

SGT

KEY TO POST COVID-19 SUCCESS FOR CLUBS.



During the Pre-Covid 19 world, most trend reports and industry studies proved that more and more members have signed up and paid for Small group Training services. Although, the reasons people are increasingly attracted to this fitness offering are perhaps obvious, keeping them in and paying for the program long-term on the other hand is a different story.

Now as we emerge from covid-19 restrictions, will find top industry leaders talking about how it's all about safety, the importance of fitness, and the member experience. It's without a doubt that people's expectations of the SGT service keep getting higher. As a result, fitness professionals and Coaches must also raise their game to meet the needs of the member. This is especially true if you are asking for more money from members.

HERE ARE FIVE KEY FACTORS TO CONSIDER IF YOU WANT TO GROW YOUR SGT TO ITS ABSOLUTE CAPACITY:

01

INITIAL & ONGOING EDUCATION

*Fitness professionals can receive world-class Personal Training and Group Ex education from a variety of sources...however, has your team received any specialized education on delivering world-class Small Group Training sessions (non-equipment based)? **Education is imperative when offering a world-class SGT department.** Members notice the difference between average and professional.*

EVIDENCE-BASED PROGRAMS

*Whatever program options we decide for our SGT department, random trainer-based classes with loud music are not enough. People buy personal training because it delivers results. SGT is no different. **Our SGT offerings must be offered by an SGT trained team, in a safe environment, with evidence-based progressive programs.** They must also receive regular assessments on a pre-determined schedule. Members will then know that we take their goals seriously. Without regular member management and regular celebrations of their success, we simply can't maintain momentum with our members.*

02

COMMUNICATION OPTIMIZED

*Many fitness professionals have great knowledge on how the human body works and moves. Most have great rhythm and can host a big dance party, however, many of them fail to understand how to communicate and connect with different personality styles at scale. **Regular coaching and progressive program purpose must be clearly communicated.** This must be communicated in and around each session, and how it relates to their 'why' every time!*

TEAM CARE

*It's a fact that when people pay more money, they expect a more personalized and enhanced experience. Essentially more care from us. If this is something that we do half-heartedly, or at 50% (at best), then we are missing a massive opportunity to make a difference to our bottom line. Some may find the real monetary value hard to quantify, however, it directly translates to retention, referrals, monthly spend per member and personal commitment to their own success. **These factors are amplified when SGT customers know someone has their back and authentically cares.***

04

05

CULTURE

*A powerful culture will fuel your department to achieve greatness by binding your staff together and amplifying the VALUE of the program. If you are asking for more money, your department must look, sound, and feel different from the rest of your offerings. **A strong culture can be achieved by authentic design and systemization.***

Pre-Covid, SGT accounted for 9% of total revenue in fitness only facilities (according to IHRSA's 2017 Health club consumer report) and growing. TRIBE Team Training® can help you achieve more than you thought possible. Visit US At www.tribeteamtraining.com or Contact us at info@tribeteamtraining.com and we can help you create a plan for success.