

January 2011

PFP NEWS

**All of the Current News,
Updates and Information
for Owners, Managers and
Staff of Pro-Fitness
Program Clubs**

A NEW YEAR FOR THE PFP

I just returned from a successful consulting trip to the River Valley Club. You can read all about it in our news and blog section of the Pro Fitness Program web site. Usually the first thing that staff wants to talk about and are most excited about is our monthly newsletter. Every year more and more Trainers and Fitness Consultants are expressing interest in the rankings and competitions for most sessions trained or sold. I had the opportunity to attend the Personal Training Department monthly meeting on this trip and Tim Marsh was recognized by the entire Training team and Management for winning the PFP Trainer of the year for most sessions trained.

Well 2011 is shaping up to be one of the most competitive years in recent history. You'll see this month the addition of 3 new clubs from Vermont into the standings. In fact, Fitness Director Caleb Vallencourt made a special trip down to RVC to attend the meeting and sit in on one of our training sessions. One of his clubs in Burlington ranked 4th in our overall sales totals this month and Trainer Andrew Barry had a solid start to the year and is in the top 10 rankings for Trainers. Next month you will see the addition of DeSoto Athletic Clubs from the Memphis area with 3 locations. According to Sean, early signs coming out of the pre launch phase indicate that this organization is not only eager to follow every aspect of the system but has the resources and ability to implement all of the training in a timely fashion. Any organization that is willing to follow the system precisely has the opportunity to shoot to the top of the standings in every category right from the start.

All indicators point to a far better year for personal training sales. Many of our PFP clubs had their best

year in history in 2010 and we'll be looking to recognize our Trainer, Consultant and Club of the year in our February issue. This year the Pro Fitness organization is committed to more training and support than ever before. As most know, Sean Walpole has been hosting monthly Go to Meeting webinars that have been very well attended and feedback has been outstanding. Our software and development team, lead by Adrian Duyzer, has been doing a good job servicing existing clients while in the process adding valuable features to our version 2 platform. All new clients now start with the new platform and many of our original users are now making the transition over. Look for a huge development leap this year as more and more clubs will start to use PFP Track 2 as their full club software management solution.

Let's all champion the fact that we have a moral responsibility to sell our communities something that actually works for them. Let's show the Planet Fitness organizations of the world that as fitness professionals we can make a difference and educate, motivate and produce lasting results with clients for life. I wish you tremendous success in the upcoming year, and I challenge you to live out your core values and make the biggest difference possible in your organization and community.

Jeff Russo



What a start to 2011 for the Phoenix Fitness organization.

I remember when Andy was discussing bringing Kevin Perquin on board for his full time Fitness Consultant role and the big promises that Kevin made in terms of what he was going to produce. In fact, at a couple of seminars that I ran in Toronto, Kevin repeatedly indicated that he would be the number one FC in the PFP organization in the upcoming year. Well he started off by literally doubling everyone else in the standings and wrote more business out of his small FC office than many of our clubs in the standings. Owner Andy Childs must be quite pleased to see his two clubs finish in second and third in the overall standings. Over the last couple of years Phoenix Ancaster has hovered around the \$500,000 mark in pt sales. I believe they are poised this year to take that over \$750,000 and maybe even to a million dollars if all aspects of the program are run to perfection. When 10,000 square foot locations start producing those kinds of numbers you can bet that retention and profitability are blowing IHRSA's numbers out of the water. In fact for 2010 Phoenix Fitness had 56% of its revenue come from Membership Dues and Fees and 44% from Non Dues Revenue.

TOP 10 FITNESS CONSULTANT MARKETING TIPS FOR 2011

If you do not have an expectation that your Fitness Consultants have at least 5 appointments booked into PFP Track for every shift you are not managing the department. The Fitness Consultation Department needs to be treated as a stand alone business center in your facility. That means it should generate money from consultation sales, consultation upgrade sales and of course personal training sales. Our FCs are trained fitness professionals and sales representatives that are responsible for marketing themselves, getting on the phones and promoting through social media. If you want to know why your back end may be underperforming, simply look at the number of appointments that are booked for consultations this month and you'll have your answer. Here are 10 proven, low cost, self generated marketing tips that your FC can run to maximize their bookings. I would be more than happy to go over any of these in detail if you email me or call my office.

