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TRADE JOURNAL

The Industry Guide for Fitness Facility Management



# Taking Rowing to the **Next Level**

**HIIT and Group Rowing:**  
Trending NOW and Here to Stay

*See page 6*

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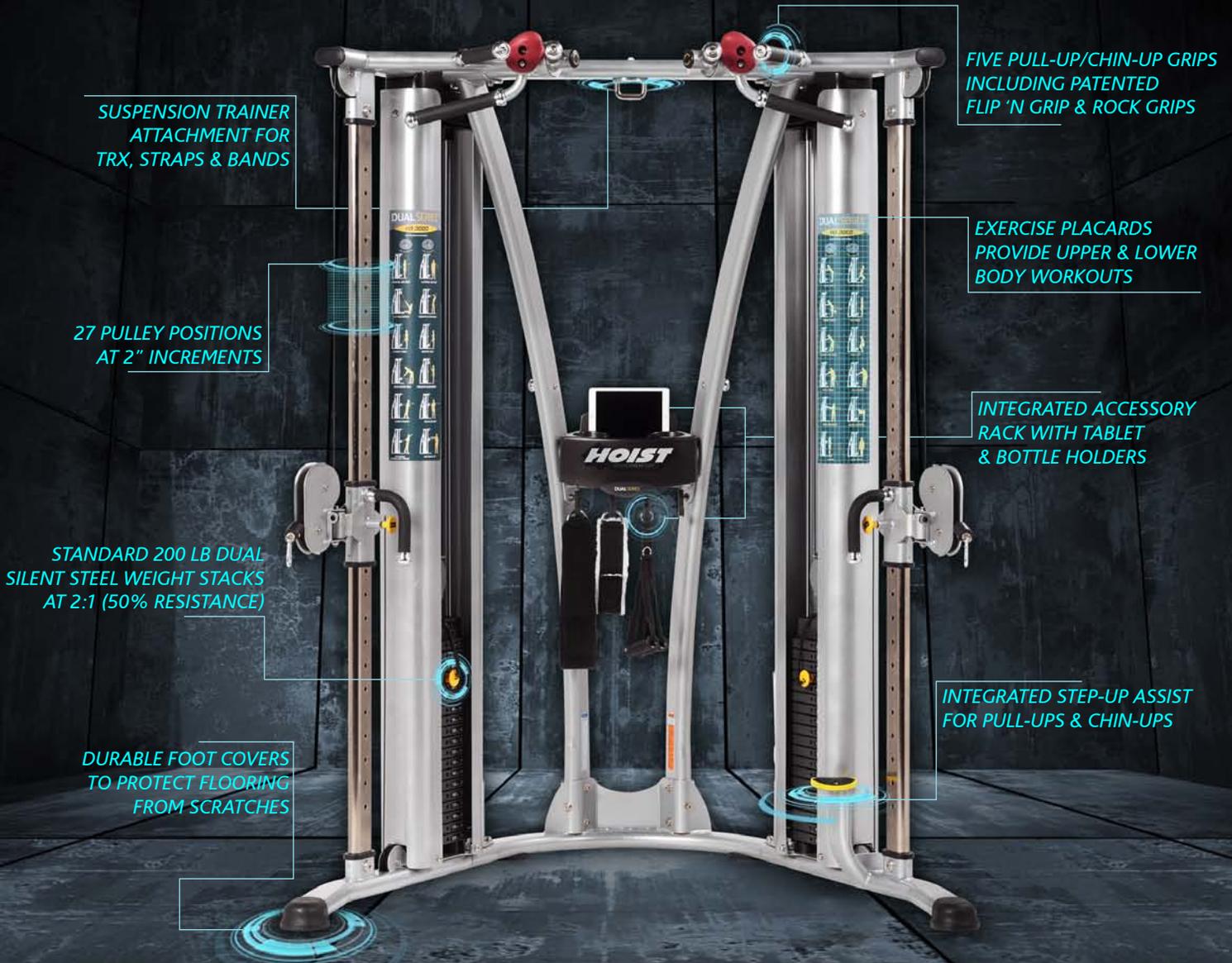
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# Group Rowing Classes on the Incline

**W**hat's the next big thing? That's literally the billion-dollar question in the health club industry. Fitness trends have life cycles, if they didn't, the pursuit of a healthy fit body could get old pretty quick. The 90's brought us Spandex and Taebo, and the 2000's followed up with Zumba and Wearable Health Tracking Technology, but if you've got rowing machines gathering dust in the recesses of your gym, drag them out, you'll want to put them to work with the newest trending exercise; group-rowing classes.



New fads often get their auspicious beginnings in upscale boutique clubs from New York and LA but this newest trend is no fad and it's happening right now, and it's going to be around for quite awhile.

A new generation of instructor led HIIT (High Intensity Interval Training) rowing classes are turning out to be some of the most effective calorie expending workouts in years. HIIT, if you're unfamiliar, alternates low to moderate intensity intervals of exercise with higher intensity intervals. The net result is fat is burned more efficiently and the exerciser's metabolism is raised for hours afterwards.

Traditionally rowers use air, hydraulic, magnetic or water for resistance but the newest and maybe most versatile is the incline bodyweight rower from Total Gym. That's the same company that's had top of the line commercial and home fitness products for over 40 years.

The incline rower uses the weight of the exerciser as the resistance in both directions and then further allows them to make workout choices based on their initial fitness level and desired results. Rowing also utilizes all the major muscle groups of the body more efficiently; more efficient movement means the user can stay on the machine longer and burn more calories.

"Rowing just might be the most efficient exercise ever. With each stroke, pretty much every part of the body is used," says Stella Lucia Volpe, an exercise physiologist and professor of nutrition sciences at Drexel University in Philadelphia and an avid rower. (1)

## Why Group Rowing?

The group format is highly energizing and fun; add in the optional competitive elements and you've got all the ingredients needed for this highly demanded new club group exercise program. Participants can compete against themselves, other participants, or join into group challenges based on the creativity of the instructor.

Fun aside, it's still about results. In a culture where time is currency, group rowing gives a great return. Time under tension with both acceleration and deceleration collectively produce the accelerated results the busy club member wants. When you additionally alternate the group rowing session with other equipment found in your gym, like an Ab Dolly, BOSU or Elevate Circuit, HIIT training produces measurable improvements to both the anaerobic and aerobic energy systems.

"The total gym row trainer offers the unique advantage of both concentric and eccentric muscle activation. Since 1974, Total Gym has been pioneering incline body weight training which provides the ability for anyone to start wherever they are now and then progress their fitness level. It also offers over 20 different exercise variations through multiple planes of motions. The time under tension through the acceleration and deceleration phases of the exercise stimulates muscle activation that is simply not possible with any other rower." says Jesse Campanaro, CEO, Total Gym.

If you've ever watched or taken traditional group aerobic classes you know for some members it can be full of coordination and energy level challenges to keep up. Sometimes club members need an alternative to bridge that performance gap. Group rowing is cooperative and open to all levels of user but can still be results driven. It's just at his or her own pace, not someone else's. It is also a much smaller group size by virtue of the amount of rowing machines you might have available to put into a circuit. This means the instructor can interact more directly with the participants instead of being up on a stage in front of them.

Rowing machine computerized performance monitors add a great way to track speed, distance, split times and a variety of other metrics, and versatile products like MyZone work particularly well with Total Gym. This brings even more options to the workout experience; users can train like Olympians using heart rate feedback, or the casual fitness member can just continue to exercise at intensities that get both weight loss and fitness results. Whether they are instructive, competitive or just plain entertaining, training aids like MyZone make rowing an interesting choice.

This last benefit is huge when it comes to a once very active aging population. The nature of the rowing movement means there is less torque, twisting and impact on the body and joints as compared to other pieces of equipment or traditional group exercise classes. Fewer injuries speak for themselves.

#### IF YOU'RE PURCHASING NEW ROWING EQUIPMENT, LOOK FOR THIS

- The best rowers are engineered from high quality durable materials that don't require a lot of maintenance and have a good full feature monitor.
- Make sure the machines you choose can handle heavier users up to 400 lbs.
- Look for a rower that mirrors a rowing motion that is uncomplicated with adjustable intensity levels for all users regardless of shape, size, age and fitness level.
- The best rowers are versatile enough to engage all muscle groups simultaneously.
- If floor space is a consideration, look for a rower that has a small footprint or that can be stored away easily.
- Lastly, look for a company with a solid reputation for customer satisfaction and dependability.



If burning 600 calories an hour sounds like a real persuasive way to promote group rowing, also consider that it uses all major muscle groups, is not likely to incur any types of injuries associated with higher impact sports or activities, and is a great stress reducer due to its consistent rhythmic nature.

Some clubs, like Thryve Fitness Solutions, are about to introduce a circuit component to the rowing class in their club. They have a proprietary program called T3 (Team, Train, Thryve)

that is an interval based, functional workout in a team setting. It incorporates cardio and strength training while utilizing heart rate technology to drive the direction and intensity of the team. The rowers are one of two cardio components that are incorporated as well using them again for varying strength movements throughout the program.

