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MMA ADVISOR

MIXED MARTIAL ARTS ISSUE 1



Ashbourne Management Services has been providing membership services to martial arts academies for a number of years. Recently we have noticed a surge in the number of Mixed Martial Arts (MMA) clubs, many of which are offering both MMA facilities plus more traditional gym exercise facilities, all under one roof.

This represents a great opportunity for cross-selling of membership types – encouraging traditional gym users to try the thrills of MMA and allowing MMA fans to develop their strength and fitness by using gym facilities in the same building.

MMA is a full contact combat sport that allows the use of both striking and grappling while both standing and on the ground. It incorporates a wide range of skills, including boxing, wrestling, Muay Thai, Brazilian jiu-jitsu, kickboxing, karate and other styles.



MMA is exciting and fun and really gets the adrenalin pumping. As you can imagine, it needs to be conducted in an environment where there are trained professionals present, to minimise the risk of injury, maximise the exercise value and to help participants to develop and improve a broad range of MMA skills. All this is available at the best MMA clubs and Ashbourne is proud to be working with a number of these.



In this special edition of the Ashbourne Advisor we take a closer look at how we have helped to support two clubs which are offering both MMA and gym facilities. Ashbourne has been able to support these clubs with services which have helped secure vital cashflow and increase retention rates. All this has allowed these clubs to compete head-to-head with the larger health club chains.

As part of our association with MMA, we're proud to promote **Big Dogz Fightwear**, who can supply all the MMA gear you need. Huge ranges of Fightwear and Streetwear, all in the latest designs, available to order online for delivery anywhere in the UK.

For full details see www.bigdogzfightwear.com and the full page ad on the back of this issue of the MMA Advisor.

FIRST GENERATION COMBAT & FITNESS, EASTBOURNE



After working in other MMA clubs, owners Tolly and Paul decided to take the plunge and open their own facility, which is now Eastbourne's premier Sports Combat Institute. Their website, www.firstgenerationfitness.co.uk provides an excellent insight into what they offer, including some videos of the MMA in action.

"When we opened the club we were enthusiastic about passing our martial arts knowledge on to our members, although we didn't realise how much time would be taken up just running the business," says Tolly.

"Ashbourne have helped us by setting up a contract arrangement where we are able to determine the length and price of the membership."

Ashbourne have supplied everything we need to establish a regular monthly payment structure. With cashflow vital, particularly when we were getting ourselves

established, this helped to provide us with a good, regular income stream.

This has provided us with more security than relying on pay-as-you-go sessions.

Since moving to contracted regular payments our retention rate has improved dramatically. We now know that each class we put on actually makes us money rather than worrying about how many people will turn up and whether that will cover the bills.

Ashbourne have saved us so much time by collecting our regular payments that we can now focus on improving the number and quality of our classes. We have set up so many different contract types that there truly is a membership for everyone."

If any of First Generation's members miss a payment Ashbourne deal with everything, from contacting the member right through to collecting arrears and re-establishing the direct debit.



Paul added that the benefits he saw with Ashbourne's contracts were the automatic renewal and the excellent customer services.

"Once the member's contract runs out, it just continues on a month by month rolling membership. The result of this has been that with every 12 month membership we sell the member stays for, on average, 17 months."

"We are very pleased how Ashbourne have saved us time and provided security for our club."

THE COMBAT & EXERCISE CENTRE, NUNEATON

After building up his business over a 10 year period, Richard Yeomans had outgrown his current site in Nuneaton and so decided to create a purpose built facility, The Combat & Exercise Centre in Nuneaton, see www.combatandexercise.com.

"With the new club we wanted to open a dedicated fight school with cage and ring, but also to appeal to the larger market of general gym goers. Our aim is to up-sell people to the more expensive membership which included a choice of classes. However, to do this I needed to be sure that everyone in my club was a fully paid-up member and also I needed to know which membership they had signed up for."

Ashbourne already collected my direct debits, but now they offered me an entry swipe system [MVS, Membership Validation System] which I have set up at reception. This shows who has paid via a real-time internet link plus which type of membership they are on. It gives me reliable data about the usage patterns of each member in the club so that I can target groups of members to upsell additional services and classes."

Ashbourne have also added a unique Join Online page to Richard's website, making it easy for people to join the club online, at home. The Join Online page is pre-populated with a quick and easy form to fill in, complete with the membership and payment options.

"The fact that all these services are available free of charge as part of Ashbourne's service is even more of a bonus."



The MVS entry swipe system is FREE to all Ashbourne clubs and along with the software and an initial supply of membership cards.

Up until now this type of entry system has only been provided by the large health club chains but now smaller independent clubs can offer this same level of professionalism too.

For more information on how Ashbourne can help save you time and money at your MMA club contact Grant Harrison on 0871 271 2088