	2945	2525	2417	3159
PT/SGT Visits	279	145	186	
Leads	30	25	25	36
Consults	22	22	18	25
Enrollments	22	21	23	21
Resume from Freeze	2			
Cancel	20	22	26	12
New Freezes	11			6
Client Net	1	-3	-3	12
Referrals	5.7	4	4	9

I'VE BEEN THERE

Metric	Average	Jan	Feb	Mar	Apr
Total Revenue	\$131,427.94	\$134,689.12	\$125,729.32	\$120,965.47	\$132,445.84
Ancillary Revenue	\$36,048.50	\$40,582.09	\$34,603.09	\$28,000.00	\$37,596.50
Leads	39.54545455	58	42	66	37
Consults	29.00	35	30	22	29
Enrollments	25.82	31	30	20	25
Lead --> Consult	74.18%	66.04%	71.43%	56.41%	78.38%
Consult --> Enroll	89.48%	88.57%	100.00%	90.91%	86.21%
Lead --> Enroll	66.05%	58.49%	71.43%	51.28%	67.57%
Resume from Freeze	4.27	1	2	7	5

2024