While some of the group does TRX or other types of available strength training, the rest of the class members group row on Total Gym Incline Rowers using HIIT training principles. At predetermined times the instructor has them switch places from the rowers to the other activities on the circuit, and so on and so forth. This gives them all the benefits of strength and cardio together, leading to quicker overall results meaning happier members.

“When we incorporate our T3 circuit program we will naturally be needing to order more rowers to build out the program equipment requirements, so more than recommending the Total Gym Row Trainers, they are now a standard piece of equipment that I've deemed necessary to maximize our T3 experience.” Justin Fouse- Owner, Thryve Fitness Solutions (2)

If you were still on the fence about the best cardio equipment for your club, you'd be wise to consider the merits of this new and trending group rowing phenomena.

To learn more about the Total Gym Row Trainer, please visit [learn.totalgym.com/row-trainer-nfj](http://learn.totalgym.com/row-trainer-nfj) or call Ralph Ruggiero at 858-745-0078 or email [ralph@totalgym.com](mailto:ralph@totalgym.com).

By Ron Warne  
MS'Ed

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Sources

- (1) Catanese, Nicole: *Rowing Is The New Spinning* [harpersbazaar.com](http://harpersbazaar.com) (Sept. 16, 2014)
- (2) Fouse, Justin: Owner, Thryve Fitness Solutions (Interview 2015)

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# Thinking Outside The Box

Rai Fazio knows how to throw a punch. The Australia native began boxing at age four and competed for years. He's a Golden Gloves champion and in his early teens became an Australian National Champion. Rai stepped outside the ring in his 20's and began training others. Working primarily with the standard tools of the trade, heavy bags and focus pads, Fazio discovered that he, not his tools, was the real punching bag. Injuries to the wrists, fingers, elbows and shoulders accompanied the training. And, from a financial standpoint, it was limiting because he could only train with one client at a time. Against this backdrop, Fazio's innovative concept, the BoxMaster®, was born.

Fazio recalls, "For the first time ever, we have bridged the gap between the old fashioned punch bag and the trainer holding focus pads. BoxMaster is designed to do the hard work for you while allowing trainers to focus on their students' form and safety-- the BoxMaster creates the ultimate boxing training station." The key to its design is the spring system attached to each pad. These springs have been designed to replicate punching a focus pad, by offering a slight "give" in the pads on impact. Each pad has been positioned specifically to replicate different styles of punching, allowing the participant to throw any punch, or any combination of punches. The result is a significant reduction in the risk of injury to both the members and the instructor while delivering an unparalleled boxing experience.

Fazio's development of BoxMaster did not stop with the machine. A robust education and programming module was also established. "As a studio operator, my biggest concern is that my members get a great experience whether I'm teaching that class or one of my team members is teaching. I created the BoxMaster education and programming so that each component of the experience – machine set up, familiarization and specific rounds could be replicated in a consistent, predictable manner," Fazio recalls. In addition to a detailed manual, Fazio filmed a series of seven, seven round workouts where he demonstrated the rounds and combinations step-by-step and then demonstrate it again with a client. "I've tried to make this as turnkey as possible so club owners and instructors can get on with running their class and focusing on

their members." Fazio's Perth area Queen Street Gym hosts 40 classes per week.

Located 10,700 miles from Perth, the BoxMaster became the solution to a familiar question – how best to refresh space and attract new users. This question challenged Diane Dhalmann, Executive Director of MizzouRec Services and Facilities at the University of Missouri. MizzouRec had more than a dozen under-utilized racquetball courts but it was going to be cost prohibitive to demolish them. The solution was to embrace the existing space but propose a new concept. They created "Clark's Boxing Gym"—a boxing venue featuring BoxMasters – that attracts both their male and female students. "We set out

to invent the future of the collegiate recreation experience", says Dhalmann. The result at MizzouRec is an increase in attendance, utilization and revenue -- a knockout combination.





**BoxMaster Quad**



**BoxMaster**



A third application for BoxMaster is being tested in markets in Australia, Portugal and the United States. Josefa Domingos, a Physiotherapist in Parkinson and researcher has been investigating the applicability and benefits of boxing programs as complementary rehabilitation therapy for people with Parkinson disease. Parkinson's is a progressive and chronic disorder of the central nervous system that affects speed and amplitude of movement. Josefa Domingos discovered the BoxMaster through a dealer in her native Portugal, Gímnica and saw its immediate interest for cognitive and motor problems in Parkinson. "There are four main cognitive domains particularly affected in Parkinson's disease: attention (capability to apply different cognitive senses), working memory (temporarily storing and managing the information), executive function (ability to manage time and attention, switch focus, plan and organize, remember details), and visual exploration (ability to successfully scan a visual environment and focus quickly on an object or feature within), says Josefa Domingos." The BoxMaster allows therapists to train all these and simultaneously work on physical capacity, balance, and gait capacity. Her initial results from the research with the BoxMaster were recently presented at the World Parkinson Congress in Portland.

At the South Hampton Roads YMCA's family center in Suffolk, Virginia, Sarah Crouch works directly with Parkinson's patients. "In the past, when we'd offer therapeutic exercises using focus pads, I had to worry about getting hit by patients. With BoxMaster, I can observe the patient fully and watch for lags or other indications of areas for rehab. It's a great tool."

At another South Hampton Roads YMCA family center, Princess Anne, BoxMasters serve as part of a high intensity

interval circuit workout called Cyclebox®. Participants rotate through three stations—group cycling, boxing and body weight activities like planks, pushups and wall sits. Vincent Pascual, Health and Wellness Director for the Princess Anne Family Center at South Hampton Roads says, "This program is one of our most popular classes. We often sell out every one of the 24 spots each session. It's a fresh take on familiar exercises which attracts the interest of new exercisers and challenges our seasoned exercisers."



**BoxMaster with Kick Pad**

The BoxMaster continues to find new audiences and enthusiasts. Earlier this summer, Fazio and Core Health & Fitness introduced the BoxMaster into yet another ring—MMA training camps. "The popularity of Mixed Martial Arts (MMA) and MMA boxing is enormous and we're eager to see how this community embraces the BoxMaster," says Merrill Richmond, Vice President of Marketing for Core Health & Fitness, which represents Star Trac®, StairMaster®, Nautilus® and Schwinn® indoor cycling. BoxMaster has debuted with top-tier MMA training facilities from Florida to California. "Not only is the machine holding up to the abuse from this group of powerful athletes, the feedback from the coaches and training staff has been very positive. It's very exciting to see this product take root in settings as diverse as commercial fitness centers, YMCA's, and universities to MMA training camps and Parkinson's therapy settings," says Richmond. "With BoxMaster, we've got a real champ on our hands."

For more information about BoxMaster, contact Core Health & Fitness at [sales@corehandf.com](mailto:sales@corehandf.com) or call 800.228.6635.



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# Scaling personalized cardio workouts just got easier

*EXOS and Precor are putting performance data to work for facilities, trainers, and gym members like never before.*

Now more people can experience the benefits of intelligent interval training as EXOS Energy Systems Development Technology becomes available on select Precor 880 Line cardio equipment.

The technology was created by EXOS, a leader in human performance, and has been proven effective by people of all skill levels, from elite athletes to beginners.

Unlike the one-size-fits-all workouts found on most cardio equipment, EXOS ESD Technology personalizes interval training to each user.

