



SUCCESS STRATEGY: ALIGN STAFF ON IMPORTANCE OF RECOVERY AND PREMIUM MEMBERSHIP SALES

Having worked with most major fitness brands on positioning HydroMassage and other premium amenities, we have a unique perspective as to what strategies have worked exceptionally well in the industry. Please allow us to share our insight and knowledge to help you maximize Basic-Fit's Premium Package success.

- **Communicate to all staff from the leadership team about the importance of recovery and Premium Package sales**
- **Establish sales goals / incentives for management and club staff**
- **Require a 1-3 minute sample massage to be included on all prospective member club tours**
- **Market to existing members to announce the arrival of HydroMassage and other recovery services as a part of the Premium Package**
- **Encourage all staff to use HydroMassage 1X per day**