- 1) Letter to Previous Consultation Clients with gift certificate and expiry date
- 2) Weight Loss Flyer with free consultation offer
- 3) Internal Lead Box Program—non winners get \$50 gift certificate
- 4) Referrals from Consultation Clients
- 5) Fitness Consultation Information Table—poster, booklets, temp cards and assessments
- 6) Business Card Distribution with offer on back
- 7) New Pro Fitness Program Member Service Plus Passport—call all former assessments
- 8) Group Education Night—Meet the FC and talk nutrition and weight loss
- 9) Cross promotions with other Health Care Professionals
- 10) Announce Facebook competition highest body fat loss

JANUARY 2011 CLUB TOTALS:

FC CLOSING PERCENTAGE CONSULTS:

| <u>Club</u> | <u>Consultant</u> | <u>Consults/Sales</u> | <u>Percentage</u> |
|------------------------------|--------------------|-----------------------|-------------------|
| River Valley Club | Cassie Armstead | 15/6 | 40% |
| Phoenix Fitness Ancaster | Tony Trice | 59/22 | 37% |
| River Valley Club | Jason Shaffer | 29/10 | 34% |
| River Valley Club | Marco Day | 35/8 | 23% |
| Club Markham | Paul Sit | 29/6 | 20% |
| Penfield Fitness | Bonnie Sunderville | 50/9 | 18% |
| Phoenix Fitness Stoney Creek | Kevin Perquin | 61/11 | 18% |
| Edge Fitness | Jennifer Sawyer | 21/2 | 10% |
| The Pavilion | Jay Hilario | 20/2 | 10% |

FC GROSS SALES

| <u>Club</u> | <u>Consultant</u> | <u>Total (\$)</u> |
|------------------------------|--------------------|-------------------|
| Phoenix Fitness Stoney Creek | Kevin Perquin | 41 232 |
| Phoenix Fitness Ancaster | Tony Trice | 23 335 |
| Atlantis Athletics | Elaina Bahm | 16 808 |
| River Valley Club | Jason Shaffer | 13 475 |
| Edge Fitness | Jennifer Sawyer | 12 784 |
| River Valley Club | Marco Day | 10 770 |
| Fitness Firm | Diana Cumming | 9 149 |
| River Valley Club | Cassie Armstead | 6 336 |
| Performance Health | Matt Stirling | 6 120 |
| Club Markham | Paul Sit | 5 820 |
| Penfield Fitness | Bonnie Sunderville | 5 314 |
| The Pavilion | Jay Hilario | 4 284 |
| Absolute Fitness | Eric Parr | 1 440 |

PT DEMOS

| <u>Club</u> | <u>Sales</u> | <u>Demos</u> | <u>Gross (\$)</u> |
|--------------------------|--------------|--------------|-------------------|
| Edge South Burlington | 2 | 12 | 7 863 |
| River Valley Club | 2 | 44 | 3 144 |
| Manchester Athletic Club | 2 | 17 | 2 233 |

TOTAL INDIVIDUAL 1 HR SESSIONS

| <u>Top 20</u> | <u>Club</u> | <u>Trainer</u> | <u>Hours</u> |
|---------------|------------------------------|------------------|--------------|
| 1 | Performance Health | Matt Stirling | 142 |
| 2 | Phoenix Fitness Ancaster | Jennifer Barkans | 141 |
| 3 | Club Markham | Paul Sit | 132 |
| 4 | Phoenix Fitness Stoney Creek | Roger Dunbrack | 131 |
| 5 | Atlantis Athletics | Jeff Babister | 130 |
| 6 | The Edge | Andrew Berry | 130 |
| 7 | Performance Health | Emily Stirling | 123 |
| 8 | The Edge | Ian Kelly | 123 |
| 9 | Absolute Fitness | Eric Parr | 119 |
| 10 | River Valley | Tim Marsh | 111 |
| 11 | Performance Health | Jay Hallatt | 107 |
| 12 | Absolute Fitness | Paul French | 104 |
| 13 | The Edge | Michael Porter | 104 |
| 14 | Phoenix Fitness Ancaster | Jordan Bennett | 99 |
| 15 | Phoenix Fitness Stoney Creek | Scot Dawson | 99 |
| 16 | River Valley | Cindy Summer | 97 |
| 17 | River Valley | Bonnie McDonald | 96 |
| 18 | Phoenix Fitness Ancaster | Elisa Trombello | 95 |
| 19 | Phoenix Fitness Stoney Creek | Mitchell Crispe | 94 |
| 20 | The Fitness Firm | Diana Cumming | 94 |