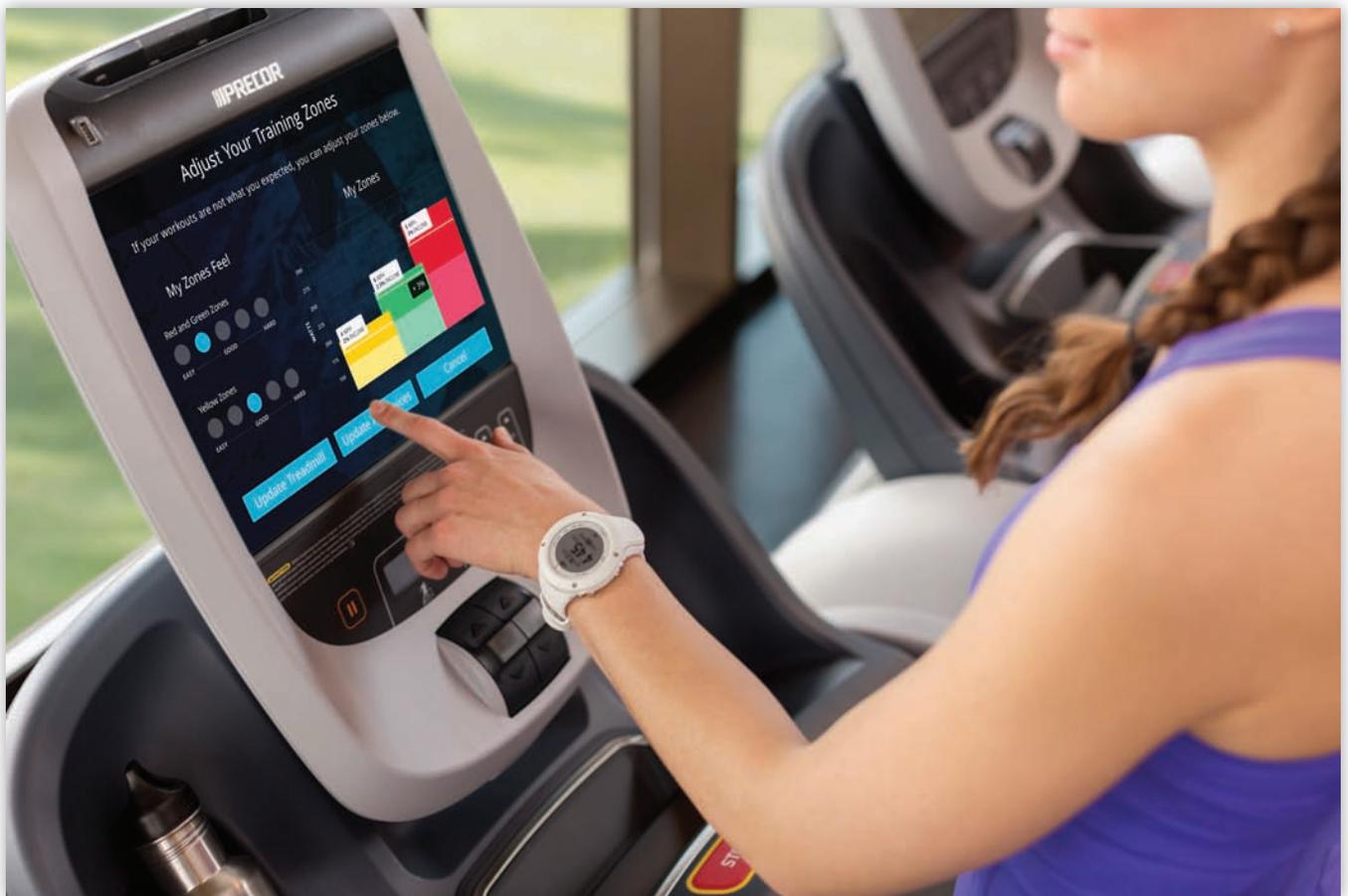
The results speak for themselves: Initial pilot studies show that EXOS ESD Technology can enable exercisers to burn three times more calories compared to self-guided cardio.

“Traditionally, completing a full cardiovascular assessment was costly, intimidating, and difficult to scale, especially for a facility with a small staff and a large number of exercisers,” says Kevin Elsey, vice president of EXOS’ performance innovation team.

Elsey’s team challenged themselves to simplify the performance evaluation experience without sacrificing the accuracy of results.

“After years of testing we were able to create a quick and self-directed evaluation,” Elsey says.

Based on a user’s evaluation data, EXOS ESD Technology recommends interval workouts tailored to current ability and evolves as performance improves. Automatic adjustments and customized targets guide users through training, removing guesswork and building engagement with every workout.



**EXOS ESD Technology enables facilities to scale personalized cardio interval training to more people.**

The idea, says Elsey, is that each time people hit the gym, they can easily pick up where they left off and continue advancing. Users can also track their progress and do regular reassessments to further refine their programming.

“Adding EXOS ESD Technology to Precor cardio equipment gives facilities a powerful tool to provide a scalable, personalized cardio fitness program to help more exercisers reach their fitness goals,” says Jeff Bartee, principal product manager for networked fitness at Precor. “EXOS ESD Technology has the most sophisticated evaluation and monitoring mechanisms on the market that are also approachable and accessible by exercisers of all fitness levels.”

Receptiveness to EXOS ESD Technology in pilot programs has been strong:

- Over 80 percent of those surveyed say they prefer ESD over traditional cardio\*
- Over 73 percent say ESD is more motivating than traditional cardio\*
- Over 92 percent continue using ESD after 24 months\*\*

With EXOS ESD Technology, it's easier than ever for facilities to scale personalized interval training to more people. The technology also extends the reach of personal trainers, allowing them to enhance their workout programs, monitor clients' progress, and pinpoint areas that could use improvement.

As exercisers see more results from training with EXOS ESD Technology, Elsey hopes it will increase the likelihood they spread the word and attract new members.

EXOS ESD Technology is available via the Preva® operating system on Precor P82 and P80 consoles offered on Precor treadmills, ellipticals, and bikes.



**Unlike the one-size-fits-all workouts on most cardio equipment, EXOS ESD Technology personalizes cardio interval training to each user.**



**EXOS ESD Technology extends the reach of personal trainers, allowing them to enhance workout programs and track clients' progress.**

To learn more about EXOS ESD Technology, visit [Precor.com/EXOS](http://Precor.com/EXOS), or call 1-800-786-8404.

\* Findings from EXOS pilot program conducted in 2013

\*\* Findings from EXOS technology integrated comprehensive training pilot study conducted in 2010

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Dynamic and consistent muscle engagement is achieved with Power Plate vibrations ranging from 25 to 50 per second



**For powerful results in a lightweight, compact design, the Personal Power Plate features PrecisionWave Technology™, a high-fidelity harmonic vibration system, a set frequency of 35 Hz, a 30 or 60-second timer and a remote control.**

gently moving up-down, forward-back and side-to-side creating a powerfully efficient approach to muscular activation, training and recovery. Power Plate vibration training amplifies every workout by increasing circulation at the same rate as muscle stimulation and is used in commercial health and fitness facilities ranging from sports performance and functional training studios to active aging and rehabilitation.

## ***Profitable Studio Training Trend Features Power Plate Efficiency***

Studio/micro gyms now account for 42% of the U.S. fitness facility market, twice as large as two years ago, according to a recent IHRSA report. The high-energy, hands-on personalized class trend is popular with time-challenged members, particularly the 20 to 30 year old group, seeking social interaction and quick results. These dynamic classes range from 5 to 20 participants willing to invest \$100 to \$130 a month for the privilege.

Power Plate advanced learning and development specialist Sylvie Patrick, who travels extensively training instructors, presenting Power Plate certification and CEU programs, provided her insights on current training trends. "The studio fitness phenomenon involves quality instruction and personal engagement, whether the goal is weight loss, sports performance or general conditioning," Sylvie said. "People tend to work harder when they bond in a supportive group environment with a common goal. That goal is to show up and do the work."

"Coaching + accountability = results," Sylvie continued. "That's the formula that drives the studio fitness experience, especially with 'less dreadful' 30-minute workouts. Power Plate vibration training challenges static positions and weight bearing exercises. This dynamic, and the correlative metabolic rates, are enhanced significantly when moving in three dimensions through the warm up, training and recovery phases of functional training classes."

## ***Speaking from Power Plate Experience***

In 2007 Sylvie Patrick opened what would become her Vibe Force training studio in Miami. She had witnessed the ongoing success of small fitness studios throughout Europe that used Power Plate whole body vibration training. "I needed a niche for my studio and personalized hands-on coaching style," she said. "I started with seven Power Plate machines and offered 30-minute individual and group classes. Time is an issue for everyone, especially busy professionals, and clients responded to the quick results they were able to achieve in the half-hour class formats. We're still going strong."



Power Plate pro5



Power Plate pro7

**Power Plate pro5 features the latest commercial grade technology, an interactive display, a versatile large platform and a wide range of frequency and time settings – ideal for fitness facilities, sports performance, wellness, active aging, medicine and rehabilitation. The Power Plate pro7 features an integrated LCD touch screen with Functional Interactive Training (F.I.T.) software to guide users through every stage of their program and is equipped with proMOTION™ variable resistance multidirectional cables and the largest Power Plate platform available.**

“Regardless of the size of the facility,” Sylvie continued. “Personal Power Plate training, with the lower step, is ideal for small functional group classes or those using modified yoga/Pilates floor exercises. There are many ways to structure classes to serve diverse populations needing weight management, sports performance, active living or rehab/restorative.”

PLATEFIT in Los Angeles, created by owner Rachael Blumberg, uses Power Plate technology as the foundation of their innovative express 27-minute strength training and cardio workout classes with each participant using a Power Plate pro5. PLATEFIT classes begin every 30 minutes and include BootcampFIT, PlateFIT, BalletFIT, DanceFIT, BoxFit, yogaFIT, CelluliteFIT and KickboxFIT. CelluliteFIT, a relaxing class that massages the fascia and ignites the lymphatic system, is the most popular.

#### ***Certification and Continuing Power Plate Education***

To assure the success of Power Plate training programs, ongoing education is provided by master trainers like Sylvie

Patrick presenting on-site fundamentals at facilities ranging from fitness studios to physical therapy and rehabilitation clinics, country clubs to active living centers. A full Certified Power Plate Trainer (CPPT) certification, powered by The Gray Institute, is available online for health and fitness professionals including certifications by American Council on Exercise and National Academy of Sports Medicine. Online Power Plate commercial education and training modules are hosted through the IDEA Health & Fitness Association Continuing Education by visiting our platform hosted at [powerplate.com](http://powerplate.com), or directly via [powerplate.ideafit.com](http://powerplate.ideafit.com).

