



Recruit new members using our targeted email programme



GymBase from Ashbourne offers you **high-impact email-based recruitment campaigns** to a database of targeted, opted-in people in your area.

■ **Each GymBase campaign is tailored to your needs:**

You choose the timing, geography, target market and recruitment message/offer.

■ **We source the high quality, accurate, up-to-date contacts YOU need to reach.**

■ **We organise everything, including sending out attractive personalised emails...**

and then give you complete control over the follow-up.

The GymBase package is great value.

ASHBOURNE
MEMBERSHIP MANAGEMENT

Call us on **0871 271 2088**
to find out how GymBase can take your membership recruitment to the next level.



Ashbourne are exhibiting at LIW 2011, with their biggest stand yet, to accommodate a full working turnstile and demos of its new online booking system, linked to the Membership Validation System. **We look forward to meeting you there!**



IF YOU WOULD LIKE GRANT TO VISIT YOUR CLUB, PLEASE CONTACT ASHBOURNE'S CUSTOMER SERVICE TEAM ON 0871 271 2088.

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Get The Sale!

Hello from Grant Harrison...

In this issue of the Ashbourne Advisor I will share with you some great tips I have acquired over the years which can help you to get the sale. I have worked in some very successful clubs across the UK, with various marketing companies and then in my own club and they have all achieved success by having a great sales process.

Every club must define its target market is and work out how to reach it. In the centre pages we talk about how to use advertising, sales tours and price presentation to get the sale.

Our **GymBase** email packages provide you with a complete email campaign to targeted consumers in your area.

See how a **GymBase** campaign could help you recruit valuable new members for your club – **full details on the back page.**

Ashbourne Membership Management is a leading provider of membership management services for gyms and health clubs across the UK, for more information please visit www.ashbournemanagement.co.uk or call us on **0871 271 2088**

How To Close The Sale

In the current marketplace, attracting attention to your club and then gaining people's commitment to becoming a member is increasingly tough. This makes it more vital than ever that your sales and marketing is effective, so here are some useful tips...

Advertising

Before you spend money on mailings or adverts, make sure you know exactly what you want to achieve from it. An effective advert identifies a need and then shows clearly how you can fill that need.

Ensure that all your marketing portrays consistent branding.

Use the same styling on all material so your audience begins to know who it is from before they even read it. Hopefully this Ashbourne Advisor is now familiar to you through consistent branding!

Ensure your offer is good enough to draw people in and fills a need. It must include a clear call to action - visit the club, phone, respond NOW.



Create urgency to ensure a quick response - a limited number of special deal memberships; a tight end date to the offer.



Review your mail piece - is it clear? Would you respond if you received it??



Productive Sales Tours

Just by committing to a tour, your prospect is well on the way to deciding to join - you just need to get them to confirm their decision! The chain gyms have sales professionals dedicated to closing the sale after a tour - ensure you can do the same!

Get the prospect to fill in a questionnaire to find out what they are looking to achieve and why - this is the emotional reason why they should join and the best information to use to get them to commit to you.

Ask open questions to draw out as much information about the prospect's experience and requirements.

Using this info, show the parts of the club that are most relevant.

Sell the benefits of exercise, not just your facilities.

Use emotional hooks: "This piece of equipment helps tone up the backs of your arms, which will make you look great in your wedding dress in August".

Once all the facilities have been seen that will help to achieve her goals ask, "So, do you think you



can see yourself training here to get looking great for your wedding?" Don't move onto showing prices until you get a YES to this question.

Framing Your Offer



Create urgency to a decision: "As you know, we are only offering a limited number of these memberships/the offer is due to finish today".



Offer two different payment options: "Which one would best suit you to get started - monthly direct debit or the paid in full option." Framed this way, you are more likely to get a decision rather than the dreaded "I'll think about it." Ask for the sale and get your staff to practice their closing technique.



People buy for two reasons: the desire for gain and the fear of loss. However, if you haven't built the desire for gain you can't fall back on the fear of loss.

Follow these simple steps to ensure that every prospect that enters your club leaves a member.

For more information on creating effective sales tours and overcoming objections contact the Ashbourne office on 0871 271 2088 to arrange a visit from Grant Harrison.