

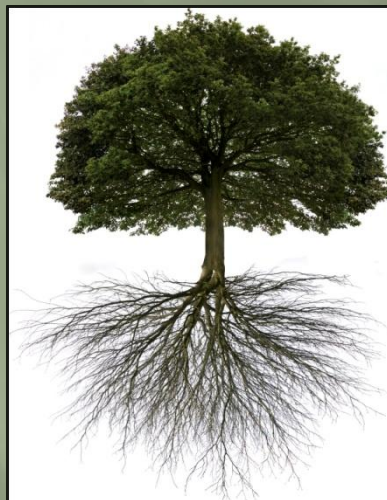


**BUSINESS ADVANCEMENT SYSTEMS EXPERTS**

March 2011

# NEWSLETTER

*Growing Your Business Requires  
A Strong Foundation*



# March 2011 Business Advancement Systems Experts

## **After the gleam fades. . .**

The IHRSA convention turned out to be better attended than I expected, with vendors of virtually every type of equipment, service, and product you could expect to pertain to the health and fitness industry. The cost involved with setting up the large equipment manufacturers floor displays must have been enormous; I hope they recouped every dollar and then some.

There were some very interesting products at IHRSA that I cannot imagine using in our industry; some of which bordered on the bizarre. Despite their dubious value to an operator, these products were quite expensive. I cannot help but wonder how many operators will purchase these items with the hopes that including them will help drive revenue or satisfy their membership base, yet end up with no ROI whatsoever.

It is important to remember that members do not flock to your facility because you bought a shiny new piece of equipment. Revenue growth is a result of production, policies, procedures, and marketing strategies that drive people out of their homes and into your facility. Sadly, I have watched literally hundreds of operators invest \$10,000 or more in the newest hot item or software from a trade show, yet pay no attention to whether they have the appropriate training, infrastructure, or personnel to take advantage of it.

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## **Did you miss us at IHRSA?**

If so, we're sorry we missed you. Contact us today to receive information regarding the new program and training options that were rolled out at the 2011 IHRSA Convention.

New options include seminars, ancillary program tracking and much more.

Follow us at [www.baserev.com](http://www.baserev.com) for updated blog posts.

## **Contact Us:**

E-mail: [info@baserev.com](mailto:info@baserev.com)

Website: [www.baserev.com](http://www.baserev.com)

# March 2011 Business Advancement Systems Experts

## Are you getting the most out of your Group Exercise space?

Has your old Group Exercise room been turned into storage? Are you struggling to keep a cohesive program together? Are you trying to compete with the facility down the street and their group exercise program? BTS is your solution, so dust off those mats, find another storage unit and contact them today.

### Body Training Systems

A division of The STEP Company, BTS provides solutions to health clubs that are guaranteed to improve profitability through increased new member sales, facility usage and member retention. The BTS group fitness solution combines a programming and training system and a sales and marketing system using the seven program brands; Group Power®, Group Step®, Group Kick®, Group Ride®, Group Groove® and Group Active®. For more information call 800.729.7837 x230 or visit [bodytrainingsystems.com](http://bodytrainingsystems.com).



## Corporate Corner

Corporate clients and prospects expect a professional to manage their account.

*Definition of PROFESSIONAL:  
exhibiting a courteous, conscientious,  
and generally businesslike manner in the  
workplace. (Merriam-Webster)*

Although the gym can take on a jovial and recreational feel at times, it is imperative to the success of your program that your corporate team behave in a professional manner at all times.

Professional does not mean impersonal, it simply means being well prepared, in proper dress and with a constant awareness of the separation necessary in a client / service provider relationship.

How is your corporate staff representing you to the business community? Find out today.



### **Contact Us:**

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**After the gleam fades. . . continued**

Members will visit your facility because they have a need for all the benefits that come with a healthier lifestyle. Their fitness level can be increased in a variety of activities; you probably already have the basics included in your arsenal. While I believe in constant reinvestment in facility, services, and equipment, they are not a panacea for your revenue or profit challenges. A comprehensive production system, complete with training, auditing, and the inevitable re-training – this is the only way to improve your bottom line in the long run. Long after the gleam has worn off the new equipment, your staff must be able to drive traffic into your facility and explain how it works.



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