The global leader in whole body vibration technology, Performance Health Systems LLC offers several commercial Power Plate models with a wide range of individual, group exercise, sports performance and clinical applications. For more information visit [PowerPlate.com](http://PowerPlate.com) or call 877-877-5283.

# Stand out from the pack.

If you've been looking for ways to help your club stand out and attract new members—your search is over! The MYZONE system holds the keys to member engagement and retention through wearable accuracy, game-like point earning, intuitive effort readings, and in-app social features that connect your members and trainers.

Visit [retainingmembers.com](http://retainingmembers.com) and see what MYZONE can do to help your club attract and engage with new and existing members.



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# OUR CONSOLE. YOUR WAY.



## OPENHUB™ FAMILY OF CONSOLES

SEE OUR LIVE DEMOS AT IHRSA - BOOTH #1900

### SMART. AFFORDABLE. FLEXIBLE.

When we set out to design our new console, our philosophy was simple: provide a flexible platform that connects expert partners to provide solutions for every customer for today and into the future.

### Introducing the new OpenHub™ family of Cardio Consoles.

OpenHub™ is a smart, affordable, configurable solution available on Star Trac® and StairMaster® cardio equipment.

The best part is, you add (and pay for) only what you want, when you want. The future of club connectivity is here. The future is OpenHub™.

## FEATURED PARTNERS:

| ENTERTAINMENT   | ASSET MANAGEMENT  | WORKOUT DATA TRACKING   | COMPETITION & GAMES   |
|---|---|---|---|
|  <p>CONNECTS TO PHONES &amp; TABLETS</p>   <p>VIDEO STREAMING<br/>HDMI<br/>VIA CABLE</p> <p>800/900mHz<br/>RECEIVER</p>  |      |        |    |
| <p>Netpulse, Virtual Active, ECOFIT, Fitness EMS, Varian, School Dude, Facility Dude, ANT+, Wahoo Fitness, Nike+, Strava, Endomondo, Mye, Bluetooth, mapmyrun, mapmyfitness, Performance IQ, and MyZone are registered trademarks and or service marks owned by other companies not affiliated with Core Health &amp; Fitness LLC and are not owned by Core Health &amp; Fitness LLC.</p>   |   |   |   |



CORE HEALTH & FITNESS

# The Anatomy of a Great Workout

When people come to you to pursue their fitness and training goals, you want them to see your facility as the ultimate place to realize their full potential. This means offering new and exciting innovations for workout experiences they can find nowhere else. Advancement in exercise science doesn't pause. The need to stay on the cutting edge is always there. The battle for the hearts and minds of motivated people never ends.

The key to club survival and prosperity is you want to deliver great workout experiences. But it's hard to define a great workout in words. You just know it when you've had one. You fought through the urge to quit early. You didn't cheat. You feel the high of endorphins coursing through your body. You enjoyed yourself and will look forward to your next one. This is the dream scenario for attracting new members and keeping the ones you've got. There is a unique new piece of exercise equipment that makes this scenario more possible than ever before. TANK. You be the judge.

## Real World Training

While there is lots of exercise equipment out there that simulates running on a fixed stationary platform, what if there were a product that involved real running in the real world? That's TANK. In a TANK run, you change speeds up and down on the fly in real time. There are no dials to turn to change belt speed or inclination. Just run faster or slower. Real running is ideal for High Intensity Interval Training. You can go flat out, slow down, rest,

go flat out again, and repeat. It is also ideal for deceleration training which is critical in football. The Pittsburgh Steelers jumped on TANK for this reason alone. Their head trainer said there is nothing else out there like TANK for deceleration training. Other professional teams are following suit.

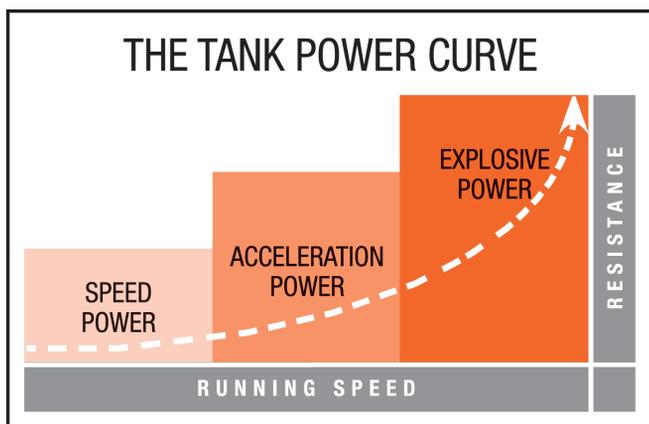


**You don't simulate running on a stationary platform. You run.**

## Breaks Records

But it gets better. TANK incorporates patented variable resistance technology which means the faster you run, the harder it gets. As such, TANK is the only device that resists the user's efforts to accelerate and run faster. This impacts step length, step frequency, ankle strength and launching power. TANK is already shaving tenths of seconds off sprinter times in elite athlete training facilities. World records will fall. Personal bests will be smashed. And the benefits extend beyond running. Elite

athletes are increasing their vertical jump by up to 2 inches. If you like track and field, this will be fun to watch.



The only technology that resists effort to accelerate and run faster.

### Slashes Workout Time

It only takes a few TANK runs to blow up a workout, while the user watches the cardio people slog on. That's because TANK is ideal for High Intensity Interval Training (H.I.I.T.). The most popular form of H.I.I.T developed by Japanese scientist Izumi Tabata and his colleagues consists of eight rounds of ultra-high-intensity exercises in a specific 20-seconds-on, 10-seconds-off interval. You're done in 4 minutes! With TANK's resistance gear shift, users can choose their intensity level to take full advantage of H.I.I.T training. In clinical testing by Tabata and his associates, H.I.I.T. yielded increases in both aerobic and anaerobic system capacities versus conventional cardio training impacting only aerobic. What this means is a more complete all body workout in 4 minutes versus 30 minutes?



For more intensity, load more plates and set the gear shift higher.

### Crushes Boredom

When you are running TANK, by the time you get around to thinking about boredom, your workout is over. But time alone is not the only wow factor. Feeling the resistance increase as

you attempt to accelerate and run faster is a novel exercise experience that brings a smile to everyone's face. Torque calls it the "push and smile." A typical comment after someone's first TANK run is, "I want one!" In the club environment, TANK attracts attention, arouses curiosity, and everyone want to try it out. It's a great break from conventional workout experiences and offers refreshing variety in performing traditional exercise functions.



No matter how you push, pull, row or tow, nothing trains like TANK.

### Portable to Anywhere

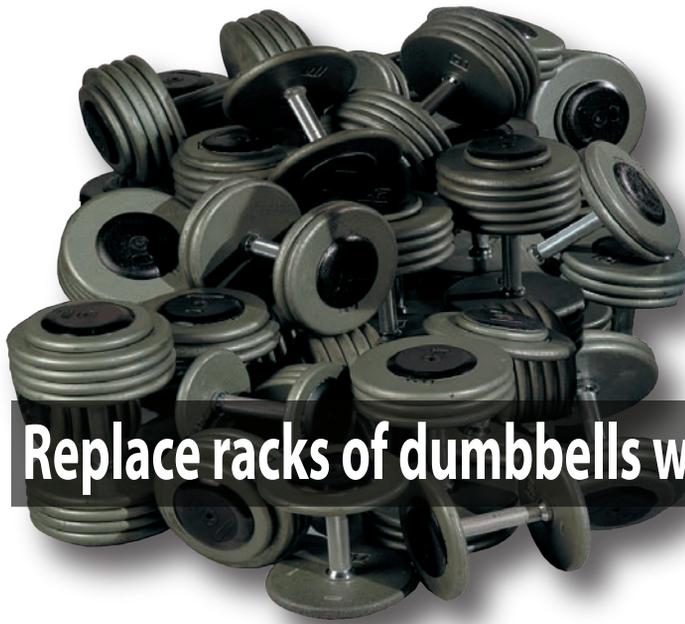
Because TANK is on wheels that are gentle on any surface, a TANK workout can happen anywhere - inside the club, outside the club, on the lawn, in the driveway, on the sidewalk or along the urban running trails. An optional basket/group anchor station mounts on the unit for carrying battle ropes, straps, resistance bands, and accessories to any location. With outdoor workouts at clubs gaining in popularity, TANK makes them easier to implement.

Real world running, record breaking results, shorter H.I.I.T. workouts, push and smile - all of this adds up to one take away. Nothing Trains Like TANK. Nothing.

