

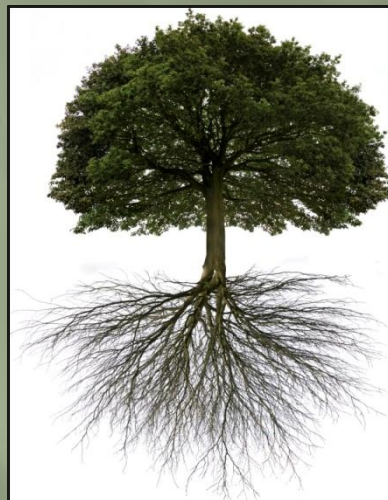


BUSINESS ADVANCEMENT SYSTEMS EXPERTS

November 2011

NEWSLETTER

*Growing Your Business Requires
A Strong Foundation*



November 2011 Business Advancement Systems Experts

The Weekend Warriors. . .

How many times have your sales & training departments told you that the weekends are slow ? For 30 years I have marveled at sales professionals who are working on Saturday or Sunday (or both) and are all too happy to accept substandard performance on the weekend, effectively "mailing in" forty percent of their workweek.

Considering that the majority of recreational purchases are made on the weekends (yes, we are still unfortunately categorized as a recreational purchase in the minds of the public) it would stand to reason that Saturday & Sunday would be prime days for us, right ?

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Are you facing "end of the year" challenges? B.A.S.E. is prepared to assist you with your leasing negotiations, financial close-outs and your new year plan. Whether you need guidance or someone to train your team, we are prepared to help. E-mail: info@baserev.com for more information.



Corporate Corner

With the holiday season, comes the question of whether to provide your corporate clients or prospects with a gift. Although gifts are nice, can you truly justify the expense?

Choose your gifts wisely this season, and be certain there is a chance of return for your efforts. Rather than providing a gift basket, provide a free work-out! Replace generic gift cards with a picture postcard of your team, personalized for the client.

Recognition of your clients and prospects during the holiday season is a must, but it can work to your advantage. Contact us for additional ideas.



Contact Us:

E-mail: info@baserev.com

Website: www.baserev.com

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The Weekend Warriors. . . . Continued

I had a client a year ago who had unfortunately become accustomed to terrible weekends. In actuality, the employees told me “weekends are terrible for sales”. This is the exact verbiage they used. Imagine their surprise when I responded “Weekends aren’t terrible – You are terrible on weekends.” I worked that following Saturday & Sunday with the staff and ran a silly little contest – the client increased weekend sales 400% over their previous weekend averages, and a new expectation was set.

It is simply a matter of attitude and accountability. If you have a schedule that rotates, you are doomed. All this does is assign the “slow days” evenly, so that no one “has to work every weekend”. It is far better to have a motivated group of sales persons and trainers who look at the weekend as their chance to shine – indeed a chance to make money when the management is not there. I loved working the weekends when I started in this business; it was the only time I could get away from my manager and make all the money myself without any interference. This may have been 30 years ago, but it still holds true today for those looking to advance in this industry.

The training department should have a leader on the weekends, responsible for PT sales and assigned a goal for Saturday & Sunday, just like the sales team has. What better time for a client to work out with their trainer than on Saturday morning ? If you have trainers telling you that the weekend is slow, you simply have trainers who themselves do not want to work on the weekends. In case they haven’t noticed, this economy dictates a 7 day workweek for some of us. Clients who work out on the weekends can also renew their training packages on the weekends. Additionally, I am sure that our customers would love to redeem sessions on days in which they have more time – are we accommodating our customers or placating our staff ?

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**We would like to
welcome Gold’s Gym
Blackfoot & Gold’s
Gym Tampa to the
B.A.S.E. Community!
We look forward to
assisting you!**

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Website: www.baserev.com