



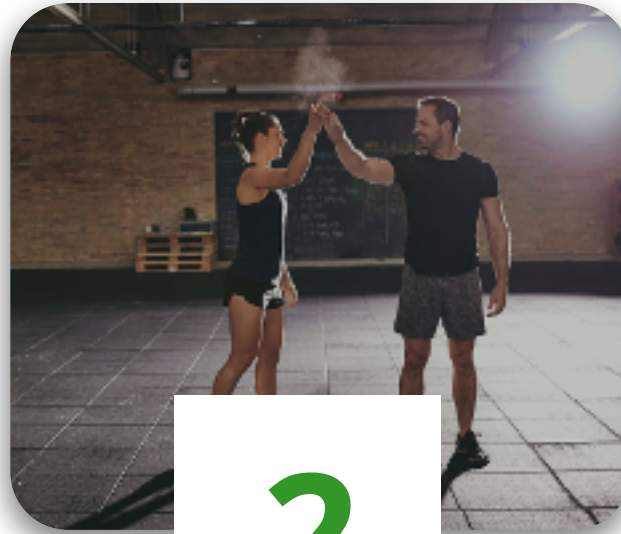
## An Overview

# ***THE 3 CHALLENGES MOST FITNESS FACILITIES FACE:***



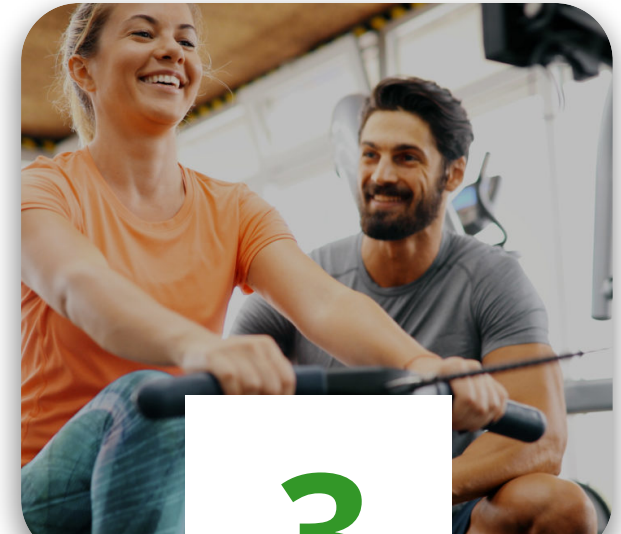
**1**

***They don't sell enough personal training!***



**2**

***They don't have a structured operating system.***



**3**

***They lack a predictable new member onboarding system.***

***The PFP 8 Week Member Experience helps you turn these challenges into strengths!***



1

***PFP IS THE LEADING PT SALES &  
SERVICE SYSTEM***

*On average, PFP increases PT Sales by more than 250 % with numerous clubs achieving*  
***\$ 1 MILLION - \$ 4 MILLION A YEAR***  
*in PT revenue.*

# Consistent, Predictable Results

For 25 years, PFP has worked with hundreds of facilities in different markets, both large & small in terms of square footage and numbers of members, and has produced predictable results.

**On average, our system converts 30 - 40 % of all new members to a personal training client within 8 weeks of registering.**

Our clubs have a PT penetration rate (number of PT clients / number of members) of 8 - 12 % which dwarfs the IHRSA average of under 2 %.

Our average PT package sale is 48 sessions with many of our Fitness Consultants prescribing, selling and renewing packages of 72 - 144 sessions on a regular basis.