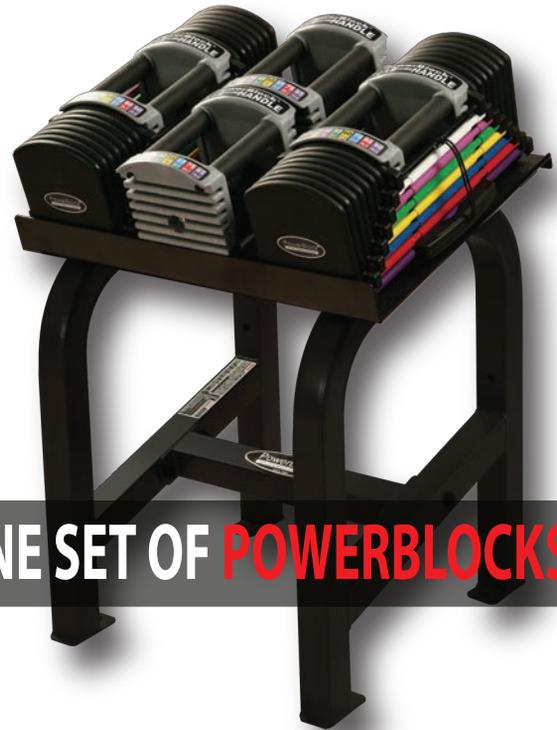
To learn more call 1.763.754.7533, or 1.877.867.7835, or e-mail [sales@torquefitness.com](mailto:sales@torquefitness.com). [www.torquefitness.com](http://www.torquefitness.com).

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World's Best Dumbbell



=



Replace racks of dumbbells with ONE SET OF **POWERBLOCKS**

## Commercial Models

### U-32

4-32 lbs per hand, replaces 8 pairs.

### Club 50

10-50 lb per hand, replaces 9 pairs.

### Club 90

5-90 lbs per hand, replaces 18 pairs.

### Club 125

12.5-125 lbs per hand, replaces 16 pairs.

### Club 175

12.5-175 lbs per hand, replaces 22 pairs.



- Costs a fraction of traditional dumbbells
- Patented compact design saves space
- Perfect for work stations set up
- Change weights in seconds



Optional handle to do kettlebell exercises with the dumbbell weight stack

Custom club/team handle decals available



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Call or visit for brochure

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## BROADCAST TV AUDIO TO APPLE & ANDROID SMARTPHONES.

Broadcast real time audio from TVs installed throughout your facility to Apple and Android devices. Users download the **FREE** AudioFetch app at iTunes or Google Play. You can post your logo or advertise on the app at no additional cost.

**NO MONTHLY FEES!**

## ELIMINATE CABLE, SATELLITE & IPTV REMOTE CONTROLS WITH CAB.

Use existing controls on cardio equipment to control personal viewing screens and/or **ANY** Cable, Satellite or IPTV set top box without the battery operated remote control.

Broadcastvision first offered a solution for set top box control in 2011 and is the clear-cut market leader in this technology.





# Discover the Most Durable & Efficient Family of Cardio Equipment

Green Series™ is a family of commercial cardio equipment designed for users who value dependable, efficient, attractive and affordable products. As the name implies, Green Series products are incredibly energy-efficient, manufactured with recyclable components, and engineered with a commitment to significantly reduce the carbon footprint.

Although prior generations of Green Series products have been sold and used in the U.S. for more than a decade, you may be asking: How does a relatively unknown company produce equipment that consistently outperforms many of the biggest names in the industry? First, by partnering with the leading global manufacturers and challenging conventional thinking. Second, by benchmarking the world's best fitness equipment and aiming even higher. And finally, by testing and assessing Green Series products in some of the most demanding proving grounds.

## Green Series Family of Cardio Equipment

Green Series was born out of a need to develop highly reliable, energy-efficient, easy-to-operate and affordable commercial fitness equipment. These had to be cardio products that could stand up over time in a variety of commercial settings, save energy, and minimize the total cost of ownership. The equipment also had to look great, perform impeccably, and be easily assembled and serviced.

Durable and stylish, Green Series includes the 6000 light commercial, 7000 full commercial and 8000 premium commercial cardio lines in contemporary matte black finishes. Each piece offers easy-to-use, one-touch controls; versatile speed and incline ranges; Smooth Motion Technology™; shock-absorbing decks; and a variety of popular exercise programs. Additionally, the 7000 and 8000 products offer a choice of intuitive LED consoles or embedded touch screens with HDTVs, WiFi and Virtual Connect™ scenic videos.

## Powerful and Efficient

Operating at over 90 percent efficiency and using up to 30 percent less electricity, Green Series treadmills feature the most energy-efficient motors in the industry. However, motor efficiency accounts for only 20 percent of the overall treadmill efficiency. The drive-motor controller, running-belt efficiency, belt-lubricant efficiency and deck efficiency account for the remaining 80 percent.

After years of research and development, countless power-consumption tests, and partnering with the leading motor, motor-controller, deck and belt manufacturers in the world, we have developed the most durable and efficient treadmills in the industry. Green Series machines are efficient sure, but more than that, they are powerfully efficient with higher torque. And we don't stop with

the motors. We've also designed our embedded touch screens with TVs to minimize the amount of electricity needed to power them, lowering the total power consumption across all products.

### **Tough Enough for Military Use**

The most important feature of any piece of fitness equipment is its long-term reliability. Our innovative warranty protection is a testament to the durability of our products. But durability is about much more than providing an unsurpassed warranty. It's about performance under pressure. That's why we assemble and test every piece of Green Series equipment at the factory prior to delivery.

Built with less plastic and more metal, Green Series products are rock-solid, having undergone rigorous testing and evaluation in demanding environments. Health clubs, military bases, corporate fitness centers, junior-senior high schools, hotels, and fitness facilities throughout the U.S. have been using our equipment alongside many of the most widely recognized brands in the world. During this time, Green Series products have experienced significantly fewer service-related issues.

In 2014, Green Series was put to the ultimate test at the U.S. Marine Corps training facility at Camp Lejeune in Jacksonville, North Carolina. After months of heavy use, often by military personnel running at high speeds with heavy backpacks, Green Series performed as well or better than the competitors' comparable products, which cost upwards of 50 percent more. Since this time, Green Series equipment has been purchased by more than a dozen military bases and governmental facilities.

### **Focused Product Innovation**

While other cardio equipment manufacturers may focus on integrating cutting-edge technology with their products, Green Series Fitness is taking a somewhat different path. Our goal is not to create the most advanced or feature-rich cardio lines on the planet. Rather, we remain focused on delivering the best overall value and lowest total cost of ownership. That means committing our resources to developing products that are incredibly durable, efficient, easy to use and affordable, while providing unparalleled customer service and support. At the same time, we recognize the importance of staying current with the latest technology and advancements—we just prefer to do so without overwhelming users with intimidating or cumbersome programming that adds significant costs to the products and frequently goes unused.

### **The Smartest Warranty Protection**

It's one thing to say your products are reliable. It's another to back it up. The Green Series warranty is yet another example of

how Green Series Fitness continues to challenge conventional thinking. Traditionally, manufacturers attach different warranties to different products, regardless of where and how the equipment is being used. The Green Series warranty is based on the fitness application and amount of use. Light commercial environments, defined as non-dues-paying facilities with up to six hours of daily use, deserve longer warranties, regardless of the products' commercial rating.

All Green Series cardio equipment when used in light commercial settings, include a 10 year frame, six year motor (upgraded to seven years on 7000 & 8000), six year parts, two year wearables and one year limited labor warranty. Full commercial applications carry a 10 year frame, seven year motor, three year parts, two year wearables and one year limited labor warranty. Extended labor warranties are available as well.

### **Changing How the Industry Does Business**

In an industry where four to six week lead times are the norm, service is slow and calls get routed to automated phone systems, Green Series Fitness is changing the game. With a large U.S. based inventory of equipment and parts, orders get shipped within 24 hours or the same day if needed. Phones are answered by knowledgeable representatives and warranty or service needs are handled quickly by experienced technicians. It's this responsive reliability and commitment to excellence that has many industry insiders taking notice and driving Green Series Fitness to new heights.

### **Who Is Green Series Fitness?**

Four years ago, Brigadoon Financial, a private investment company, acquired Hotel Fitness, with a mission to grow the hospitality sector and expand into other markets. Leveraging decades of experience in fitness, distribution, customer service and sales, the company has more than tripled revenues, engineered multiple lines of Green Series cardio equipment and developed a nationwide dealer network.

Operating under the Brigadoon Fitness umbrella, Green Series Fitness and its family of commercial cardio products are delivering some of the most energy-efficient, reliable and affordable equipment in the fitness industry.

Discover Green Series at [www.GreenSeriesFitness.com](http://www.GreenSeriesFitness.com). Contact us at 800.862.1509 or [Info@GreenSeriesFitness.com](mailto:Info@GreenSeriesFitness.com) for more information.

