

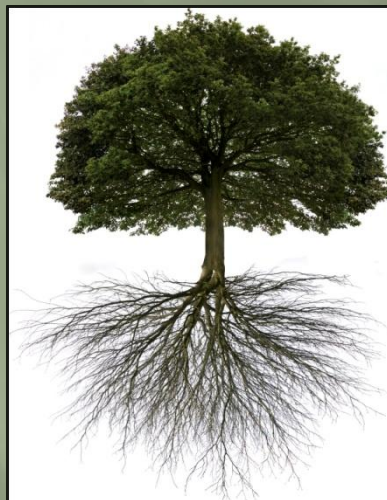


BUSINESS ADVANCEMENT SYSTEMS EXPERTS

December 2011

NEWSLETTER

*Growing Your Business Requires
A Strong Foundation*



December 2011 Business Advancement Systems Experts

I resolve to. . .

This time of year we are usually looking forward to January, hoping the public will include us in their annual resolution to lose weight, get healthy, and finally get in shape. The past few years, we gear up the advertising, adjust our pricing, and set our goals to try and make up some of the ground we lost the previous 12 months....

Maybe it's time to make some resolutions of our own, and actually stick to them. Have we finally decided that training and educating our staff on the basics of this business is going to be a priority this year? Will our staff commit to working six days per week during January and February? Have we finally decided to spend the time and money necessary to implement a PT program that builds our monthly revenue instead of just being a part-time job for our trainers?

All of these decisions are as important as the ones our clients make with respect to this industry. January is to us what April is to a CPA - if we are not ready to work the extra hours and commit to positively changing our business, we should not be surprised that our business lingers along throughout 2012. We had better make sure we have all our ammunition lined up to take on the 1st quarter of the year, because in our business, hope is a 4 letter word.

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Corporate Corner

This is the time of year we all wait for. . . . with prospects banging down the doors to start their "New Year" in weight loss. Companies are excited to speak with you as they can roll your program into their benefits package and see reductions in their insurance. But with this rush also comes the companies who think THEY should get it cheaper.

Although your Corporate reps may want to wheel and deal, the New Year is not the time of year to negotiate! Find creative solutions to appease the prospective client, solutions that offer a free "lunch and learn" or PT session rather than reducing your rate!

A lunch and learn lasts one hour, while a reduced rate will last all year. . . . how much are you willing to lose to "get the deal?"

Closing big business is exciting, but don't let the excitement ruin the benefit of your program.

Contact Us:

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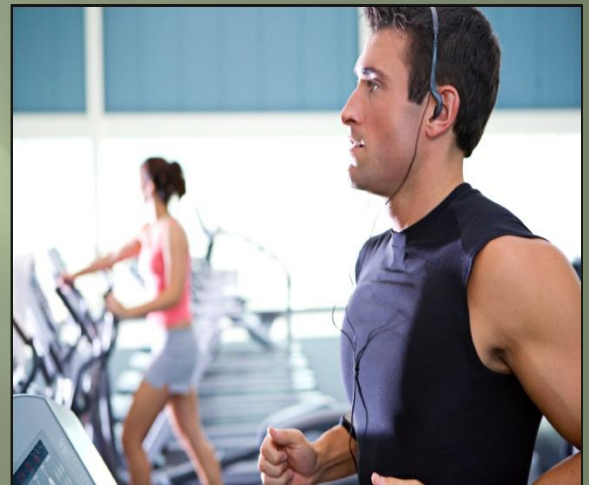
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I resolve to. . . . Continued

Staff training is the key to reaping the benefits of increased traffic - it is an investment, not an expense. If professional athletes still need coaches around them to perform at their best on a weekly basis, why would we assume our staff can be shown a procedure or technique and then be left alone ? Our reporting systems are our "game film". Anything less than daily scrutiny of these systems and reports will result in our business rocking back and forth in revenue, resulting in the same highs and deeper lows every year. Consistency comes through repetition and diligence - these are not innate qualities in young people. They must be worked with constantly after they are trained properly, and held accountable for results as well as encouraged when they succeed.

Happy Holidays to all of you - the race starts in a few days.....

**Are you facing "end of the year" challenges?
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your new year plan. Whether you need
guidance or someone to train your team, we are
prepared to help. E-mail: info@baserev.com
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