

## Article: The Perfect Training Program for Health Clubs

Perfect in the eyes of a gym owner can mean many things when assessing a training program; extraordinary training revenue, superior training quality, hundreds of success stories, etc.

However, a truly perfect training program should exceed an owner's expectations by delivering results that also significantly improve membership sales, increases member retention, and gives the club a significant competitive advantage over its competition. Today, any product or program a club owner is considering should benefit the entire business, not just one department. Especially in today's highly competitive fitness industry, it's crucial that investments made in the club are designed to improve the performance of the entire business. have a proven track record, and supply turnkey business tools that ensure long-lasting, sustainable results.

It's a fact; the more successful your training program is, the more successful your club will be. Clubs that truly have a successful training program service a significant number of their member base, some up to 20%. These clubs also benefit from an untapped source of new memberships because the public is aware of, and has heard great things about the program. Shouldn't any good, well-run club, be known for its training program? Shouldn't your club be known for the same? Remember; you are in the fitness business, your job is to help every member with their health and fitness. Don't let the mistakes made by the fitness industry keep you from improving your club, increasing your revenue, and being the best fitness center in your market.

The single biggest mistake made by most clubs is hiring independent trainers or turning the program over to a subcontracted company. This gives the club owner very little control and usually limits potential training revenue. And worse, allowing them to do and say whatever they want. Most club owners and managers are usually frustrated with this type of structure and in most cases don't make any changes because they're scared to lose trainers, members, or both. Until now, there weren't many other options. If you're frustrated with your current situation, please contact us, we can present to you an entirely new way of operating your training department.

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Today, the perfect training program may not exactly resemble what you expect. Today, these programs focus more on the aspect of operating the training department as a business rather than primarily focusing on the client's workout regimen. Why? Simply because, for example; your club may have the absolute best trainers, and they may deliver the absolute perfect workout, but if the club isn't making any money, what's the point. Our philosophy is "without sales, nothing else matters."

We're not saying the workout isn't important, but for the truly successful training program, the workout represents about 25% of what it takes to generate extraordinary training sales month after month, year after year. The perfect training programs today provide amazing structured themed programming with various options and flexibility. They are very affordable and can accommodate a client whenever they wish to train, 7 am or 7 pm. These programs are also designed to be beginner friendly as well as challenging for more advanced clients. Today, the perfect training program truly benefits everyone, the owner, the client, and the trainer.

Lastly, these successful training programs know how to keep the best trainers from leaving. They offer a higher income potential and a longer lasting career opportunity than they can get anywhere else.

Yes, this perfect training program does exist, and it's currently helping clubs across the country realize more success than they ever anticipated. They were willing to research other options, commit to making changes in the club, and invest in their business. If you want to make more money, be more competitive, and be proud of the services your club offers, call us today. A FITx presentation only takes 15 minutes. I assure you it will be the best investment you ever make.

The program is called FITx ("FIT" "X"), and it can be available for your club today.

FITx is an all-inclusive training, marketing, and sales product developed exclusively for health clubs. FITx is an affordable turnkey licensed training program that will significantly increase

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your training revenue, improve member retention, as well as, give your club a significant competitive advantage over the competition in your market. FITx provides a series of consumer friendly and affordable themed training programs, in addition to a complete array of powerful business tools, giving you complete control over your clubs' trainers, training quality, and revenue potential.

Certified FITx trainers embody the professionalism, expertise, and maturity demanded today by most club owners. A certified FITx trainer is much more than any independent or sub-contract trainer. A FITx trainer strives to become the club's most valuable asset. FITx trainers work for you providing value and support to the entire business, for example; providing new member tours, assisting with membership sales, responding to member floor requests, in addition to assisting with other club functions.

FITx is a complete business system, providing your club the tools and resources to operate your entire training department.

Make the right investment for your business, get the most profitable and all-inclusive training program designed exclusively for health clubs. Take control of your trainers and training program and increase your revenue three to five times. Contact us today for a 15-minute presentation. We guarantee it will be the best phone call you ever make.

FITx Training Systems

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