**BE FIT.  
BE FLOORED**



## **CENTAUR FLOOR SYSTEMS HAS BEEN SELLING RECREATIONAL, FITNESS, AND ATHLETIC FLOOR COVERINGS FOR MORE THAN 25 YEARS.**

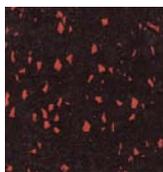
We represent high quality, competitively priced floor covering options to provide our customers with application-specific products that are both functional and aesthetic. Our goal is to become your floor covering partner by offering you the best products, best service, and competitive pricing.

***Centaur***  
**Floor Systems**

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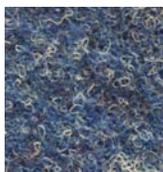
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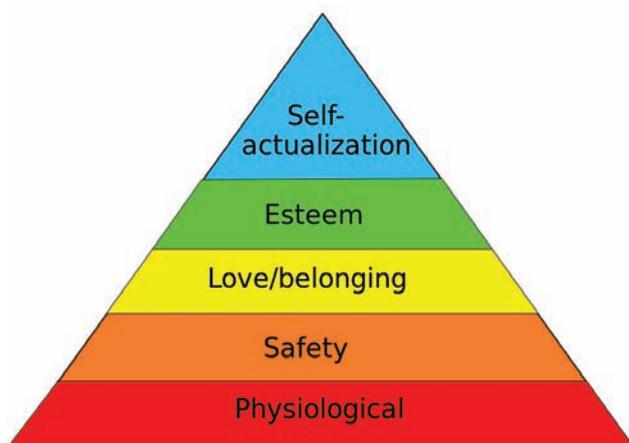
**(855) 467-2285**

[www.bodykinetex.com](http://www.bodykinetex.com)

# MYZONE Considers Classic Motivation Theory to Address the Most Important Component of The Fitness Industry

Our collective challenge as a gym operator is to motivate the average gym member to be engaged with the gym long past when they join. It is easy to tap into the impulse of a person and encourage them to join a gym in January, but it's another challenge to drive that members' routine. By driving the members' routine, you are in turn driving their motivation, which increases member retention setting both the individual and your gym up for success. This is where MYZONE prides itself. MYZONE taps into the classic study of motivation by Abraham Maslow to drive the gym member to maintain that routine.

At a very basic level, we look to this study on motivation to fully understand what it will take to alter a members' routine. Maslow discusses each stage of motivation or needs, which includes: physiological needs, to safety, to belonging, to esteem, and self-actualization.



Abraham Maslow's Hierarchy of needs. *image courtesy of Wikipedia.*

**Physiological needs** are the basic need of food, water, sex and shelter. Now for some avid members getting exercise in every 2 days is considered crucial, but this is not a true stage of motivation for the fitness consumer.

**Safety needs**, which would be health and wellness in this case, motivate members. It's because of a health report, a doctor's recommendation, or another medical reason that encourage these members to exercise. This stage is powerful in raising awareness about a health problem, which in turn



MYZONE Social Feed allows MYZONE users to connect with one another.

motivates the member. This is why corporate wellness programs encourage participation in health risk assessments or HRA's. The only limitation with this stage of motivation is that the ROI is on the long term horizon. It is easy for the gym member to convince themselves at 5:30am when the alarm beeps that missing one session won't cause them to lose a grip of their wellness any earlier. So this stage is powerful in motivating, but that motivation is limited.

**Belonging needs** are the basic human need where humans need to belong to tribes, big or small. Belonging to a tribe helps fuel our energy and helps bolster our safety needs. A "fitness tribe" allows gym members to connect with others outside of work, college, or home. It provides an environment to strive, achieve and laugh together. The well-known fitness program, CrossFit has leveraged this phase to create real value for the member. MYZONE caters to this need by providing both a group display in club and a social platform for gym members to connect with other gym members in a safe environment outside of Facebook. The MYZONE platform is purely for exercise, enabling social connections to cheer and comment in a safe environment, providing a community type feel. After all, sharing workouts on Facebook is becoming tired, so a dedicated platform is key.

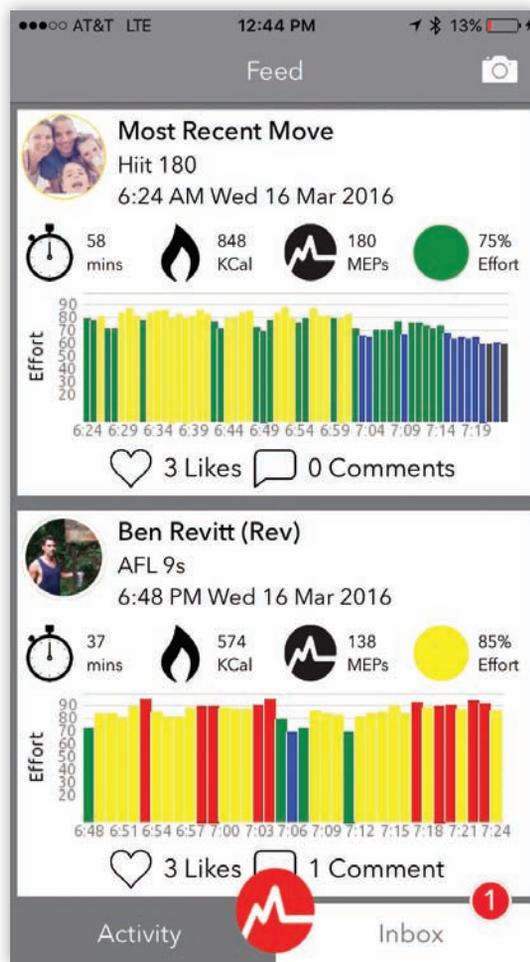
**Esteem needs** can be broken down into two stages, upper and lower. The lower need is the need to gain respect for others. This need is about attention, prestige, recognition, fame and status. This is why people wear brand clothing, drive certain cars and share their elaborate vacation locations. In a gym community, this can be seen when gym members belong to a

certain premium club or they arrive to work with a workout bag in toe to position themselves as active. MYZONE leverages a social platform to not only share their efforts, but to essentially brag, which garners respect from others. When a tough workout is being promoted in real time and then automatically uploaded on the app the gym members' connections will see it and 'heart' it – making the user feel acknowledged, recognized, significant.

Higher esteem however is about self-respect; it is not about others. It is about being strong, self-confident, independent and free. The MYZONE system provides an environment for goal setting and goal attainment, which is the centerpiece of self-confidence, knowing you can achieve what you set out to achieve.

**Self-Actualization** is the final stage of Maslow's hierarchy. This stage is about being the best you can be and living life to the fullest. Maslow theorizes that you cannot advance to this stage unless you have addressed the earlier stages.

By referencing this classic study by Abraham Maslow, MYZONE will allow you to increase member retention by motivating the average gym goer, particularly with the belonging and esteem needs mentioned above.



**MYZONE uses a social platform which allows users to interact with private messages, likes and/or comments.**

*Emmett Williams is President and Co-Founder of MYZONE, he has built and scaled 5 fitness business over the last 15 years and has directly operated in 6 countries. Emmett believes that systems run business but people run systems, and a focus on people and process can be as much a competitive advantage as price or product. Emmett can be contacted at [emmett.williams@myzone.org](mailto:emmett.williams@myzone.org)*



# ALL THE GOOD STUFF IS ON THE OTHER SIDE OF TIRED.



Nothing can prepare you for lateral movement and explosive power like the Change of Direction (C.O.D) machine. The C.O.D. lets you simulate many athletic movements dynamically with a unique combination of resistance and movement.

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## BY AN ATHLETE FOR AN ATHLETE



### Quick Tips:

Maintain tall posture

Engage your core

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# The Missing Fitness Solution

## New Revenue Stream

**Why do we exercise? Why do we push ourselves in motion against machines and exercise in gymnasiums, health clubs, fields and stadiums? Why do we train? To compete, win races and try to make our bodies more fit, and succeed in our sports or events. Some of us do it to slow down the aging process, so we try all available methods to stay flexible and strong as well as continue to play competitive sports.**

Many of the injuries are due to imbalance of joints muscle and alignment of the total body. Imagine having a system that not only will repair injuries but also prevent it from happening in the first place. “The human body is designed like no other machine, better than the most expensive sports car in the world. “We expect our bodies to perform yet we don’t take them to a garage for maintenance before our races, nor do we have pitstops during our competitions. So why don’t we have a method of screening and testing to see if our bodies can perform safely? So why do we wait until we are hurt before we seek help for injuries that are really the results of being uninformed, and our sins of physical ambition. Our constant push to be bigger, faster, and stronger ends up blocking our goals. How do we pursue our desire to live longer and live pain-free with youthful performance without injury?

Two pioneers in the Fitness and Medical industries set their mission to do so. Dr. Antony George practices Occupational and Sports Medicine. He has special medical interests in musculo-skeletal biomechanics, dance medicine, injury patterns and function, performance testing and training program. He was past physician for the Lakers, Rams and Kings. He was also the physician for Los Angeles Ballet and Senior PGA Tour. Wally Elayan, a veteran fitness professional of 31 years, Long time fitness expert, designer, inventor, operator, in the fitness, sports, nutrition and wellness industries. He was the trainer for the Cavaliers Girls.

