



OPERATIONS MANUAL

YOURZONE45 FITNESS STUDIO FRANCHISE

AN ELMS FITNESS GROUP FRANCHISE

VERSION 1.04



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1. INTRODUCTION

THE MANUAL

This Operations Manual is intended to explain the day to day operations of your very own YourZone45 Franchise. The Instructions in this manual summarises the practices and policies in place at the time of publication and supersedes all previously issued operations manuals.

This manual contains a lot of information and you are responsible for keeping it on hand as a useful reference tool so that you know exactly what is expected of you as a franchisee.

Please note that the guidelines in this manual cannot and do not describe all the circumstances and situations in which you might find yourself, nor do they or can they describe all the policies and procedures that might affect the operation of your franchise.

Elms Fitness Group Ltd also recommends that you consult with a solicitor and accountant to ensure that you are operating the YourZone45 Franchise in accordance with all applicable laws and regulations. Although this manual does provide references to certain laws and regulations that may affect your YourZone45 Franchise, please be advised that it is not a comprehensive overview.

If at any time you have questions or concerns about these guidelines or any other aspect of your franchise commitment, you are responsible for contacting Elms Fitness Group Ltd (The Franchisor of YourZone45) for clarification.

Elms Fitness Group Ltd reserves the right to revise, delete and/or add to this operation manual. These policies and guidelines can change at any time, for any reason, without warning. In any case Elms Fitness Group is solely responsible for the interpretation and application of this manual.

Upon signing of the YourZone45 Franchise Agreement you have agreed to operate the business pursuant to the terms of the Franchise agreement and use the Operations Manual solely in the manner prescribed by the Franchisor.

It is your responsibility to understand and implement the methods of the service to the specifications and standards required by the Franchisor. Every detail of the design and operation of the business is important in order to develop and maintain uniform operating standards.

CONFIDENTIALITY

This Manual contains confidential and proprietary information belonging to Elms Fitness Group Ltd and is the sole property of Elms Fitness Group Ltd. No part of this manual may be reproduced in any form by any electronic or mechanical means, including information storage and retrieval systems, without permission in writing from Elms Fitness Group Ltd. This manual is provided exclusively for the use of YourZone45 Franchisees. Keep this manual in a locked and secure location when not in use. Theft or misuse of this material may result in a material breach of contract with Elms Fitness Group Ltd and result in the termination or penalty of your franchise.

FRANCHISEE FEEDBACK

A major benefit of the franchise operation is that individual franchises benefit from the experience of the entire network. Suggestions on improving methods and procedures realised through experiences with a YourZone45 Franchise are welcomed. Elms Fitness Group Ltd evaluates suggestions in regard to the experience of other franchises and corporate locations and makes additions or revisions to the manual. In this way, an informative feedback mechanism is created, aiding the growth of the franchise system.

In order to maintain the most up to date operations manual, we encourage franchisees to provide on-going review of the material. If you have any comments, suggestions or ideas to improve the systems or routines, please communicate them to head office.

Feedback would ideally be sent by email with the following information

- Name
- Club Location
- Page number of manual you are referring to
- Comment or suggestion
- Suggested update or solution.

Please email your comments to headoffice@yourzone45.co.uk

2. FRANCHISE STANDARDS

SYSTEM COMPLIANCE

This operations manual outlines and details required and recommended procedures for ongoing operation of your YourZone45 Franchise. Failure to comply with the obligations under your YourZone45 Franchise Agreement or accompanying documents or to adhere to any YourZone45 program requirement is a default under the Agreement.

WHAT WE EXPECT FROM OUR FRANCHISEES

As stated or in addition to the obligations in your YourZone45 Franchise Agreement and this manual, all Franchisees are expected to:

