

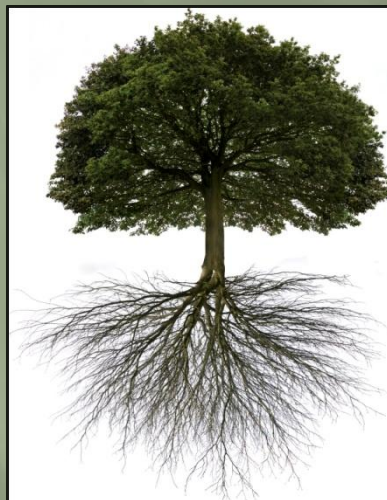


**BUSINESS ADVANCEMENT SYSTEMS EXPERTS**

May 2011

# NEWSLETTER

*Growing Your Business Requires  
A Strong Foundation*



May 2011  
Business Advancement  
Systems Experts



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### Know the score. . .

Ugh.....I don't want to open this. That sentiment is felt daily, across the world, by managers and owners who do not want to face the daily report sitting on their desktop. You know the previous day's results were not good, and the last thing you want to do is confirm it by examining the daily report, right? We have all felt that way from time to time; however putting off analyzing your daily reports is like leaving a bill on your desk. No matter how long you leave it there, the news is not going to get better - in fact it will likely lead to more trouble down the road, if unaddressed.

Open the report.

You need to be able to scour the productivity reports in order to determine what went wrong, what went right, and what your staff did to prevent another bad day. I spend hours each morning going through reports for our clients, gathering information for production calls that will need to be informative, motivating, and relevant. Your staff will realize in short order that you are paying attention to their progress (or lack of it) and by drilling down into the numbers that affect your business you will find positive things to counter the negative impression a bad day leaves on a staff.

How many calls were made, and what were the results ? What was our closing % ? Which employees are performing well on TI's, and which ones must undergo retraining or be prevented from answering the phone ?

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### **Contact Us:**

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# May 2011 Business Advancement Systems Experts

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](mailto:info@baserev.com)



ADVECOR  
PROVEN MARKETING SOLUTIONS

## Know the score. . . continued

These are but a few of the dozens of metrics that must be analyzed in order to ensure your company is following a plan for success. If you do not have this reporting available to you, call us and we will install it for you. It is amazing how quickly a bad month can turn around when daily results are graded against a system of expectations, coupled with training on the proper procedures.

Focus on any positive aspects of the previous day's performance, and point out how more of these will increase the sales, and hence the compensation, of the persons involved. Then list the opportunities your team has missed due to improper procedures, planning, or training. Have the team resolve to work on these challenges during the current day - do not put off addressing mistakes for the sake of harmony or "self esteem". This is business, not high school, and identifying weaknesses in your game along with the need for increased staff training should be a daily occurrence.

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## Does your marketing company fit your budget?

Advecor is a direct marketing LEAD GENERATION Company that is focused on innovative marketing solutions and Return on Investment (ROI) utilizing your current marketing budget. They deliver the lowest cost per member through their strategic health club marketing programs, innovative systems, creative designs, unique formats, advanced technology, and tracking solutions.

Advecor services include: Direct marketing (design, print, targeting, tracking, postage, drop ship to local post office), Internal and external marketing plan and strategy, demographic analysis, geocode mapping, member pin map, text blast, voice blast, email (internal and external), online marketing, social media marketing (Facebook, Twitter, etc.) and more.

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# May 2011 Business Advancement Systems Experts

## **Know the score. . . continued**

Lastly, end the discussion on a positive note, complimenting the staff again on the achievements of the previous few days, while getting a commitment from them to address the issues you pointed out from the reports. Be sure to let them know you are looking forward to seeing an improvement on tomorrow's daily report.

Absent the proper training and management, a staff can quickly fall into a pattern of excuse making and rationalization. This is something you can ill-afford as we approach the summer months. So.....open your reports and drill down into the basics of gym management. There are no shortcuts to success in this business; it takes someone who will look into all the metrics of your business, recognize trends, and retrain or reload your staff. See our section on seminars if you would like to know more about installing and reading these reporting systems to maximize your revenues.



## **Corporate Corner**

Spring is here, get involved.

With the nice weather comes the decline in corporate enrollments as your clients begin to host walking and outdoor events at their jobsite. Get involved in these programs and make your company a staple of any wellness initiative taken by your client.

Do you have a trainer who has the perfect personality to motivate a group of office workers on a healthy lunch break walk? Offer their services to a company free of charge to gain staff interest and create off-site programs you can offer that meet the specific needs and desires of your clients.

Do not be taken by surprise by these jobsite events, know what is going on with your clients and what events and programs they intend to run in the next twelve months. Be prepared and get involved.



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