



SUCCESS STRATEGY: MAXIMIZE PREMIUM MEMBERSHIP SALES

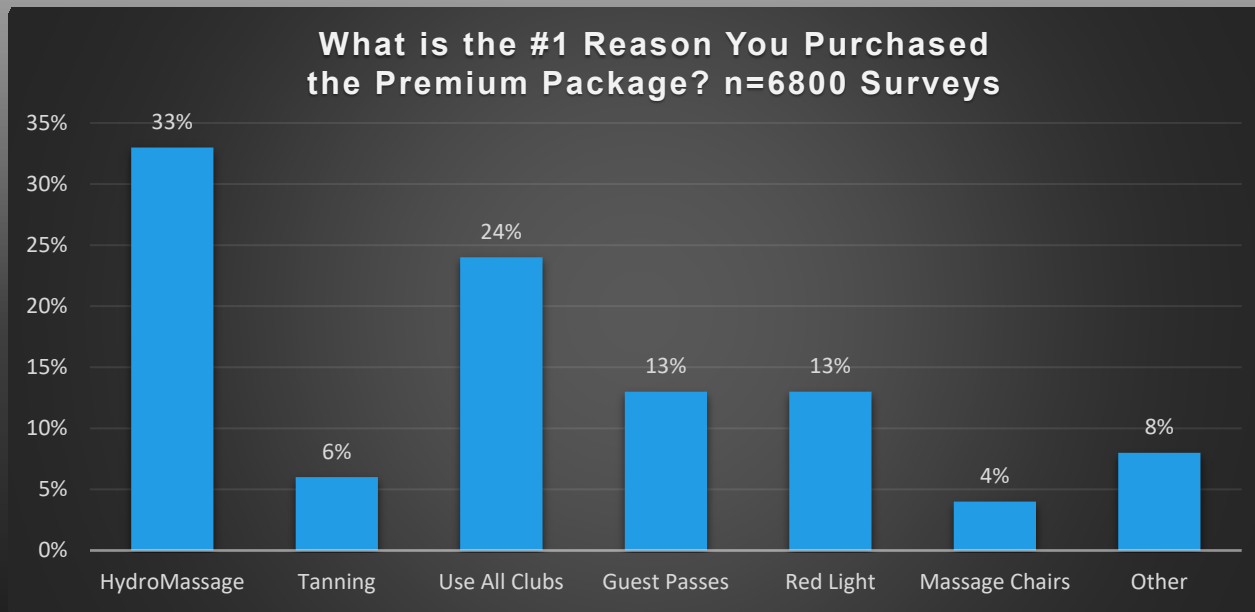
Having worked with most major fitness brands on positioning HydroMassage and other premium amenities, we have a unique perspective as to what strategies have worked exceptionally well in the industry. Please allow us to share our insight and knowledge to help you maximize your Premium Package success.

- **Package as many services as possible into the Premium membership**
- **Show a clear and obvious gap in value between your Basic and Premium Packages (ex. 3 Basic benefits, 10 Premium benefits)**
- **Highlight / attract attention to the Premium Package (ex. banner, brighter colors, “Best Value”, etc)**
- **Waive any enrollment fees for the Premium Package (make it as easy as possible to enroll / upgrade)**
- **Provide a link to a page with more information / value on HydroMassage and other Premium recovery amenities**



MEMBER SURVEY RESULTS

We surveyed over 6,800 members on why they upgraded to a premium membership. The results show the importance of a robust premium package that appeals to all members.



HydroMassage was cited as the #1 reason to purchase a premium membership. Sales associates have coined HydroMassage as “the closer” when it comes to upselling.

To reach 50-60%+ Premium sales, we strongly recommend at least at least 4-5 key services in the Premium package, plus ideally 2-3+ other low-cost benefits (t-shirt, etc).