- Adhere to high standards of professionalism and ethics
- Comply with all applicable laws and regulations
- Keep your YourZone45 safe, clean and in good repair
- Follow the required YourZone45 hours of operation.
- Maintain competent, qualified staff
- Elms Fitness Group Ltd informed of names and contact information of all management staff
- Ensure all employees are trained in the YourZone45 operations and familiar with the YourZone45 concept and policies applicable to their duties.
- Maintain good customer service
- Allow YourZone45 representatives to enter the YourZone45 Franchise at all reasonable times to examine the premises, talk with and assist you and your employees, inspect and check your operations, business and accounting records, furnishings, equipment and supplies, to assess compliance with the Franchise Agreement, adherence to YourZone45 requirements, reporting of all sales and any other analysis.
- Use only YourZone45 approved furnishings, materials, club layout, colour scheme, signage, fixtures, displays, fitness equipment and other equipment.
- Conduct all business and operate the YourZone45 Franchise in a manner that will not damage the goodwill associated with YourZone45 and/or Elms Fitness Group Ltd.'s trademark/logo.
- Maintain good credit and financial stability
- Maintain and foster good relationships with vendors
- Maintain a good community reputation
- Maintain good communications with Elms Fitness Group Ltd personnel

Your Commitment

As a YourZone45 Franchisee you will commit to each and every member making sure they are getting the correct delivery of the workout, a friendly personal experience as well as the health and fitness results they deserve. Our goal is to help as many people as we can to get fit and healthy no matter what age, size or fitness level they may be.

FRANCHISOR – FRANCHISEE RELATIONSHIP

The first thing a YourZone45 franchisee should understand is what is being offered. It is the right to operate a proven business model, and to optimise the potential of the YourZone45 system within an agreed territory for a defined period for the mutual benefit of both parties.

We promise to guide, support and provide you with established systems to deliver that mutual benefit.

Franchisor's role:

- To develop the business and the operating system
- Market the opportunity
- Recruit and train good franchisees
- Create and maintain standards
- Monitor and motivate the franchisees to operate the system properly

YourZone45 Franchisee's role:

- To operate the system to the required standard.

REGULAR MONITORING

Each YourZone45 Franchisee will be allocated a field support representative. This representative will support and guide you with all aspects of your franchise. They will monitor your progress and motivate you to help achieve your targets. Your field support representative will conduct meetings with you on a regular basis either in person or by phone or by other means of communication. You need to allocate your time accordingly and be available for each meeting.

MANAGEMENT SERVICE FEE

Most franchises require the franchisee to pay a management service fee for the right to use the franchisor's trademarks and operating system. They are the franchisor's portion or share of the revenues for allowing you to use the system. By being connected to an established brand, franchisees benefit from using the trademarks and operating system to increase the value of their business assets and future income. Members are more receptive to products that are associated with a known brand and this in turn generates revenue. Once a franchisee has found a new member, the operating systems are in place to assist franchisees to keep them as repeat customers.

The franchisor uses the fees to develop an infrastructure that provides on-going support to franchisees including:

- Consulting and sharing of best practices
- Arranging suppliers to capitalise on purchasing power
- Research and development
- Operational reviews and ensuring brand consistency
- Accounting systems
- Computerisation
- Field support
- Initial training programs
- On-going training programs

For the YourZone45 Franchise system to be successful, management service fees need to be both affordable for the franchisee and large enough for the franchisor to be able to fund the necessary support and development. The fees are paid monthly.

Management service fees are non-negotiable and are stated in the Franchise Agreement. As the franchise grows, so will the operating systems and support.

The benefits of management service fees will far outweigh the costs. A royalty is a cost of doing business as a franchise. It gives the franchisee the right to operate a business under a proven brand and business model.

3. WELCOME TO YOURZONE45

WHERE IT ALL BEGUN

The Journey started back in 2003 in Braintree, Essex with an aim of delivering a unique personal fitness experience in a friendly comfortable environment. Between 2003 and 2011 2 clubs were opened and a concept developed that delivered a fitness experience like no other, a workout that guaranteed results that was based on science. It catered for a huge market, people that had that dream of looking good and feeling fit where finally results weren't left by chance!

What was created had to be better than a class, it had to be more personal, but still needed to bring together the energy and community culture that you get from an outstanding group exercise class but with the personal attention and guidance of a personal training session, but be more affordable than personal training. It needed to appeal to a variety of people and allow the slowest and weakest to participate alongside the fittest and fastest with everyone seeing results and walking out feeling motivated!

Finally after a lot of further research and development the ultimate full body workout was born under the name YourZone45: designed to consistently deliver motivation, enjoyment and results to its members. YourZone45 delivers a comprehensive, body-changing workout in small group environments that challenges the body in so many ways, and spiking the metabolism to places not previously reached by a lot of members before!