## PFP CLUB PT PERFORMANCE CHART

A Representative Sample of PFP Client PT Revenue Increases

| Club                       | Square Feet | # of Members | Best Year Before PFP (\$) | Best Year After PFP (\$) | % of Increase | PFP Club Since |
|----------------------------|-------------|--------------|---------------------------|--------------------------|---------------|----------------|
| Cedardale Fitness          | 180 000     | 5 530        | 188 000                   | 561 100                  | 198 %         | 2011           |
| Western Racquet            | 90 000      | 4 000        | 338 430                   | 806 400                  | 138 %         | 2017           |
| River Valley Club          | 86 000      | 2 600        | 69 000                    | 2 700 000                | 3 813 %       | 2000           |
| Latitude Fitness Salisbury | 80 000      | 6 000        | 313 000                   | 561 000                  | 80 %          | 2018           |
| Longfellow Natick          | 80 000      | 2 500        | 320 000                   | 563 061                  | 76 %          | 2012           |
| Orchard Hills Athletic     | 72 000      | 2 600        | 77 000                    | 359 099                  | 359 %         | 2011           |
| Athletic Club Guelph       | 56 000      | 7 000        | 474 000                   | 2 020 000                | 326 %         | 2009           |
| Athletic Club Brantford    | 50 000      | 7 000        | 205 000                   | 930 000                  | 356 %         | 2009           |
| Penfield Fitness           | 40 000      | 3 000        | 130 371                   | 510 068                  | 292 %         | 2008           |
| 212 Fitness                | 36 600      | 2 600        | 333 764                   | 770 097                  | 133 %         | 2015           |
| Opti Life (New Club)       | 34 000      | 1 300        | NA                        | 570 008                  | NA            | 2018           |
| Unionville Athletic Club   | 25 000      | 2 500        | 157 729                   | 410 000                  | 164 %         | 2007           |
| Laconia Athletic Club      | 25 000      | 1 100        | 108 547                   | 655 046                  | 504 %         | 2011           |
| Pumps Fitness Woburn       | 12 000      | 1 500        | 58 000                    | 903 007                  | 1 458 %       | 2015           |
| The Fitness Firm           | 12 000      | 1 100        | 82 158                    | 462 005                  | 463 %         | 2007           |
| Bao Fitness                | 9 600       | 960          | 36 000                    | 299 800                  | 733 %         | 2005           |
| Performance Health         | 6 000       | 600          | 72 000                    | 360 360                  | 401 %         | 2006           |
| RPM Total Fitness          | 6 000       | 250          | 21 942                    | 114 578                  | 422 %         | 2017           |

# ***PERSONAL TRAINING SALES ARE CRUCIAL TO YOUR BUSINESS!***

Most fitness facilities cannot remain financially stable long term without the consistent sale of ancillary fees, particularly Personal Training.

In fact, during the COVID -19 pandemic, those fitness facilities with a strong Personal Training system were better equipped to meet the financial challenges of the crisis as a result of more consistent cash flow.



## ***The PFP Sales Process***

The PFP sales process is embedded within a comprehensive, service based onboarding system for new members.

PFP does not use a high-pressure sales approach! Instead, PFP uses an approach based on service, prescriptive results and relationships rather than price.





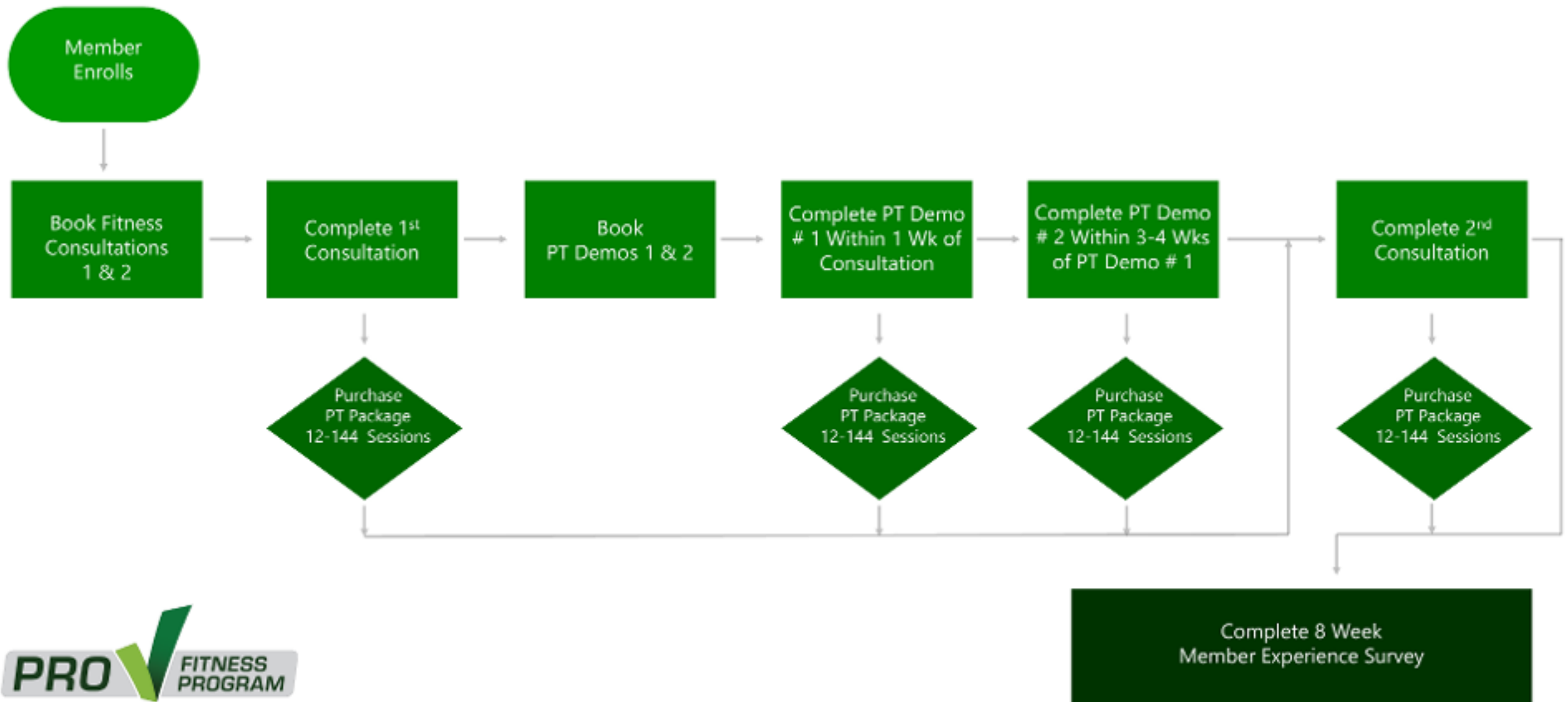
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***PFP PROVIDES A STRUCTURED  
OPERATING SYSTEM DESIGNED BY  
FITNESS PROFESSIONALS***