After several years of research, inventions and testing, they invented Body Kinetex™, the first and only injury prevention system of its kind based on medical research.

Body Kinetex is a series of screening tests that detect muscle imbalances and weaknesses causing dysfunction. The data is entered into software that can generate a list of

exercises and stretches that can rebalance the body to lower the chance and prevent injury some happening. Now the gym or health club that people go to in search of physical and mental wellness can also be a place that protects them with a process to prevent injury.



**Dr. George Testing a patient**



**Testing Strength of an individual muscle**

The system allows your existing staff to be trained and certified by a medical team led by board certified injury prevention physician, so no need for additional staffing or physical therapist. The system is so simple all you have to do is follow a series of questions and perform certain movements and tests on their equipment and it will be recorded and configured for each client. A



### Flexibility Testing

**complete workout program is then generated to the Individual that will address the correction of all these issues.**

Once the Body Kinetex program is completed and improving balance, the member can begin a full personal training program to pursue the goals of exercise.

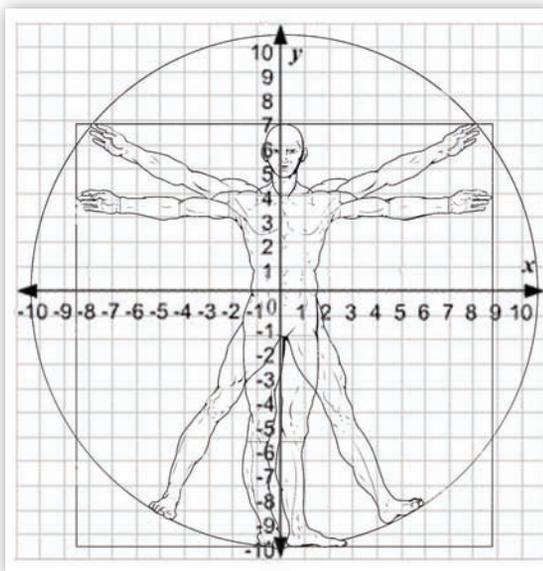
By following proper biomechanical training principles used in sports medicine and rehabilitation, we can bring this knowledge to the fitness world by choice instead of waiting until you have to go to therapy after being treated by a doctor for an injury.

Even the most determined athletes can have things wrong that they ignore or just push through the pain because they can still perform well but not realizing that they could perform better.

Body Kinetex is not only a revolutionary way to prevent injury but by far will generate the most income with minimal expense. You already have trainers and you have members who need the service. Body Kinetex is a must for every club. You can test every member, and get your personal trainers booked with Body Kinetex training. Clients that are

with dysfunction or imbalance need 4, 8 or 12 weeks Body Kinetex training and adjustment program of 2 days per week. You can charge your normal personal training fees for

that training and the exercises are provided to your trainer to perform through the software provided. Clients who normally won't pay for personal training will pay to correct imbalances and dysfunction. In fact, one client a month on the program will pay the fee for you to have Body Kinetex in your club. This profit center is unlike any other because your clients need it. Remember, we service our cars for proper operation, we need to do that with our bodies. Body Kinetex is not an option, and why not be the club on the cutting edge in technology and medicine. Franchising opportunity is available



**Testing Range of Motion**

for a limited number clubs in protected territories. Marketing material and campaign along with management training and Trainers certification is included in the system.

Body Kinetex can be reached by calling 855-467-2285 or [www.bodykinetex.com](http://www.bodykinetex.com)

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Learn more: [powerplate.com](http://powerplate.com) 877-87-PLATE

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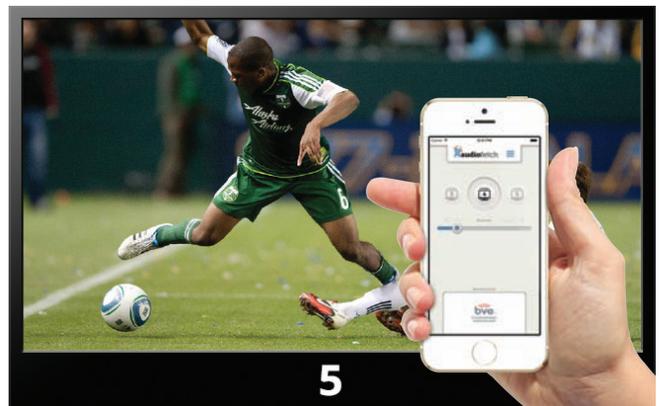


# Large Screen TVs Make a Comeback due to AudioFetch

Before personal screens were available on cardio equipment, facilities would install large screen TVs and broadcast the audio from the TVs using the FM system from Broadcastvision Entertainment. At that time, FM walkmans were very popular and just about everyone had one. Fast-forward about 20 years to the present and now just about everyone has a smartphone. In 2015, Broadcastvision Entertainment launched an exciting breakthrough for fitness facilities called AudioFetch. By simply launching the AudioFetch app on their Android or Apple phone or tablet, users can listen to TV audio anywhere while connected to the facility Wi-Fi. Exercisers are no longer tied to the cardio-equipment's audio receivers or required to bring their own walkman-style radio to hear wall and ceiling-mounted TVs in the facility. This flexibility lets exercisers hear the audio from TVs as they move about the facility and club owners no longer have to purchase and maintain audio receivers and headphone jacks for their equipment.



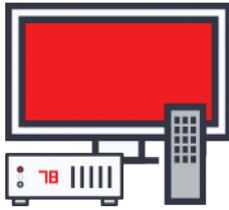
**The intuitive-to-use AudioFetch app can be customized to promote your facility's offerings**



**Exercisers' smartphone receives audio of their choice from ceiling or wall-mounted TVs in your facility**

The free AudioFetch app could not be easier to use. Even the biggest technophobe will appreciate the intuitive channel change swipe controls and volume bar slider. Facility owners can customize the app with their logo, announcements, and promotional information that users view in the bottom portion of the app. AudioFetch can easily integrate into your existing app and the free portal provides usage reports and data if

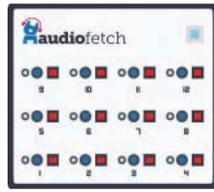
# 1 CONNECT YOUR DEVICES



## AUDIO SOURCE

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Satellite  
Cable  
IPTV

# 2 AUDIOFETCH BROADCASTS



## AUDIOFETCH

1-64 channels



## ROUTER

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# 3 CUSTOMERS LISTEN LIVE



## SMARTPHONE

Or Tablet

### AudioFetch provides a seamless “plug-and-play” experience

the facility wants to utilize the space as a revenue stream. The AudioFetch app operates with Apple and Android phones and tablets, including older operating systems that competing products do not support. Audio Fetch’s developers continuously and seamlessly update the AudioFetch app in the Apple and Google app stores as new phones and operating systems are released at no cost to the exerciser or club owner. The heart of the AudioFetch system is a compact black box that receives TV audio inputs and then outputs them to the facility’s Wi-Fi system. Users download and open the free AudioFetch app and then swipe their phone interface to select the desired audio channel. AudioFetch has no knobs or buttons and provides a seamless “plug-and-play” user experience. AudioFetch customers also receive all required audio cabling and marketing material including table tents and entrance signage promoting AudioFetch and the AudioFetch app. AudioFetch can operate with, or replace, existing Broadcastvision, Cardiotheater, Cardiovision, and Mye Entertainment 900MHz or FM systems. An AudioFetch accessory product called Accordio gathers the TV audio from these existing wireless systems for use with the AudioFetch system for ease of installation. AudioFetch’s developers

employ state-of- the-art techniques to ensure the lowest possible latency, to minimize delay between the video and associated audio. AudioFetch uses a sophisticated processing platform that scales with the number of channels to eliminate latency issues. Other systems typically use central processing computers that can bog down as channels are added and may not use the most advanced techniques to minimize latency.

AudioFetch offers up to 64 channels and is available in 4 channel increments. The newly released AudioFetch Express is a single channel system that has built-in WiFi. This system was developed for smaller facilities and for Groupx studios, can be expanded to 4 channels and the facility can either use the built-in WiFi or their own router. AudioFetch is the industry leader in the TV to audio segment. Fitness club owners can be assured that the AudioFetch technology is stable and well supported by Broadcastvision.



### Single channel AudioFetch Express has built-in WiFi

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# 7 Ways to Become the MacGyver of Social Media for Businesses



Who, in this day and age, is not on some kind of social media? This channel of communication has developed into a major source of revenue for businesses both big and small. However, posting a picture or tweet here and there is not going to attract a large number of followers. In order to truly use social media to its full potential, businesses must invest time and effort into understanding how to market on different platforms.

Here are some key steps to follow when developing your social media marketing plan:

**1 Facebook, Twitter, YouTube, Google+ and LinkedIn:** These five platforms are marketing goldmines. Get to know them, love them, and actively use them. When starting out, stick to one or two platforms and solidify your marketing plan before exploring other options. At the very least, your company should have a Facebook business page and a LinkedIn account.

