

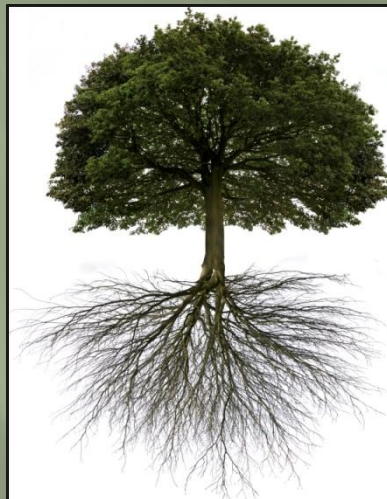


**BUSINESS ADVANCEMENT SYSTEMS EXPERTS**

December 2010

# NEWSLETTER

*Growing Your Business Requires  
A Strong Foundation*



# December 2010 Business Advancement Systems Experts

## December Is An Attitude

For decades there have been people cringing at the thought of the “year end slowdown” or the “December blues”. Conventional wisdom says the holidays are a rough time for the health & fitness industry, and that people wait until January to begin their exercise programs. We also hear that suicides are highest around the holidays. Perhaps many of them work in this industry!

Well – neither of the above old adages is true; the statistics simply do NOT support this.

The mindset of your staff is the key to a good December; there are no “magic bullets” that will help you compete with the glut of advertising during the holiday season. At B.A.S.E. we view the month of December as a great month. After all, people are spending a larger portion of their discretionary income than at any other time of the year. This fact alone is enough to make a motivated sales person or trainer excited – just think of all the money being wasted out there on shiny electronics designed to make you spend more time on the couch; combating this tide should be a real motivator to those of us committed to this industry.

Continued pg. 3



## Corporate Corner

The New Year is nearly upon us and many of you may be thinking that if your Corporate Program isn't in place for the New Year, you've missed out. This is one time, you'll be happy to be incorrect!.

Corporate clients typically begin their wellness initiatives near or on the dates correlating with their insurance open - enrollments. They do so to maximize their program benefits through their insurance and to ease the process and roll out the options in a package to the staff.

These enrollment dates fall throughout the year, depending solely on when the company first began with the insurance company. You haven't missed your opportunity.

## **Contact Us:**

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# December 2010 Business Advancement Systems Experts

## December Is An Attitude continued. . .

Family Add specials, discounted training programs, advance enrollment on New Year Boot Camp classes, and other internal promotions are just some of the ways to change your employees' mindset during the holiday season. I suggest having a "blackout" period on all guest passes from December 15<sup>th</sup> to January 2<sup>nd</sup>, which will slow down the fraudulent use of passes by out of town guests and increase your guest fees dramatically. December is a time when you should do favors (such as guest passes) for members who truly help you throughout the year, whether by referring new enrollees or by assisting with various gym activities. Extending a pass to an out of town guest who pretends to be interested in membership not only deprives you of a guest fee, but also wastes the time of the sales person assigned to this guest.

There are 30 selling days in December, assuming you are closed on Christmas Day. Other holidays are of course just as important to your members and your staff, but typically this is the day that the gyms are closed and the holiday that gets the blame for a slump in sales. Our gyms are the opposite, I assure you - One of our clients in Idaho is projecting 28% higher enrollments than last December, and we only took over December 1<sup>st</sup>. You may contact us if you have specific questions on how we do this, but remember:

Your raise becomes effective when you do.



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