



Quick Wins: Revenue

Training Document



Getting out of a membership slump by boosting revenue

Check out 8 quick and 'easy' ways that you can push your brand forward and fast

The actual item is easy yes, but the consistency of the work required may not be.

Most businesses get to a certain 'sticking point' and then need to drive further forward and do something they have not yet done or not consistently done since the last time that it really worked.

Eg. you may have had a major jump from 40 members to 70 with ease but then as you start growing people have a tendency to forget to solid fundamentals that helped them to get there. This is very normal and actually a usual part of the business growth story, so not to worry.

As you can see below the real earner is the membership revenue line and this is constant across all fitness/health brands. If you can continually grow this piece, you can and will see business benefits everywhere else.

Revenue Lines in the Fitness Space

Revenue area	Overview	Improvements	Revenue Potential P/A
Membership Revenue	Generally about 80-90% of a fitness business overall revenue stream and one that must be given as much attention. Are you giving the management and growth of your membership revenue the same % of time as it is of your overall revenue?	Membership Growth of at least 40 this financial year. This equates to a 3.5 growth in membership per year and will have you sitting at 132 members. To do this based on your average member loss monthly you will need to sell about 80 memberships. (7 Per month minimum)	\$70'000+
Admin Fee Revenue	A set up fee or entrance fee to the brand which covers the general admin and on-boarding of the new person. Think of this if you are a small boutique facility now that churns say 50-100 members per annum with a \$0 admin, you could be letting almost \$5'000 a year walk out the door.	Admin fees around: <ul style="list-style-type: none"> Start up - \$59 Starter Fee which includes one PT session or similar with coach Launch a new set up fee for new members as of Aug 1st? Or whatever date you can make it work. This is a great way to also reduce 'Stop starts' as each time someone leaves they would need to repay the admin. 	\$5'000+
Retail Revenue	Having a well presented retail area, eg. full fridge, faced off etc is great for sales. Maybe try some 'pack sales' also to boost volume of retail.	When bringing in a new product do a 'taste tester' session after Saturday or for the week. Usually asking suppliers for extra stock and merch should be	\$1-3k per annum



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		<p>easy if this is the plan for it. Try pack sales with say a 'Fit aid and a protein bar for X' No need for major discounts just 'packaging it' alone makes it sell. Think <i>'Do you want fries with that'</i></p>	
Personal Training Revenue	A real push for this upsell on memberships could yield huge financial outcomes - Have you asked every member if they'd like a PT session?	Launch a PT Email series to clients that explains benefits of PT to move over a hump and a member deal for said PT.	\$1-3k extra?
Nutrition and Coaching Rev	Having some sales promotions and goals set with Turry around pushing the online coaching would be great as he could really own this space.	Think about any member that is leaving this is always offered as their first solution. Thanks for letting us know you are looking to finish up due to X, this is what we normally do.....	\$1-3k
On Site Events	Could the space be used to host events 'paid' or via membership wins.	We did discuss this before regarding workshops on site that were going to be ran quarterly. Maybe start there!	\$1-3k
Rental Space Opportunities	Reach out to at least 10 potential vendors to try sublease space. Worth \$200-250 weekly!	Do a post firstly in WA Fitness network, cockburn chat and similar.	\$13'000+
Corporate Partnerships	Think of other Corporate partners that you could link up with. Once you have one successful corporate program running, you can create your corporate prospectus from this and use this as a launching pad for more.	Think about leveraging LinkedIn to engage with similar level execs to start next stage of meetings with new corps. Close one more Corp \$10K	\$10'000



Growing a member base - the right way

Now let's dive into some sales basics that work.

1. **Book Call Blocks** that all team members are in on and pushing for a result. We suggest for SME business units at least 3 per week - M,W,F and at different time slots eg, morning, arvo and evening.
2. **Build your lead pipeline** and track it with diligence in a dedicated sales CRM Software
3. **Friends and Family Deal** Get the WHOLE TEAM involved - get all coaches and contacts, eg accountant, etc to start pushing your brand subtly. Maybe launch a Friends and family program whereby each team member gets to give one friend/family member the gift of fitness. Same price but they get 6 Weeks free on their membership or something similar. Make it valuable and make the team want to share it with people that only deserve it. A great way to build a like minded community also.
4. If a **lead box** can generate 10 leads in a week in one location, why not have 3 in 3 locations?
5. Leverage **FB Paid marketing campaigns** by pushing the general call to action type messages. Launch a FB Campaign targeted using a custom list import from web activity Pixel or from Mailchimp ex/member list etc.
6. **Put the number front and centre.** There's a reason we have the SAOR Business Hub because it forces us to dive into each important number in one place every month. Sales, Leavers, Growth, Leads, Revenue all in one spot for all to see. Start using this.



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Finish this Training Session By Completing the Following Questions:

1. Does all your team know how to basically sell and why it is important?
2. Do you follow up with all leads within 24 hours?
3. Do you centralise the tracking of all the numbers, headline data - sales, leavers, growth, leads and revenue in one spot for discussion?
4. Is there an 'off boarding' process that you follow to effectively fight for the leaver to stay? If not please look at some options for offboarding clients that you all know how to follow. Eg. one coach would know as well as you would. Eg. Low usage policy, online only, distance hybrid options etc...?
5. Have you checked lead boxes in the last 3 days?
6. Do you know your projected NMM (Net member movement - sales less leavers = growth) this month? And this quarter?
7. What is your target for NMM this quarter?
8. Have your team had any friends and family show interest in a F&F Deal?
9. Can you launch a Friends and family (f&f) deal? If so, what?
10. Are you ready to try level up? Much like in fitness, you may need a secondary push to get going at this level.



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Extra Resources:

- [SAOR Business Hub](#)
- [Sales scripts](#)