BOB'S GYM – JOIN NOW

PRIME

\$29⁹⁹
/mo

SELECT

BEST VALUE

PRIME MEMBERSHIP



- ✓ WEIGHT ROOM & CARDIO
- ✓ BASKETBALL
- ✓ TURF AREA
- ✓ ALL LOCATION ACCESS
- ✓ GROUP CLASSES
- ✓ SPINNING
- ✓ POOL
- ✓ HYDROMASSAGE
- ✓ SAUNA
- ✓ WEEKEND GUEST PASS

CORE

\$19⁹⁹
/mo

SELECT

CORE MEMBERSHIP



- ✓ WEIGHT ROOM & CARDIO
- ✓ BASKETBALL
- ✓ TURF AREA
- ✓ ONE LOCATION ACCESS



HYDRO
MASSAGE



CHUZE FITNESS – JOIN NOW

HYDRO
MASSAGE

BASIC

PREMIUM

PRETTY MUCH EVERYTHING

- ✓ Access to Chuze Westminster
- ✓ 120+ pcs of Cardio Equipment
- ✓ 55+ pcs of Strength Equipment
- ✓ Free Weights
- ✓ Chuze Cinema
- ✓ Express Circuit
- ✓ Turf Training Area

ADD EVEN MORE

- ✓ Access to All Chuze Locations
- ✓ 120+ pcs of Cardio Equipment
- ✓ 55+ pcs of Strength Equipment
- ✓ Free Weights
- ✓ Chuze Cinema
- ✓ Express Circuit
- ✓ Turf Training Area
- ✓ **FUN CLASSES**
- ✓ **CYCLING**
- ✓ **TANNING**
- ✓ **HYDRO MASSAGE**
- ✓ **LAP POOL & JACUZZI**
- ✓ **INFRARED SAUNA**
- ✓ **STEAM ROOM**
- ✓ **WEEKEND GUEST PRIVILEGES**
(access may vary by location)

\$9.99 PER MONTH

JOIN FOR \$1

OFFER EXPIRES 01/31/2018

\$1 Signup Fee ⓘ

\$39.99 Annual Fee ⓘ

12-month Commitment

JOIN NOW

\$21.99 PER MONTH

JOIN FOR \$1

OFFER EXPIRES 01/31/2018

\$1 Signup Fee ⓘ

\$39.99 Annual Fee ⓘ

12-month Commitment

JOIN NOW





CLUB4FITNESS – JOIN NOW

HYDRO
MASSAGE



BASIC

\$10

/month

Staffed Hours Only

Fitness Floor & Cardio

1 Complimentary 30 Minute
Fitness Consultation with a
Certified Personal Trainer

1 Complimentary Club 360
Class

BASIC PLUS

\$15

/month

24 Hour Access to Home
Club

Fitness Floor & Cardio

1 Complimentary 30
Minute Fitness
Consultation with a
Certified Personal Trainer

1 Complimentary Club 360
Class

PREMIUM

\$25

/month

24 Hour Access

Access to All Clubs

Fitness Floor & Cardio

Studio Fitness – Les Mills
Classes

Unlimited Tanning

Hydromassage / Red Light
Therapy

50% Off Guest Passes &
Bottled Water

1 Complimentary 30 Minute
Fitness Consultation with a
Certified Personal Trainer

1 Complimentary Club 360
Class

PREMIUM PLUS

\$35

/month

24 Hour Access

Access to All Clubs

Fitness Floor & Cardio

Studio Fitness – Les Mills
Classes


Unlimited Tanning

Hydromassage / Red Light
Therapy

50% Off Guest Passes &
Bottled Water

1 Complimentary 30 Minute
Fitness Consultation with a
Certified Personal Trainer

Unlimited Club360 Classes
– 30 Minute HIIT Class
Taught by Certified
Trainers

 Kid Care for 2 children
included





FITNESS CF – JOIN NOW

HYDRO
MASSAGE

-- 1 PREMIER--

\$34⁹⁹
/mo

SELECT

PREMIER MEMBERSHIP - SPECIAL !!

JOIN FOR \$1

\$39 \$1 ENROLLMENT / \$34.99 MONTH

- ✓ Unlimited Use of Strength and Cardio Equipment
- ✓ Full Locker Room Facilities
- ✓ Ladies Only Area
- ✓ Unlimited E-mail Support
- ✓ Unlimited use of Cardio Theater
- ✓ **Unlimited Multi-Club Access**
- ✓ **Unlimited Group Exercise**
- ✓ **Unlimited Spinning Classes**
- ✓ **Unlimited Tanning**
- ✓ **Unlimited Hydromassage**

-- 2 BASIC --

\$19⁹⁹
/mo

SELECT

BASIC MEMBERSHIP - SPECIAL !!

JOIN FOR \$1

\$59 \$1 ENROLLMENT / \$19.99 MONTH

- ✓ Single Club Access
- ✓ Unlimited Use of Cardio and Strength Equipment
- ✓ Ladies Only Area
- ✓ Unlimited E-mail Support
- ✓ Unlimited Use of Cardio Theater

