



SUMMER SEMINAR SPECIAL

Beginning in May, B.A.S.E. is offering an incredible special, designed to maximize the benefit of our services to new clients. Contact B.A.S.E. between May 1st, 2011 and August 31st, 2011 to receive 2 Seminars at the cost of only 1. B.A.S.E. executives will conduct seminars at the location of your choice in two separate installments. Select two topics from the options below and contact us today to find out how to take advantage of this offer.

SEMINARS

Many gym owners need guidance when implementing a sales and marketing system, training their staff or reacting to low cost competitors and other market forces. Too often, many are reliant on a hodgepodge of software, sales tactics, rate structures, and anecdotal advice in their efforts to set their gym up for success. B.A.S.E. offers seminars for those who want to update, implement or improve their revenue and production systems, seminars which encompass all facets of our industry. From Front Desk to Personal Training, B.A.S.E. seminars coordinate your departments to achieve maximum production and efficiency.

•Basic Training – Boot Camp Seminar:

•An immensely popular seminar, the B.A.S.E. “Boot Camp”, is a 3 day class that includes all materials necessary to teach the essential procedures and policies outlined by the company. This seminar is to train the staff and achieve their “buy-in”, eliminating the common “it won’t work here” attitude so prevalent from a staff resistant to change.

•Personal Training Seminar:

•Another very popular seminar, the Personal Training Installation Seminar lasts approximately 3 – 4 days, with classroom instruction coupled with in club training and implementation. Your staff will learn all the metrics of a successful P.T. program and your revenues will jump dramatically. We have had clients increase their P.T. sales up to 160% in the month following the implementation of this P.T. program. Whether you are just starting a P.T. program or currently have one in place, this training is essential to raising your revenues and maximizing your cash flow.

•Low Cost Competitors Seminar:

•Protect your gym against the cut rate, no service model that is stripping the industry of services and talent. A market analysis of your region, along with procedures and systems to differentiate your product from operators whose sole purpose is to drive bodies through the door, hence lessening the reputation of the industry in the mind of the potential member. Learn how to combat this model and stand out as a quality operator in your market.