

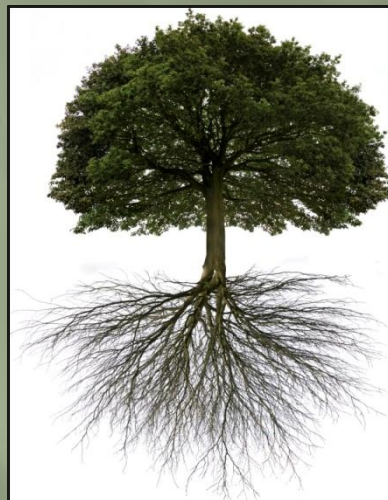


BUSINESS ADVANCEMENT SYSTEMS EXPERTS

June 2011

NEWSLETTER

*Growing Your Business Requires
A Strong Foundation*



June 2011
Business Advancement
Systems Experts



Follow us at www.baserev.com
for updated blog posts.

It takes planning. . .

The two most common comments I hear regarding Corporate Sales are "We've tried all of that" and "It doesn't work". I'm sure as a club owner; you've heard those same statements from the 300 lb. client who is attempting to cancel their membership after skipping their PT consultation and using the club sparingly.

It can work, and it does work. . . with the proper plan in place.

Even with the economy as it is, corporate programs across the country are growing. Companies are still in need of a wellness solution with obesity and the ever growing "I suffer from the newest named affliction" on the rise. The key word companies are looking for is SOLUTION. Too often I see markets who have installed a "cap rate" program or a "group rate" and labeled it Corporate Sales. Ask yourself "What solution are we offering these companies by simply offering discounted memberships?" Does offering a reduced rate to their employee instill any more of a commitment than it does to the individual who comes in and joins at full price? Does a discount program really show the company's interest in the health of their employees? Will a company who pays the same amount regardless of how many individuals enroll really push to see their enrollment rise? (And if so. . . how much money are you losing?) The answer to these questions is a resounding NO.

It is imperative to the success of your corporate program to put in place a plan that will produce an ever *growing* revenue stream for you and meet the needs of the companies in your area.

Continued pg. 3

Contact Us:

E-mail: info@baserev.com

Website: www.baserev.com

June 2011 Business Advancement Systems Experts

It takes planning. . . continued

Putting this program in place does not have to be difficult, nor does it have to cost you a fortune. It is a matter of creating the perfect blend of services you already offer and packaging them in a way that is attractive to the companies. Let's define what a company typically wants:

- A wellness program that is easily managed, with minimal costs.
- Reduced absenteeism and increased productivity.
- To express their "commitment" to their staff through their program.
- The possibility of reduced insurance rates for offering the program.
- Fitness experts available for reference.
- Options for "on-site" programs.
- A Corporate Rep who will work with them to create the ideal program for their staff.
- A clearly defined program regarding enrollments, enrollment dates and stipulations.
- And finally. . . to feel as though by partnering with you in the corporate program they are "part" of your facility.

Continued pg. 4

B.A.S.E. staff will be attending the 2011
Gold's Gym Convention in
Las Vegas, NV.

Contact us today at info@baserev.com



Contact Us:

E-mail: info@baserev.com

Website: www.baserev.com

June 2011 Business Advancement Systems Experts

It takes planning. . . continued

None of the afore mentioned desires of a company are impossible to meet. **YOU CAN BE THEIR SOLUTION.**

Before hastily beginning a corporate program, clearly define what your facility is capable of offering and decide what rate the corporate market can reasonably afford. Select an individual or team who will represent you professionally in the corporate environment. Select billing options that suit both your needs and the companies you intend to pursue. Lastly, have your presentation and program options in place before attending your first meeting.

For more information and assistance contact us at info@baserev.com.

B.A.S.E. staff will be attending the 2011 Gold's Gym Convention in Las Vegas, NV.

Contact us today at info@baserev.com



Corporate Corner

Keep your corporate reps on their toes! With the mobility of their position, the sunny days and warm temperatures can be too much for some to resist.

If you've seen a drastic increase in your reps scheduled meetings that take them away from your facility during business hours, it may be too good to be true.

Schedule a weekly meeting for your rep to update you on their sales and meetings and if you're truly ambitious, call them at the last minute and ask to attend the meeting with them!

Being involved with your reps and holding them accountable for their whereabouts will ensure that you are getting the work out of them that you've paid for.



Follow us at www.baserev.com for updated blog posts.

Contact Us:

E-mail: info@baserev.com

Website: www.baserev.com