

## **8 Retention Tips**

The following are retention tips that you may wish to try at your centre. Try to add extra value to your centre, without creating a significant amount of additional cost to yourself.

### **1. Remember important dates**

Recognise important dates or stats such as birthdays, milestone visits or perhaps the anniversary on joining your centre. A simple email or even a card can make a huge difference in the impression of your service.

### **2. Make their visit memorable**

People join a fitness centre for a variety of reasons, some fitness related, some socially motivated. Therefore it is vital that you make their visits to the centre memorable, especially in the early stages of their membership.

### **3. Start a VIP club**

By starting a VIP club you can give your best customers recognition and in turn keep them coming back. This may also have the added benefit of getting other members to attend more regularly in an attempt to take advantage of the benefits of becoming a VIP.

### **4. Be welcoming and friendly**

Self explanatory really, however it is hugely underestimated the effect that friendly staff have on retention at your centre.

### **5. Do something unexpected**

Keep your customers guessing. An unexpected reward or gift, not necessarily expensive, it's the thought that counts!!

### **6. Invite them to exclusive events**

Perhaps put on a barbeque or some sort of special event for your members. Maybe negotiate a special deal on some sporting event etc. Use your imagination and encourage them to attend.

### **7. Use reply paid mail**

Use reply paid mail when sending out renewal letters or the like. Chances are you will receive replies much more promptly as people can put them straight in the post.

### **8. Introduce a free service**

It doesn't have to be something that is expensive but should be something that is perceived as important.