

Section 5: How to Set and Achieve Sales Goals

Industry benchmarks will be used to help you set and achieve your sales goals. For example, 80% of all adult health club members purchase dietary supplements to enhance their health and fitness goals. Let's look at how this can be translated into achievable production targets for your club and each Fit Pro.

What can I expect my club to generate?

As a general guideline, *your club's target should be no less than \$2 in product and armband revenue per member, per month.*

For example, if your club has 3,000 members, your minimum revenue goal is \$6,000 per month (3,000 x \$2).

- *Note:* The target is higher for clubs with <800 members (\$2.50 to \$4 per member, per month). Clubs of this size are able to leverage a more intimate setting and enjoy a higher percentage of members participating in programs and purchasing products

Initially, the majority of your sales will come from your Fit Pros' recommendations. Within 30 days, as product awareness increases and brand exposure takes hold, you will begin to get traction on impulse and over-the-counter sales. By 90 days, 60% of your sales will be Fit Pro driven, and 40% will come from general over-the-counter member purchases.

How to Set Sales Goals for each Fit Pro

Fit Pro sales goals will be based on the industry averages to ensure achievability.

Industry research indicates that the average monthly dotFIT supplement purchase is \$50-\$65. This equates to a dotFIT multivitamin, meal replacement shake or box of bars, and one goal-specific supplement, such as a FatRelease, or Recover&Build. Thus, a healthy sales target for each Fit Pro can be calculated by assuming a percentage of the members they work with are using the minimum supplements they need to achieve their health and fitness goals.

Sample sales goal for Fit Pro with 10 clients:

- 11 clients x 65% using supplements = 7 clients should make a purchase
 - *Note: Advanced Fit Pros will achieve 80% of their clients using supplements*
- At \$50/purchase (2 products), the Fit Pro's goal is \$350/month
- At \$65/purchase (3 products), the Fit Pro's goal is \$455/month

Fit Pro Sales Goal Formula

- Current number of clients: _____ x 65-80% = _____ purchasing products
- Multiply the above goal by \$50-\$65 to determine total sales goal from current PT clients for the month: _____

Post the Goals

Each Fit Pro's goal, and the combined team's monthly goal, should be posted in the manager's office in plain sight. The Fitness Manager is responsible for posting the updated month-to-date sales numbers daily.

Fit Pro Commissions

How you pay your Fit Pros will directly shape their performance and production. Each Fit Pro should receive a standard 10% commission on their dotFIT supplement and armband device sales both in-club and online, provided that they meet the Minimum Supplement Qualifier.

Your club is responsible for paying commissions from both in-club and online sales to the Fit Pros.

Team Bonus

When your Team achieves your monthly production goal, add \$"x" amount per session for all qualifying Fit Pros

- *For example: If the Team achieves their Personal Training, Nutrition Coaching, and Supplements Revenue goal, all Fit Pros who service at least 40 sessions in that month will receive a \$3 per session bonus*

Fit Pro Accountability and Coaching

The Minimum Supplement Qualifier

Accountability is critical if you want to achieve your targets. The Minimum Supplement Qualifier is a self-regulating accountability system that requires each Fit Pro to produce a minimum standard of supplement revenue each month. Since dietary supplements are one of the 4 Pillars of every program, this minimum standard ensures that each Fit Pro consistently delivers *all pillars for every member*.

There are 2 levels of the Minimum Supplement Qualifier:

- Level 1 (first 90 days of employment): \$75 per month
- Level 2 (after 90 days of employment): \$150 per month

What are the rewards and consequences?

- During any month in which a Fit Pro fails to meet their Minimum Supplement Qualifier, that Fit Pro forfeits all sales commissions from that month. This includes commissions from supplements, personal training sales, and all other non-dues revenue targets.
- During each month that the Minimum Supplement Qualifier is achieved, that Fit Pro will receive full commission from all of their sales. All Fit Pros are held to the same Qualifier levels.

How to Track Fit Pro Production

The Fitness Manager should review month-to-date performance with each Fit Pro weekly:

- Programs created and serviced for all personal training clients (found in online Activity Reports)
- 14-day Trial Programs created for all members who do not buy personal training (found in online Activity Reports)
- In-club and online Product, Armband, and Display Device Sales to ensure Fit Pros are meeting expectations

To determine each Fit Pro's monthly in-club sales production, use your club's POS Management System. Online sales of dotFIT supplements and armband devices can be found in the "Trainer Sales Report" in your online Administration Console.

What to do when they fall below their goals

Any Fit Pro who is trending below their monthly dotFIT sales goal will be required to participate in a mandatory 20-minute training and development session, led by the manager.

Mandatory Weekly Team Role Playing will occur for all below-target Fit Pros on the same day during a given week. Experience shows that Tuesday and Thursdays between 1-3pm are ideal. The manager will inform each below-target Fit Pro that they are expected to attend the Role Playing session, and will assign 1-2 topics to each Fit Pro that they will be responsible for presenting during the session. The Role Playing topics chosen are based on the manager's

assessment of the Fit Pro's current weaknesses (particular supplements, overcoming common objections, etc.) to help the Fit Pro improve, thus ensuring they consistently achieve their sales goals.

Fit Pros who are trending above their monthly dotFIT sales goal are not required to attend the Weekly Team Role Playing session, but are encouraged to do so.