*It's comprehensive business operating system and supporting software is designed by Fitness Business Professionals with an understanding of the unique business needs of our industry.*

# THE PFP PREDICTABLE OPERATING SYSTEM

## PFP 8 Week Member Experience Workflow



# ***Like the baton pass in a relay ...***

*PFP makes the transitions from Membership Reps to the Fitness Consultants to Personal Trainers seamless and our software facilitates and tracks these transitions.*

Too often, fitness facilities are reliant on one or two Trainers who deliver the majority of their business. When these Trainers are full with clients, the PT Department no longer grows or when the Trainers leave the facility, they take the club's business with them.

***The focus of PFP is to build a competent team of business professionals who will work within the PFP system to provide outstanding results for your facility.***

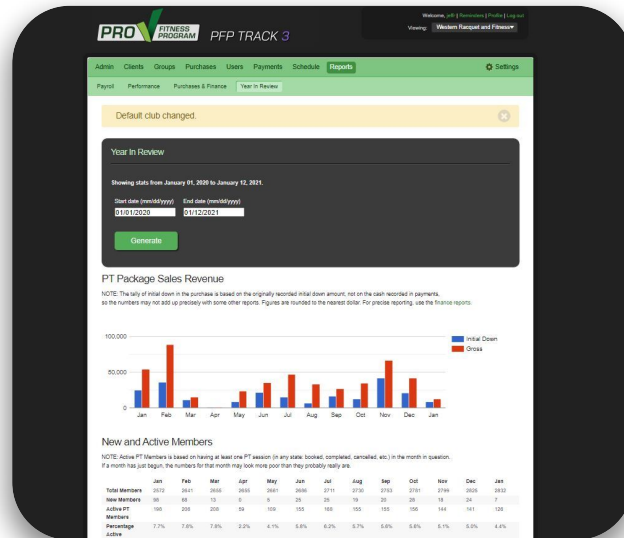
Although our aim is to build a team of superstars, the system does not rely on 1 or 2 individuals to be successful.





# IMPLEMENTATION & MANAGEMENT

Your PFP Business Consultant works with you both in club and virtually on an ongoing basis to:



## Establish Financial Forecasts & Sales Targets

Your PFP Business Consultant will work with you initially to establish realistic financial forecasts for your PT Department. They will then work with you regularly, using several tools including our PFP Track management reports, to set sales targets and department goals.



## Identify & Train Your Team (& Hire if Necessary)

Your PFP Business Consultant will work with you to identify current staff members for key PFP positions and conduct extensive training while developing a competent and incentivized team of fitness professionals.

If hiring is required, your Consultant will also aid in recruitment .



## Co-Manage Your Program

### We are not an outsource company!

We work with you and your management team both through in club consulting and virtual support to co-manage your PT Department to deliver the program and outstanding results.