The YourZone45 or YZ45 workout is designed to target people that want to lose weight, improve fitness levels and tone up. It overcomes the three main issues people face when trying to achieve their health and fitness goals; motivation, enjoyment and results. It is designed for all levels and abilities, people who want to hugely improve fitness, melt body fat and change their body shape into a lean mean machine fit for life. The body is after all a machine and to be at an ultimate fit state you need to work all of it!

It was one thing creating a concept that worked for the member's, the next stage was to develop it as a franchise model which meant creating a business system that worked for a franchisee. Since 2011 the business system has been tried, tested, changed, improved and will continue to be to create the ultimate turnkey business system. After a lot of research and development 2014 saw the opening of the first YourZone45 studio, 2015/2106 saw us refine the system further ready for launch at the end of 2016.

OUR MISSION

YourZone45 Studio mission

To deliver a world class group fitness experience that delivers motivation, enjoyment and results to its members at all times through highly engaging scientific workouts, incredible customer service and well thought out business processes.

YourZone45 Franchise Mission

To develop a turnkey business system that allows franchisees to eventually live the lifestyle they desire.

WHAT IS YOURZONE45

A YourZone45 Workout is where fitness meets science, a 45 minute interval training workout (plus warm up and cool down) designed to burn calories fast and see incredible fitness and weight loss results.

Every YourZone45 studio operates a heart rate system, which becomes the main focus point of the session. Before each session members put on their heart rate monitors so the system can pick up their heart rate %'s which are then displayed on screens within the workout area.

The YZ45 workouts are interval training based workouts that aim to train members above 80% of their maximum heart rate for at least 20 minutes of the workout to create an **'after-burn' effect** and help deliver fitness and weight loss results faster than normal steady state workouts.

A 4 minute warm up is followed by timed blocks in either the cardio or functional zone with a small recovery in between each block, this main part of the workout is around 45 minutes. This is then followed by a 4 minute cool down and stretches.

Cardio Blocks

When performing cardio blocks members are encouraged to increase their heart rates above 80% for that duration and work to the highest intensity they can. Beginners (people in their first 6 weeks) are encouraged to work above 75%, with a view of 80% becoming their minimum target when they feel more comfortable.

Functional Blocks

Functional blocks are performed on the studio floor in a specific individual area or zone. Members perform 1-3 functional or resistance exercises as instructed trying to achieve as many sets as possible (AMSAP) during that block. These blocks include exercises involving, dumbbells, medicine balls, decks, and other bits of equipment.

Both blocks play an important part in delivering amazing fitness and weight loss results. The functional element builds muscle and muscle burns calories – the more we can have the more we can burn. The cardio block makes sure we achieve our target heart rate percentage during the workout, so members achieve the elusive calorie after-burn effect!

The YourZone45 workout is based on the 5 Zone heart rate system:



Zone 1 – Grey Zone - This is a very light activity level, members will get healthier in this zone but will not increase their fitness. Most members will probably enter the studio already in this zone before any exercise.

Zone 2 – The Blue Zone - A light activity level normally achieved by a gentle walk.

Zone 3 – The Green Zone - This is the zone most members will be at in the first part of their warm up.

Zone 4 – The Yellow Zone - This is where the magic happens, it starts to feel uncomfortable but the aim is to maintain the intensity in this zone or above for as long as possible.

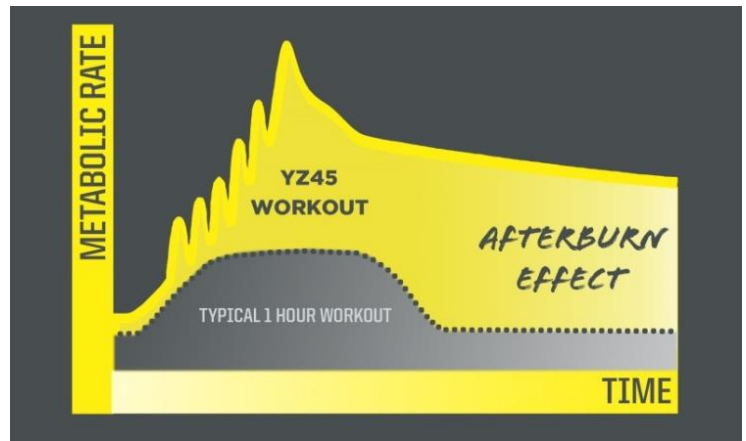
Zone 5 – The Red Zone - This will feel uncomfortable, for most members it is sustainable for no longer than 1 minute.