CLUB RENEWAL SALES

| <u>Club</u> | <u>Location</u> | <u>Total (\$)</u> |
|--------------------------|--------------------------|-------------------|
| River Valley Club | Hanover, New Hampshire | 69 566 |
| The Edge | South Burlington Vermont | 22 862 |
| Phoenix Fitness Ancaster | Ancaster Ontario | 21 717 |
| Manchester Athletic Club | Manchester Mass | 18 629 |
| Club Markham | Markham Ontario | 16 040 |
| Penfield Fitness | Rochester NY | 9 483 |
| MAC Fitness | Gloucester Mass | 9 227 |
| Atlantis Athletics | Georgetown Ontario | 9 000 |
| The Edge | Essex Vermont | 5 493 |
| The Fitness Firm | Burlington Ontario | 5 292 |
| Absolute Fitness | New Hamburg Ontario | 4 080 |
| Glenway Country | Newmarket Ontario | 1 165 |
| Performance Health | Chatham Ontario | 1 440 |
| Phoenix Fitness | Stoney Creek | 1 346 |

CLUB PERSONAL TRAINING GROSS SALES

| <u>Club</u> | <u>Location</u> | <u>Total (\$)</u> |
|------------------------------|------------------------|-------------------|
| River Valley Club | Hanover, New Hampshire | 110 110 |
| Phoenix Fitness Stoney Creek | Stoney Creek Ontario | 60 591 |
| Phoenix Fitness Ancaster | Ancaster Ontario | 47 260 |
| Edge South Burlington | Burlington Vermont | 44 691 |
| Atlantis Athletics | Georgetown Ontario | 30 559 |
| Club Markham | Markham Ontario | 27 444 |
| Manchester Athletic Club | Manchester Mass | 25 023 |
| Edge Essex | Essex Vermont | 22 146 |
| The Pavilion | Toronto Ontario | 17 518 |
| The Fitness Firm | Burlington Ontario | 16 905 |
| Absolute Fitness | New Hamburg Ontario | 15 330 |
| Penfield Fitness | Rochester NY | 13 833 |
| MAC Fitness | Gloucester Mass | 12 883 |
| Performance Health | Chatham Ontario | 12 089 |
| Edge Williston | Williston Vermont | 5 850 |
| Glenway Country | Newmarket Ontario | 2 857 |

CLUB DATA

| <u>Club Name</u> | # of Members | Club Sq. Ft | Exercise Sq. Ft. | Monthly Rate (\$) | Avg. Household Income |
|---------------------|--------------|-------------|------------------|-------------------|-----------------------|
| Atlantis Athletics | 960 | 9 600 | 3 574 | \$41 | 75 000 |
| Manchester Athletic | 3 000 | 120 000 | 7 000 | \$61 | 85 000 |
| Performance Health | 650 | 6 000 | 4 500 | \$32 | 53 000 |
| Phoenix West | 1 600 | 13 000 | 7 000 | \$39 | 50 000 |
| Phoenix Ancaster | 1 700 | 10 300 | 6 000 | \$39 | 75 000 |
| River Valley Club | 2 300 | 86 000 | 17 000 | \$99 | 73 000 |
| Club Markham | 2 500 | 25 000 | 7 500 | \$65 | 100 000 |
| The Fitness Firm | 1 100 | 12 000 | 9 000 | \$37 | 77 000 |
| Club 54 Fitness | 600 | 20 000 | 12 000 | \$40 | 79 000 |
| Penfield Fitness | 3 000 | 40 000 | 6 000 | \$59 | 75 000 |
| Absolute Fitness | 750 | 7,600 | 4 000 | \$43 | 83 000 |
| The Pavilion | 3500 | 120,000 | 70,000 | \$60 | 100 000 |