Our PFP Track software allows us to view your progress in real time, quickly identify any weaknesses & work with you to address those immediately.

# PFP TRACK SOFTWARE

*Designed by Fitness Business Professionals, PFP Track is the leading stand alone, web based Personal Training Management software in the industry today.*

*It handles your complete PT Department operations, including:*



## *PT Billing*

PFP Track handles all your recurring credit card and ACH / EFT billings for PT payments. This allows the software to calculate real time reports for commissions & payroll.

PFP works with Bambora, a highly credible international payment processor.



## *Performance Reports*

Our reports measure the success of areas such as PT demos, member assistance sessions, consultation closing percentages on initial and follow up consultations, floor sales, shared commissions, renewals & pending sessions.

**Unless you understand the business of PT, these terms and concepts will seem foreign and you will be left with a program & software that has a bunch of features that don't help you grow your PT Department into a real profit center.**



## *Payroll*

PFP has a unique, incentivized payroll structure. Our PFP Track software tracks post dated payments on financed personal training packages and calculates your payroll.

Imagine being able to remunerate your staff as PT funds are received and having staff enjoy the huge benefits of ongoing residual income!



## *Scheduling*

Our PFP Track software allows for comprehensive scheduling of trainers & clients.

Because PFP's software is web based, employees are able to log in from any location and check their schedules as well as their earnings from sessions completed and commissions.



3

***PFP PROVIDES A COMPREHENSIVE  
ONBOARDING SYSTEM TO ENSURE RETENTION***

*The PFP 8 Week Member Experience makes  
**onboarding & retention a team effort.***

*Through multiple touchpoints, it provides excellent  
education, support & new member experience  
**not just for those who purchase personal training  
but also those who don't.***

# THE INDUSTRY'S LEADING MEMBER ONBOARDING SYSTEM



*According to IHRSA, the first 8 weeks of a member's membership are crucial to member retention.*

## *THE PROBLEM FOR MOST CLUBS:*

The onboarding process for new members at most clubs doesn't go beyond an orientation and a few free PT sessions. Possibly also a mini assessment.

### **BUT THIS PROCESS :**

- Doesn't give members enough time to fully understand what their needs are and what is necessary to help them get them to their goals.
- Leaves members to their own devices within weeks of enrolment
- Makes it inevitable that members will fall through the cracks

## *THE PFP 8 WEEK MEMBER EXPERIENCE DIFFERENCE:*

The PFP 8 Week Member Experience involves multiple touchpoints with your fitness professionals & staff.

### **THE RESULT :**

- **Your members have ample time to understand both mentally and experientially the solution and prescription to achieve their goals** (and they have ample time to make a decision to purchase PT)
- You are able to comprehensively track these touchpoints with PFP Track software so **NOBODY** falls through the cracks - everybody has an engaging, positive & predictable experience getting started at your club
- Through the education & relationships developed through the PFP process, new members develop confidence working out in your club

# HOW DO WE DELIVER THESE RESULTS?

*Our PFP Business Consultants will work with your team through a combination of in-club training and online support.*



## ***Pre - Launch***

4 - 6 Weeks

Focus on:

- Creating Financial Projections
- Establishing PT Rates & Financing
- Assisting with HR Requirements including posting ads and hiring as needed
- Setting up your management software
- Establishing pay structures
- Determining marketing initiatives
- Providing Membership Reps, Fitness Consultants, Trainers and Management all required training materials to review prior to in club training



## ***In Club Training***

Up to 6 Days of In Person Training

- Usually broken up into two 3-day periods 3 - 4 months apart.

A complete in club training agenda is provided and staff get to experience a hands on learning approach to ensure that they are fully comfortable and capable to deliver the program one week after the in club training.



## ***Ongoing Support***

Ongoing

Ongoing focus on:

- Unlimited phone, email & online support
- Ability to network with other fitness professionals, managers & owners of other PFP clubs
- Use of online library of videos, documents & support materials for ongoing support, continuing education and retraining
- Resetting and renewal of financial projections & goals
- Further HR assistance as needed



**PRO**  **FITNESS PROGRAM**

To set up a detailed online presentation of our program and determine whether PFP would be the right fit for your facility, contact us at [info@profitfitnessprogram.com](mailto:info@profitfitnessprogram.com) or 416-252-5700.

We would also be happy to offer you a free assessment of your Fitness Department along with a one year financial projection of your potential PT revenue with the implementation of the Pro Fitness Program.