

The Pulse – Issue 71

September '14

Over the next few months, we'll be bringing you some of our best business tips - for FREE. Make sure you follow our newsletters so you can learn more about capitalising on enquiries, retaining members, conversion rates and more!

Just a tip from our Support department - make sure you have a robust internet connection if you want us to connect in and help! Also, make sure your firewall and anti-virus settings allow 'GoToAssist'. This allows us to solve your problems as quickly as possible.

If you have any queries, please get in touch. We're always here to help.



ClientConnect

The 5 Crucial Pieces of Information Needed to Convert an Enquiry

When you receive an enquiry, what information do you gather and what do you actually do with that information?

Capturing the information isn't enough, you also have to record and analyse it for it to be truly useful to you and your business.

What are the 5 crucial pieces of information you need?

- ✓ Name
- ✓ Contact Details
- ✓ Lead Source
- ✓ Health and Fitness Goals
- ✓ A Time for a Face to Face Catch Up

Tips on how to gather this information:

If you aren't comfortable asking for all this information from an enquiry or you find people are hesitant in giving out too much information over the phone or via email, use the technique of offering a free session/visit to come and experience your facility/services as a lead-in to asking for the information you need. Eg 'If I could get a few details from you, I can provide you with a free visit pass (or fitness assessment etc.) to come and experience the place for yourself'. Most people don't mind giving out their details if they think they are getting something for it.

When you answer the phone, always end your greeting with your name. This way, the person on the other end will be more inclined to give you theirs. For example, "Thank you for calling 'xyz', you're speaking with 'your name'".

Discovering how your leads are coming to you (i.e. which marketing source prompted them to enquire) is critical in knowing where to spend your marketing dollars. There is no point investing in hundreds of fancy flyers and mail drops if the majority of your leads (and converted clients) are coming from the signage at the front of your business. You'd be better off getting a bigger sign!

Simply asking the question, "How did you find out about us, and what prompted you to get in touch", will get the answers you seek to both the 'Source' and their 'Goals'....and the conversation can flow from there. Make sure you're using the 2:1 ratio – 2 ears for listening and 1 mouth for speaking.....so let them do most of the talking.

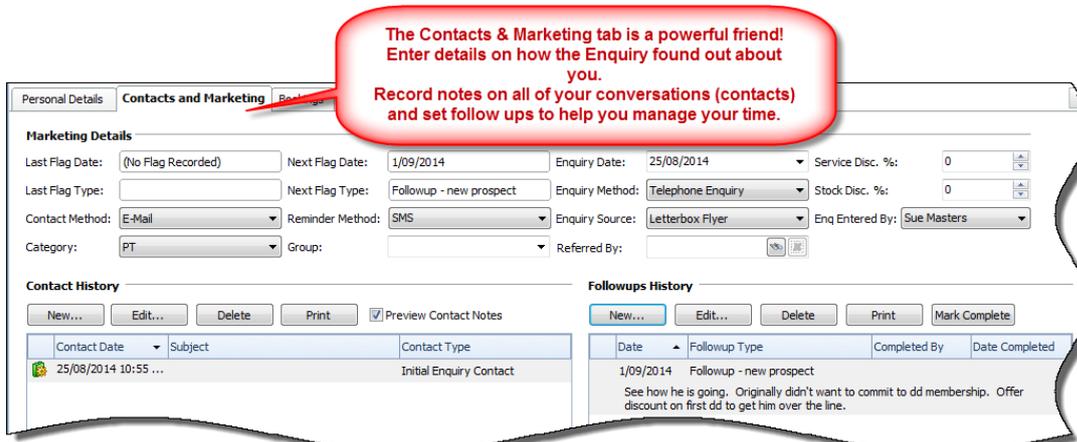
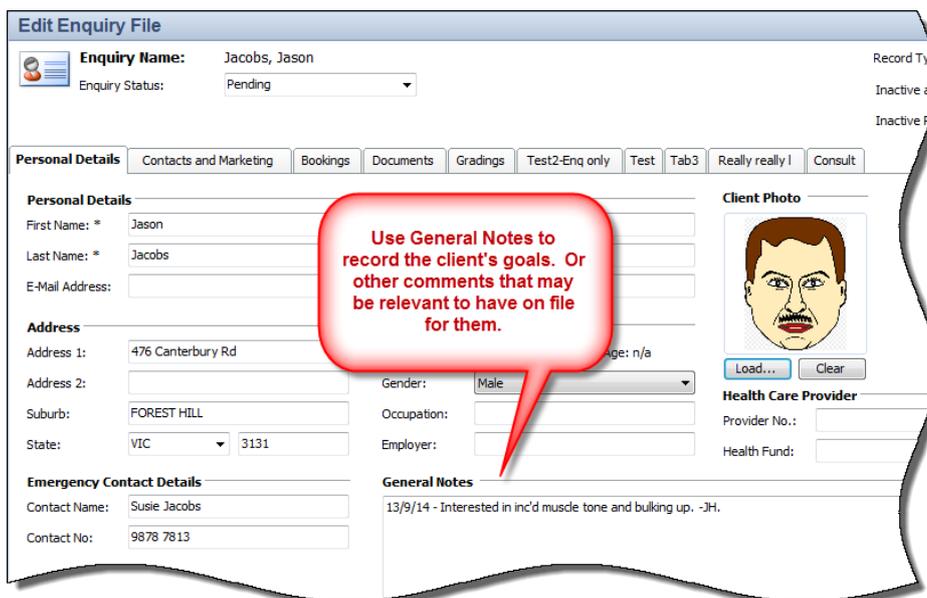
Finish up by asking when they are available to pop in for a quick chat (or free session). Do this by leading them with questions such as 'Would you prefer to come in before or after work' or 'Is earlier or later in the week best for you' etc. This way you are putting the idea in their head that they are coming in, it's just a matter of when

