

HOW CAN I INCREASE RETENTION?

1. Train with a friend

Encourage your members to train with a friend or friends. If their friends as well as you are encouraging them along to your facility the chances of them attending are far greater. Perhaps you need to encourage their friends with trial memberships or a referral programme. Either way – you need to get them there.

2. Train with a trainer

Personal training is a great way to encourage members to attend your facility and really assists them in achieving the results that they are after. Assist your trainers in gaining new clients as it assists you in the long run. Make all members aware of personal training when they join, perhaps even a promotion encouraging personal training is required every now and then.

3. Train with a class

Getting members involved in structured group exercise classes such as spin, pump, etc is fantastic motivation. Promote your classes to members and make them enjoyable to attend.