The theory of the YourZone45 workout is to increase members' heart rates above 80% for at least 20 minutes of their workout, which translates to the yellow or red zones (zones 4/5). This produces EPOC (Excess Post-exercise Oxygen Consumption), which is the workout 'after-burn' effect, meaning that it produces an increase to their metabolism for 24-36 hours after their workout, burning up to an extra 20% of calories than a normal steady state workout.

Take a look at the diagram to see the difference between a steady state cardio workout and a YourZone45 workout.

The grey section of the graph displays your metabolism after going for a 1 hour jog at a steady pace. As you can see your metabolism drops back to its regular level after about 3 hours.

The yellow section of the graph displays your metabolism after doing a YourZone45 session. As you can see your metabolism is raised for a much longer period. It's only after approx. 36 hours that it drops to its regular state!



The implementation of varied interval training throughout the session is promoted as the key to the workout as this will help increase the member's metabolic after-burn. It is this effect that delivers amazing fitness and weight loss results to our members.

HOW DOES THE AFTER-BURN EFFECT WORK?

A YourZone45 workout is a high intensity interval workout performed at such a level that your body will spend the rest of the day expending energy to recover from the training. This recovery period or 'after burn' is called EPOC (excess post-exercise oxygen consumption) and it means that you consume a great deal more oxygen recovering from the exercise bout than you would have if you'd just done a steady-state workout. This is because the body needs additional fuel to return to its resting state. Requiring more fuel means additional calorie burn.

If the correct techniques are used, members can essentially super charge their metabolism, causing them to burn off more calories over a longer period of time.

BENEFITS OF THIS

- EPOC raises the body's calorie consumption post-workout in order to return itself to the pre-exercise state. This increased level of metabolism last for up to 36 hours.
- Muscle fibres rebuild and this increased muscle mass leads to an increase in calorific burn each day. So not only do you tone up you will also be burning more calories just sleeping!
- You are kick starting the enzyme "hormone-sensitive lipase" (HSL) which orders the cells to release the fat content that is stored within them.
- Anabolism (muscle building) is also improved with high intensity training. When muscle tissue is pushed to the point of failure or exhaustion it then rebuilds and recovers to its maximum potential in order to meet that type of intense stress again.

WHY DO PEOPLE WANT TO JOIN YOURZONE45?

YourZone45 works because it is a full body workout that challenges every aspect of the body, so members only need to do 2-4 sessions a week to see huge increases in their fitness and change in body shape.

IT'S SCIENCE

The workout is based on interval training / metabolic training, which delivers EPOC (explained earlier)

IT'S MOTIVATING, FUN & ENGAGING

The workout is led by a fully qualified Fitness Coach who motivates the group and individuals throughout. The motivation of the Fitness Coach alongside the heart rate system, the workout itself and the results it produces is what keeps the member engaged and what makes YourZone45 the ultimate fitness experience.

INTENSITY

To see great results you need to train at the right intensity, with the use of the training zones and the heart rate system we can make sure that each member trains at the right intensity for the right duration.

TIME

It's only 45 minutes! – Work the whole body in less than 4% of your day. People are busy, so to be able to book in, turn up, be trained and leave feeling motivated in just 45 minutes is another driver of the success of YourZone45.

ANY LEVEL

The goal has always been to create a concept where any level or ability could try it. With the use of the heart rate system it doesn't matter what level the member is at, if two people train at 80% of their maximum– they might be doing different speeds but they are training at their level!

MUSCLE CONFUSION

YourZone45's workouts use methods to enable 'muscle confusion' or simply put – not knowing what exercise will come next in a routine. Every YourZone45 workout is different from the last. This keeps members' body and mind much more engaged and motivated.

ITS ALL DONE FOR THEM

YourZone45 members never have to worry or think about changing their workout or what to do next, the YourZone45 Fitness Coach guides them through a different routine every day.

In Summary...

YourZone45 is a niche fitness studio delivering comprehensive, body-changing 45 minute workouts in small group environments. The sessions are highly motivating and addictive, they bring together the energy and community culture of an outstanding group exercise class but with the personal attention and guidance of a personal training session. The heart rate focused workout burns maximum amount of calories, builds strength, increases energy, surpasses workout plateaus, and tones and shapes the body like nothing else.