What to do with this information:

Since you're already using ClientConnect you will find the appropriate fields in which to store most of this information. Their Goals can be recorded as a General Note on their record or you can create a new field for Goals and create a dropdown list of the most common goals to make it easier to report. You will also have booked their first visit into your Bookings Explorer so that you are prepared when they come in and then mark them as attended, cancelled or a no show to track the effectiveness of these initial visits.

Once you have your enquiry record entered into your client management system you can then run reports to identify where the majority of your leads are coming from, how many leads are converted to clients, how long it takes to convert those leads etc. You can also target specific groups of enquiries based on their goals and what services you can offer to assist them in achieving those goals.

All this helps increase your rapport with the potential client and therefore your conversion rate from enquiry to client.....which is ultimately how you will grow your business to the level you desire.



RELEASE NEWS

Our latest release - Version 5.6.8.0 is now available to customers with current Support Agreements. Please let us know if you missed out and we can send you the relevant information!



GymBrand - Some stats to show you how important an app is!

Mobile is taking over

According to predictions by Google, mobile searches are set to overtake desktop searches in 2015. By 2015, it is predicted that there will be 2 billion smart phone users globally. As of 2013, 65% of the Australians own a smart phone and this is still climbing.

Mobile has fast conversions

81% of conversions from mobile search happen within five hours of the search. Searches are important because they lead to other actions like calls, visits to a business, and sales. This is why it's important for your business to be available via mobile devices so you can get those conversions and provide great customer service.

Mobile presents new opportunities to connect

Having an app gives you new ways to communicate with your members and customers. Push notifications, chat walls, integrated social media and blogs make it possible to connect with your customers quickly, easily and for no extra cost!

Mobile apps are preferred

85% of Mobile users are more comfortable with apps than mobile websites. Additionally, if you don't have a mobile friendly option you are losing business as 61% of users will leave website if it isn't mobile friendly and are less likely to return. So give your members what they want with a smartphone app.

Are you planning to join the mobile world and [jump on the app trend](#)? There has never been a better time.



WorkOutConnect - WorkOut of the Week

Imagine being able to quickly and easily send out professional exercise programs to your clients. Your clients can even click on each exercise and watch a video. With WorkOutConnect you have unlimited access to a huge library of exercises and programs such as this week's workout or you can build your own.

This Week's Workout January 15, 2014



Butt, Hips & Thighs : Level 1 : Workout 2

The lower body contains some of your largest muscle groups that not only keep you upright and stable but get you from A to B. Because of this your legs often hold the key to better weight loss and muscle building results.

This Butt, Hips & Thighs workout focuses on your glutes, quads and hamstrings to help build a sexy butt and great legs as well as targets your core and midsection.

It is designed to help you develop strength, increase muscle size & tone and improve endurance and stability.

Increase your revenue by expanding your client base to include virtual and corporate clients that can perform your workouts anywhere, anytime at their own gym or whilst travelling on work or holidays.

Sign up now to PRO or PT Therapist for a free month at <http://www.workoutconnect.com.au> and then subscribe for as little as USD\$199.99 per year.



Retention Management

Why do members leave a club?

It is a question that is always at the forefront in the fitness industry. Member retention is one of the most discussed topics when dealing with the health of a club. What we have found is clubs look for that one moment that led the member to leave. But is that the true picture? Or are there many different reasons - pieces to the puzzle?

Use this link to find out more.

<http://www.retentionmanagement.com/blog/2014/08/why-members-leave-understanding-the-retention-puzzle/>

Reminders

As usual, please send **ALL** correspondence to support@pulsetecolutions.com NOT to our personal emails because if we are away, you may not be answered and we don't want that to happen.

You can also phone us directly on +61 (0)3 9878 7813 or check out our support website

<http://support.pulsetecolutions.com> for handy hints, instruction sheets and archived newsletters.