

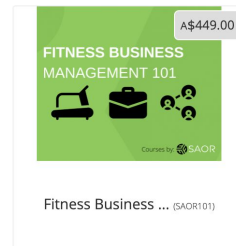
SAOR - Sell fitness for good.

Get involved in the business side of fitness in a way that is not being thought today! From business systems right through to sales leadership, our courses have it all.



Fitness Business Courses that help you and your team grow

Our first 101 Fitness Business Management course is now live and it is perfect for anyone looking to systemise their business, grow it the right way and allow their team members to develop along the way



Course Content

1. Plan & Implement Business Systems

- Business Systems Theory and Knowledge
- Business Systems Detail
- Systems Launch and Reporting

2. Fitness Business Marketing

- Identify and Evaluate Marketing Opportunities
- Create your fitness business marketing mix

3. Fitness Business Operations

- Managing budgets and finance the right way
- Lead and Manage effective workplace relationships
- Managing Business Operations
- Team Leadership
- All things people; recruitment, successful onboarding

4. Retention and Engagement

- Member Service
- The Member Journey
- Save Cycle

5. Sales and Marketing

- Sales Confidence
- Sales Cycle
- Closing and Dealing with Objections

6. Business Confidence and Follow Through

- What do you deserve?

Lecture Overview

Fitness Business...

VIEW AS INSTRUCTOR


344 POINTS



UNIT 1: IDENTIFY AND EVALUATE MARKETING OPPORTUNIT...







MORE


 Fitness Business Management: Module 2 Unit 1 - Identify and Evaluate Marketing Opportunities Watch later Share

Common Types of Marketing

- Traditional**

- Email**

- Referral**

- Social Media**


 5



Complete and continue



 Pricing in a fitness Business

Watch later  Share 



SALES & MARKETING (PRICING)

1. Alternative
2. Good Quality

€50
€90

Complete and continue

Detailed Testing



You completed this test on 28/01/2021, 08:59

Your score is 95.00%

CORRECT

What are the main types of systems in a fitness business?

✓ **Formal and Informal**

Online and Offline

Internal and External

Now and Later

CORRECT

A business owner takes everything from their [✓ head] and writes it down which helps them to see the beginning of a system.

Detailed Assignments and Personal Feedback

COURSE

Fitness Business Management

MODULE 2

Assignment 1

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Marketing - Complete a SWOT Analysis

Using the SWOT Template - Strengths, Weaknesses, Opportunities and Threats complete and build out your businesses SWOT. Even if your business is just a concept right now, you can use this concept as the case for your SWOT.

** You can (and it is preferred) that you do some design here with a SWOT table or chart - A 4 piece table for the SWOT analysis will suffice.*

** You also can just do a text response but graphical representation here will add a further 10 marks*