4. TRAINING

INITIAL FRANCHISEE TRAINING PROGRAMME

Before opening a YourZone45 Franchise, Franchisees must attend and complete to our satisfaction our initial training program. It is the responsibility of the Franchisee to complete all the training requirements as specified in the Franchise Agreement and Franchise Operations Manual. All training will be conducted at our head office and/or at a YourZone45 selected by us. It will consist of a minimum 5 initial full days training and then 2-3 days of on-site training for the Franchisee and staff when your studio is completed, at dates we set.

As of the date of this operations manual, we plan to provide the following 7 training modules:

1. Introduction	Hours	Location
Our Vision and mission	1	Head Office
The YZ45 Concept	2	Head Office
The Fitness Industry and where YourZone45 sits	1	Head Office
The YourZone45 principles and promises	1	Head Office
The YourZone45 3P's – People, product, processes	1	Head Office
Your role as an owner operator	1	Head Office
Road Map	1	Head Office
2. Finding and Setting Up the Site		
Finding premises and negotiating the lease	2	Head Office
Studio design and layout. Approval process. Arranging fitters. Fitness & studio Equipment	3	Head Office
The rest of the YZ45 Preparations	2	Head Office
3. Staff Recruitment		
Studio Staff Structure	1	Head Office
Job Roles and Descriptions	2	Head Office
Recruitment process	2	Head Office
Staff Training Programmes	2	Head Office
Staff Management		
4. Business Management		
KPIs	2	Head Office
Accounting / Bookkeeping Procedure	2	Head Office
Approved suppliers	1	Head Office
Support resources	1	Head Office
The management team	1	Head Office
Management support	1	Head Office
5. What is YourZone45		
The YourZone45 concept / Theory	1.5	Head Office
The workouts and programming	1	Head Office
Delivery of the YZ45 Workouts	4	Head Office
The YZ45 Standards and Expectations	0.5	Head Office
The MyZone HR system	1	Head Office
6. Pre-Sales / Sales Process		
Pre-Sales and Marketing strategy	2.5	Head Office
Sales Process	5	Head Office
Membership pricing	.5	Head Office
Membership T& C's	.5	Head Office
7. Marketing		
On-going marketing	8	Head Office

Successful operation of a YourZone45 Franchise requires satisfactorily attending and completing all segments of the initial training course. Initial training is offered in accordance with the YourZone45 Franchise Agreement at no additional charge. However all travel expenses will be the responsibility of the Franchisee.

If the Franchisee will be using a Studio Manager to run daily operations, the manager is also required to satisfactorily complete various sections of the initial training as well. The initial training course will cover up to 2 attendees. If at a later date you wish for a manager to attend the initial training course, the cost is £500 and does not include travel expenses.

ON-GOING TRAINING COURSES

We do not want to stop at the initial training; we will provide ongoing training designed to continue to develop the skills of all our Franchisees and Franchisees employees.

The business model will continue to evolve; new products, technology and ideas will require the Franchisee and the Franchisee employees to have on-going training to keep current with the evolving brand and continue to be competitive. This on-going training will make sure that the entire franchise system evolves together and the member continues to have the same experience at each YourZone45.

The Franchisee, its managers or other employees, as designated by the Franchisor, shall attend and complete to the Franchisors satisfaction, such training programmes as the Franchisor may require in writing.

All new employees of the Franchisee must be fully trained in their roles before starting. The following courses will run on dates and locations set by Head Office.

Member of staff	Course	Location	Duration
YourZone45 Instructor	YourZone45 Instructor Certificate	Head office & Studio	1 Day
YourZone45 Head Instructor	YourZone45 Instructor Certificate	Head office & Studio	1-2 Days
Sales Consultant	YZ45 Sales Course	Head office & Studio	1 Day
Studio Manager	YourZone45 Manager Certificate	Head Office & studio	1-4 Days

SUBSEQUENT EMPLOYEE TRAINING

The Franchisor may from time to time add additional courses as deemed necessary. The Franchisor may require the Franchisee or Franchisees employees to attend these courses and will notify the franchisee in writing stating who must attend. The Franchisee may wish to attend or send employees on such courses even if not requested by the Franchisor.

