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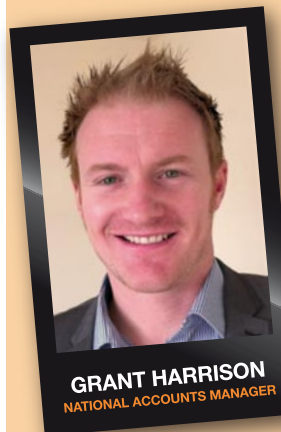


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Welcome to the new edition of The Ashbourne Advisor, a regular newsletter from Ashbourne Membership Management.



Hello from Grant Harrison...

In this issue, we're focusing on the value you can gain from using the Ashbourne Membership Validation System (MVS).



NOW FREE

This system is now available **free of charge** and it gives you two essential services for running your gym efficiently:
an entry card swipe system which allows you to verify members' payment status each time they visit your club **AND** accurate retention data – visit patterns, membership expiry alerts etc.

We have also secured preferential rates for Ashbourne customers on fitness equipment and related services from one of the UK's leading suppliers, **Amazon Leisure** – for full details see the back page.



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

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

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Membership Validation System

Knowledge is power – getting the most out of the Membership Validation System

This month we focus on giving you some valuable tips on getting the most out of the Ashbourne **Membership Validation Software (MVS)**, saving you time, money and hassle.

If you have not used MVS before then please download it from:
<http://bit.ly/MVSsoftware>

To install MVS please follow the simple instructions and then contact the Ashbourne team for your registration code, on **0871 271 2088**.



Once installed, it will give you two essential services for running your gym efficiently: an entry card swipe system which allows you to verify members' payment status each time they visit your club AND accurate retention data – visit patterns, membership expiry alerts etc. A user guide is available here: <http://bit.ly/MVSinfo>.

This article is designed to help you to get the most out of the system.

If you are new to MVS then please supply a digital version of your logo and we will supply you with 500 membership cards and a card swipe reader free of charge. Once everything is set up we can upload all membership data we hold on your members.

Profitable use of membership types

The software allows you to set up various membership options such as peak or off-peak to suit your club - this ensures that off-peak members will no longer be able to swipe in after hours without an alert popping up. This will then allow you to up-sell the member the correct peak membership.

Inputting new members

New members can be input straight into the system - this will save time and ensure that a new contract is set up immediately, avoiding any postal delays. The system also conducts a bank detail check to ensure that the account number and sort code combination is valid. Both **Ashbourne** and **non-Ashbourne** members can be entered, allowing your full database of members to be accessible via one entry system.



Tracking members' attendance

In MVS you can see who has **not attended in the last 30, 60 and 90 days**.



You can then target these members for follow-up. A call can really help with retention...

The **'Birthdays in the next 7 days'** report reminds you to send an email/letter/card, perhaps also giving a voucher to spend on supplements/physio plus a couple of guest passes.

Monitoring each day's visits

Today's Visits report makes it easy to check that everyone in the club has swiped and that their payment status has been checked. Use the system to see someone's name as they enter – you can then greet them by name. Input a photo to verify that the person using the card is who they say they are!

Make useful notes about members



Using **Notes**, enter comments on any conversation with one of your members. Any of your team can then see that: the member will be impressed that,

for example, everyone knows that they are training for a marathon. This is a very powerful retention tool.

Message Ashbourne direct

Far quicker than creating an email, a New Message input on the MVS home page will go straight through to a dedicated member of our team, who can deal with any question straightaway.

No Analysis Paralysis

MVS has been developed **by club owners for club owners** and that is why it's so user friendly. When designing the system, club owners said that most existing systems produced data they never used. We have pared MVS down to the essentials you need, including, most crucially, a live feed to the up-to-the-minute payment status of each member.

With all data stored online, there is no uploading or downloading of data required, although Excel reports are available instantly if required. You can run MVS as a genuinely paperless system.

Oh, and the best bit is that **the whole MVS system is available free of charge...**

Look out for regular upgrades and enhancements which will be provided as part of our service.