**2 Quality Over Quantity:** Reach for loyalty as opposed to millions of followers. You don't need to "go viral" straight off the bat. Focus on building strong relationships with a smaller number of followers and worry about pitching your product or services later. This may take some time; however, when you start to build these loyal relationships, you tap into social circles and expand your overall reach. Building a solid reputation for great customer service and support will translate into referrals and will build up your following over time.

**3 Plan In Advance:** We cannot stress this enough. Create a calendar with specific types of content to post each day. This will save you so much time in the long run and consumers will appreciate your consistency. Start by experimenting with the best times and days to post content. Perhaps you get more engagement from posts on Wednesdays at 9am than you do when you post Fridays around 5pm.. Experiment and then make it a ritual. Take advantage of Holidays too. Offer a Christmas special or free guest passes on Mother's day—the possibilities are endless!

**4 Use What You Already Have:** You don't have to reinvent the wheel. Utilize content you've already created or include quotes from satisfied customers. In the age of Yelp and other review sites, clients are looking for first-hand experiences to form buying decisions. Adding a client testimonial will go a long way in attracting new followers.

**5 Engage:** On Facebook, share followers' posts or comment on them. Simply wishing someone a Happy Birthday will go a long way in generating brand awareness. On Twitter, retweet and comment on posts, reply to messages and actively engage in conversations. Hashtag searches are big on twitter as well, so it's best to include one or two in each of your posts for more traction.



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# It's Pretty Embarrassing Out There

By Gary Hood, Global Fitness Association

How many businesses are you aware of that do not depend on sales to produce income? As you consider this question, remember that marketing and sales take on many different forms, therefore your employees need to be trained and coached. You'd be surprised on how many clubs we've called on this past year, and found many front desk staff are clueless about what you are trying to promote or what their job responsibilities really are.

It especially hurts when considering what it costs simply to get each prospect through the front door. It's high time that all key people in your club have the sales skills necessary to convert an inquiring prospect into an active member, dues-paying member. Start this process by having sales training sessions for your staff. Let them know what their job is and how to do it effectively. Equip them with the proper back-up materials, forms, flyers, brochures, rate sheets, membership applications and so forth. But most of all, make sure they're equipped with the proper selling skills and are well informed.

The fitness industry will routinely experience cycles where members literally flow into the clubs as if it were high tide; and other sparse times when we'd give anything to get a prospect. Every potential member is of great value to your club. When the prospect becomes a member, he or she will spend money in your club. They'll bring in other members. They'll bring in guests that pay guest fees. They'll pay for their dues and many other ancillary items as well.

Fact: Sales is the highest paying hard working job, or sales is the lowest paying easy working job. As an owner and manager, remember . . . you get what you pay for . . . so hire the right people.

There exists no question that each and every guest and member is singularly important to the overall picture of your operation, so stop watching this happen and give your staff the proper training, tools and resources so they can make it happen.

If you look around your club, you'll probably find that the best salesperson on your staff is also the most knowledgeable. Take note when these people sell memberships or other programs. Watch some of the things that happen because of their intimate knowledge of the club:

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Your staff should know their club backwards and forwards. Your staff should know the benefits a prospect will reap as member. In short, your staff should know everything about the product they're selling.

#### Here's Nine Top Reasons Why Your Salespeople Fail

- 1 Not Making Enough Calls - You can't close people you don't call on. Remember, your competition is happy to make the extra effort.
- 2 Not Listening - Your understanding of your guest's unique needs will not increase by you talking. Sound interested in them, not interesting.
- 3 Not Starting Every Day with a Plan - Set goals for each day and each week. If you fail to plan, you plan to fail.
- 4 Not Asking Them to Join Often Enough - Failing to ask for them to join is the same as asking for failure. Few guests buy on the first closing attempt. Ask for the sale several times on each presentation.
- 5 Negatively Prejudging the Guest's Ability to Buy - If you imagine that your guest won't buy, you're developing a self-fulfilling prophecy. Ask questions and check the facts but never discount the sale!

6 Not Dealing with the Guest's Objections Head On - When a guest has an objection, welcome it as a question that you are happy to answer. Objections are often buying signals in disguise!

7 Lack of Focus on Priorities - Staff with a clear focus on the most important and most urgent tasks will always get better results than staff who allow themselves to get side-tracked.

8 Not Asking Questions Knowing the Answer Will Be "YES" - More yes's mean more sales. Knowing how to ask the right questions in the right way to make customers want to buy is a key step!

9 Failure to Work Harder and Smarter - Staff who are willing to work harder and smarter will always win. Staff who quit early should be asked to leave your employment.

For more information on this subject, visit our website at [www.globalfitnessassociation.com/info](http://www.globalfitnessassociation.com/info).

Global Fitness Association, created by fitness professionals with over 40 years in the fitness industry, has emerged as the number one resource in the industry. Can you really learn something from a bunch of fitness industry veterans? We think so. Give us a call today at 925-672-4800.

Special thanks to Linda Hood, Gary Gresham, Jim Phillips, and Nikolai Zavadsky for contributing to this article. You guys are the best!



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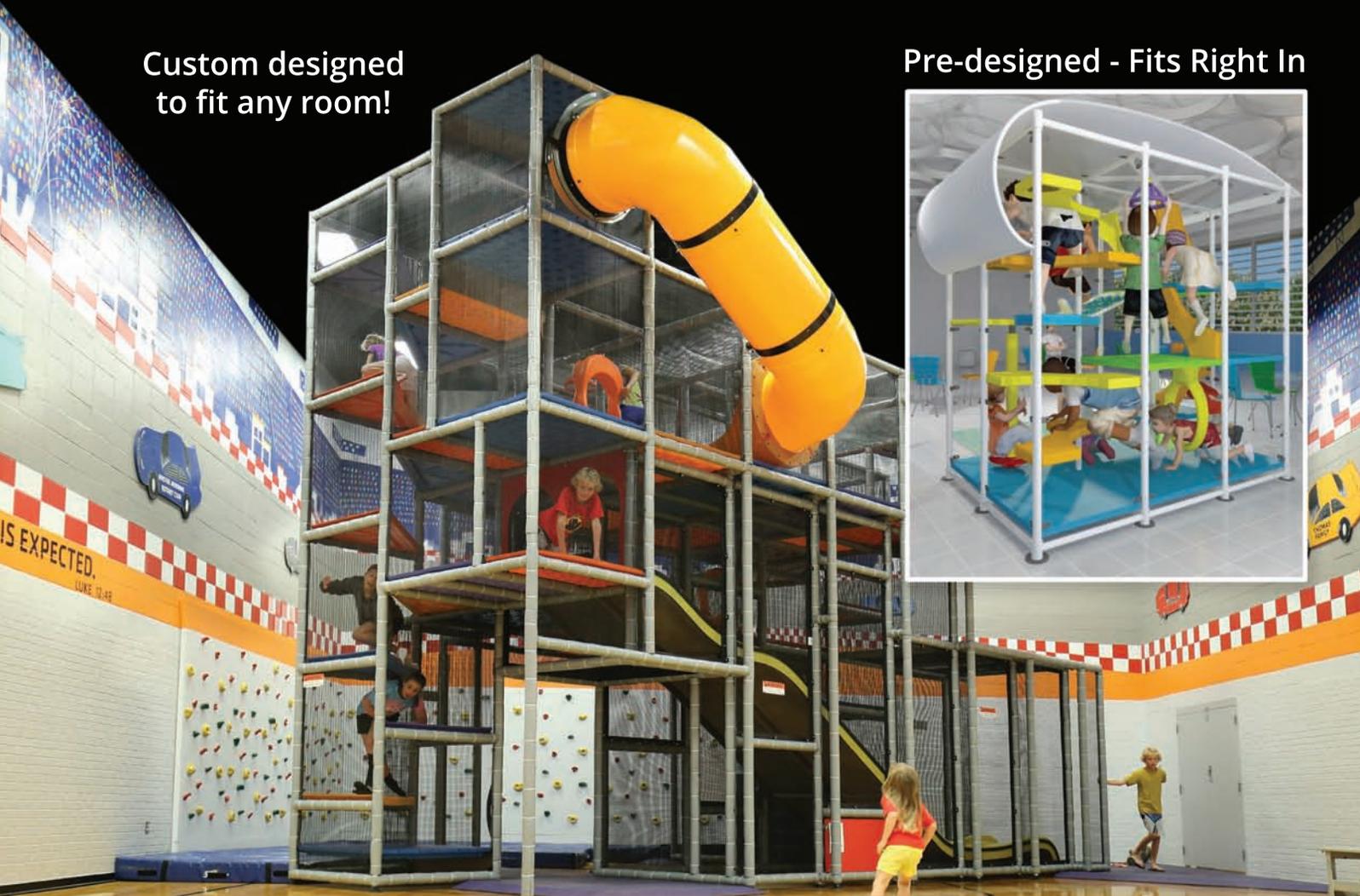
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