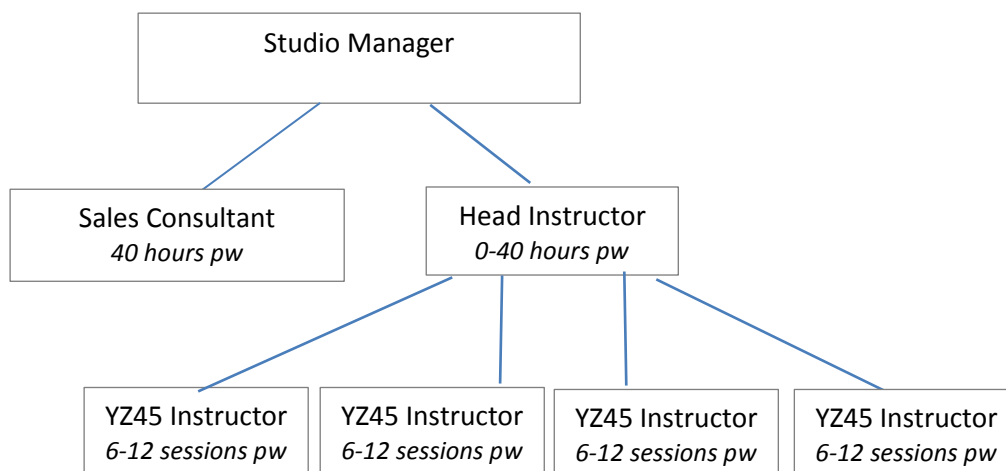
All training offered by Franchisor will be billed to the Franchisee at then the current rate and will not include travel expenses, local accommodations or wages.

The Franchisee takes full responsibility to make sure all employees are fully trained in the YourZone45 concept so they are able to carry out their duties to a satisfactory level.

5. STAFF RECRUITMENT

YOURZONE45 STAFFING STRUCTURE

The Franchise Owner is seen to act as the Studio Manager of the franchise.



If the Franchise Owner is acting as owner operator they would typically take the Studio Manager role and depending on the franchise owners skill set and involvement may need to take on a Head Instructor to support them with the management of the studio and YZ45 Instructors. The Head Instructors hours would also depend on the involvement and experience of the franchise owner. If the Franchise owner was an experienced fitness professional they may not have the need to employ a Head Instructor full time.

If the franchise owner chose to employ an experienced studio manager then they would not need to employ a Head Instructor as the Studio Manager would assume Head Instructors responsibilities. Each club would need to employ a full time Sales Consultant to manage all prospects and membership queries. The YourZone45 Instructors would simply just deliver the workout to the expected YourZone45 standard.

SHIFT PATTERNS

It is very important that you employ staff at the right times during business growth to ensure the highest levels of customer service. It is important to make sure you have adequate cover for when someone is away or absent. Please note that the Studio must be open from the start of the first session to the end of the last session.

YourZone45 Instructor needs to be flexible as you may require them to do additional hours/sessions on top of their allocated hours per week to cover the needs of the growing business.

YourZone45 Sales Consultant will be full time and will be responsible for dealing with all leads as they come in. They will have a target number of membership sales to reach each month.

YourZone45 Head Instructor will do additional hours on top of their 6-12 sessions per week to assist the sales consultant and studio manager.

YourZone45 Studio Manager is responsible for managing every aspect of the studio, making sure the studio is hitting its KPIs. In an owner operator facility this would be the franchise owner.

