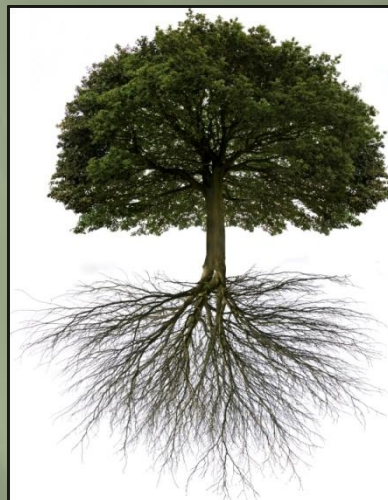




BUSINESS ADVANCEMENT SYSTEMS EXPERTS

January 2011
NEWSLETTER

*Growing Your Business Requires
A Strong Foundation*



January 2011 Business Advancement Systems Experts

It's here, are you ready?

Is your staff fully trained on handling TI's ? Have they been drilling on presentation and closing techniques ? Are they committed to achieving a 65% New Member Orientation rate ?

These are some of the sales oriented issues that must be addressed before January 1, and hopefully you all have done your preparation throughout December. Remember that January usually does not begin as quickly as it ends, sales wise, due to so many people recovering from their holiday spending. It is not unusual for owners to wonder why they aren't busier for the first week if their staff has not spent the appropriate time in December setting up their lead sources.

B.A.S.E. clients traditionally have very strong Decembers, as we feel it is one of the best months of the year, and so do our teams. One of the reasons is the constant drilling on procedures - desk control, interviewing, tours, sales presentations, personal training orientations, etc. Arming yourself beforehand is the only way to start off January as quickly as possible.

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Corporate Corner

With the new year, comes new opportunities for you and your corporate department. The federal health care reform law has made \$200 million available in 2011 to help small businesses with 100 employees or less implement wellness programs across the country. New information is being made available every day.

Supplement News

The FDA is planning to increase enforcement of supplements and their ingredients in the coming year. Why take a chance on having the supplement line you offer recalled for violation?

Supplement RX already provides pharmaceutical grade products manufactured in FDA registered labs and also offers a protected 45% margin on all wholesale orders. Contact us for more information.

Contact Us:

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It's here, are you ready? continued. . .

A couple other things to be aware of this month:

* Maintenance Issues –

That broken treadmill may have only irritated 3 people per day in December, but it's going to cost you a lot more goodwill this month. Make sure to address maintenance issues early; have your staff constantly monitor the floor and report all equipment that needs attention. Be prepared to write some checks, people – you will not get another chance at many of these members, and a tour through a busy facility that exposes broken equipment will cost you more in a day than the repair cost would have.

* Staffing

Ensuring that staff is dedicated to making the member experience efficient and fun is paramount to your success every month, but never more important than when the gym is busy. Note that I use the term “busy”, not “crowded”. A busy gym has energy and promotes excitement – a crowded gym does just the opposite. The difference between these two gyms is the perception of your members, not the actual traffic. Trainers, Desk staff, and Group Exercise instructors can efficiently move members through their workout, emphasizing how “fun” it is to have such participation, rather than lament the extra work January requires. Be prepared to correct any employee who uses the word “crowded” in any situation, even when speaking to another employee.

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B.A.S.E. Partners

B.A.S.E. Partners Group welcome BTS!



Contact us today for more information.

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It's here, are you ready? continued. . .

This month is supposed to be fun – spend extra time at the desk thanking your long time members who come every month, as they need some extra attention in January. Have someone extra available at your desk, on your floor, on your cleaning staff, etc. The momentum you gather this month will be short lived if you do not take care of your core base of members.

For more tips, training, policy advice, or any other questions regarding the industry and its cycles, please contact B.A.S.E. directly, and we will be happy to assist you.

B.A.S.E. works closely with companies of varying specialties to provide exceptional service and continued growth and improvement. After assessing the specific needs of your company, B.A.S.E. may recommend or provide information for partners.

(B.A.S.E. services are not reliant on the participation of the listed partners. B.A.S.E. does, however, have additional programs available for clients working with the partners, and in some cases, special pricing is available)



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