An rota example - This shows 4 x YZ45 Instructors, 1 x Head Instructor on 19 hours per week and 1 x Sales Consultant and 1 x Studio Manager.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
6.30am	6.30am	6.30am	6.30am	6.30am	7.30am	7.30am	
8.00am	8.00am	8.00am	8.00am	8.00am	9.00am	9.00am	
9.30am	9.30am	9.30am	9.30am	9.30am	10.30am	10.30am	
1.30pm	1.30pm	1.30pm	1.30pm	1.30pm			sessions
4pm	4pm	4pm	4pm	4pm			PT1 9
5.30pm	5.30pm	5.30pm	5.30pm	5.30pm			PT2 9
6.45pm	6.45pm	6.45pm	6.45pm	6.45pm			PT3 10
8.00pm	8.00pm	8.00pm	8.00pm				PT4 8
							HT 9
							45
YZ45 Instruct. 1							
2	0	2	2	0	3	0	9 sessions
YZ45 Instruct. 2							
0	3	0	3	1	0	2	9 sessions
YZ45 Instruct. 3							
2	0	3	2	3	0	0	10 sessions
YZ45 Instruct. 4							
2	3	0	0	3	0	0	8 sessions
Head Instruct.							
9.30-2.30	1.30-5.00	4.30-9.00	1.30-4.30			8.30-11.30	
5	3.5	4.5	3	0	0	3	19 hours
0	0	0	0	0	0	0	0 break
2	2	3	1	0	0	1	9 sessions
3	1.5	1.5	2	0	0	2	10 Admin Hrs.
Sales Cons.							
11.30-8.30	7.30-4.30	11.30-8.30	7.30-4.30	11.00-6.30	8.00-11.00		
9	9	9	9	7.5	3	0	46.5 hours
1	1	1	1	1	0	0	5 break
8	8	8	8	6.5	3	0	41.5 Total Hours
Studio Man.							
7.00-4.00	11.30-8.30	7.00-4.00	11.30-8.30	7.00-2.30	Alt with SC		
9	9	9	9	7.5	0	0	43.5 hours
1	1	1	1	1	0	0	5 break
8	8	8	8	6.5	0	0	38.5 Total Hours

Your Field Support Manager will discuss the initial rota with you before the studio opens

JOB ROLES

Job title	Role	Hours Per Week	Recommended Salary
YourZone45 Instructor	Delivery of YourZone45 Workouts.	6-12	£10 - £20 per session (self employed)
YourZone45 Head Instructor	A Head Instructor would do about 5-20 YourZone45 sessions and the rest of time to assist the franchisee/ Studio Manager in growing the business via KPI management, making sure the studio is delivering the YZ45 standards.	0-40	£10-20 per session (self employed) then equivalent of 20-25k pa (full time) for admin hours.(employed)
Sales Consultant	Generating leads and dealing with sign ups and membership queries.	40	£15,000 - £20,000 basic + Bonuses OTE £22-27K
Studio Manager	The Studio Manager is the driving force behind the business, managing and overseeing operations, making sure all goals and expectations are met making sure the processes of the business model are being implemented.	40	£25,000 - £35,000 basic + Bonuses (if not franchise owner)

EMPLOYEE PROFILES

YOURZONE45 INSTRUCTOR

YourZone45 instructor are the front line. They need to be knowledgeable in what they are delivering, buy into the concept, have ability to follow the process while understanding the end goal of the business. They must have amazing ability to build up rapport with members very quickly. They need to be highly motivating and passionate.

YourZone45 Instructor must have

- Immediate knowledge of physiology, exercise technique and body mechanics
- Ability to multi-task and stay organized
- Positive, motivating and effective interpersonal communication skills
- Desire and capacity to train all fitness levels
- Current fitness qualification
- First Aid qualification
- 1+ years of experience teaching groups or personal training in the fitness industry
- Excellent customer service skills
- Good time management
- Ability to follow a system understanding the end goal

The YourZone45 Instructor's role includes (but not limited to)

- Delivering pre-programmed workouts to groups of up to 32 members to the YourZone45 standards
- Motivate and energise members throughout each session
- Build YourZone45 attendance and retain current members
- Ensure safety of members in regards to heart rate and exercise techniques
- Ability to modify workout according to various levels and injuries
- Handle member concerns when needed
- Following the business system both on and off the studio floor
- Attend monthly fitness staff meetings and training days when required
- Assists with outreach and in-reach marketing programmes
- Assist Studio Manager and Sales Consultant when needed
- Greets members and creates a friendly positive entrance into the YourZone45 Studio
- Must participate in at least 1 YourZone45 workout per week

YOURZONE45 HEAD INSTRUCTOR

This person is in charge of the trainers and the studio, they must have huge passion for YourZone45 and take pride in what is being delivered in there in each and every session.

YourZone45 Head Instructor must have

- Immediate knowledge of physiology, exercise technique and body mechanics
- Must understand heart rate focused training sessions
- Ability to multi-task and stay organized
- Positive, motivating and effective interpersonal communication skills
- Desire and capacity to train all fitness levels
- Current Level 3 qualification
- First Aid qualification
- 2 + years of experience teaching groups or personal training
- Excellent customer service skills
- Be flexible and willing to work weekends and evenings
- Good time management
- Ability to build and manage relationships with Clients
- Ability to build and manage relationships with Staff
- Social Media experience an advantage

The YourZone45 Head Instructor role includes (but not limited to)

- Delivering pre-programmed workouts to groups of up to 32 members to the YourZone45 standards
- Motivate and energise members throughout each session
- Ensure safety of members in regards to heart rate and exercise techniques
- Ability to modify workout according to various levels and injuries
- Conducts monthly fitness staff meetings
- Assist Studio Manager and Sales Consultatant when needed
- Build YourZone45 attendance and retain current members
- Handle member concerns when needed
- Responsible for follow up communication with new and current members.
- Trains and reviews the YourZone45 training team on delivery of the YourZone45 workout
- Attends all training and corporate meetings as requested
- Delivers at least 5 YourZone45 workouts per week
- Must participate in at least 1 YourZone45 workout per week
- Responsible for creating a positive, high energy, respectful YourZone45 environment
- Responsible for managing all aspects of the YourZone45 fitness staff using the YourZone45 business model.
- Recruits, trains and educates new YourZone45 Staff for success using YourZone45 business model.
- Deals with day to day management of all YZ45 Trainers
- Responsible for organisation and cleanliness of the studio floor and equipment.
- Handles client concerns in a professional, objective manner with the goal of resolution.
- Must be flexible and willing to work weekends when needed and as requested
- Responsible for managing member results using the designated system.
- Compliance and adherence to YourZone45 policies for daily operations
- Responsible for improving retention
- Make members feel a million dollars!

YOURZONE45 SALES CONSULTANT

The YourZone45 Sales Consultant has strong customer service skills and sales experience. They must live and breathe lead generation. They must focus on knowing where the studio is at with each and every possible lead.

YourZone45 Sales Consultant must have/be

- Flexibility to work day, evening and/or weekend hours as needed.
- Previous sales experience, with strong sales skills.
- Health & Fitness minded
- Ability to work and function in a YourZone45 environment
- Understanding in heart rate focused training and the YourZone45 concept
- Excellent communication and customer service skills
- Strong work ethic
- Solid verbal and written communication
- Ability to multi task
- Good time management
- Positive attitude to work
- Strong computer skills
- Social Media skills are a plus

YourZone45 Sales Consultant role includes

- Meeting and exceeding all key performance sales goals for the fitness studio, including membership sales and membership renewal packages.
- Oversees all functions of the front desk, including but not limit to: answering phones, greeting prospective and current clients, checking in sessions, booking sessions for members and dealing with any customer concerns while maintaining an organized and clutter free reception area.
- Leads YourZone45 Tours with prospects and members explaining the full concept of a YourZone45 workout, and works hand in hand with the trainer to guide a trialist through their first YourZone45 workout.
- Describes and sells all memberships or packages that YourZone45 has to offer.
- Manages and maintains the effective YourZone45 retention programme
- Manages all prospect enquiries that come in to the Studio via phone call, walk ins, email and social media (and all other forms)
- Maintains accurate records using the established YourZone45 sales system and CRM system in place
- Conducts telephone enquiries, follow up calls and customer care calls
- Manages outreach and in-reach marketing programmes
- Manages and maintains the effective YourZone45 referral programme
- Greets members and creates a friendly positive entrance into the YourZone45 Studio
- Participates in at least 1 YourZone45 workout per week
- Manage, through negotiation and offers to deal effectively with all membership cancellations
- Responds immediately to member and prospects enquiries and concerns
- Works closely with the team to make sure expectations are achieved
- Responsible for attending all relative YourZone45 training programmes and staff meetings

YOURZONE45 STUDIO MANAGER

YourZone45 Studio Manager must have

- Immediate knowledge of physiology, exercise technique and body mechanics
- Must understand heart rate focused training sessions
- Ability to multi-task and stay organized
- Positive, motivating and effective interpersonal communication skills
- 2 + years of experience managing teams
- Excellent customer service skills
- Good time management
- Ability to build and manage relationships with Clients
- Ability to build and manage relationships with Staff
- Sales, marketing and / or business experience an advantage
- Relevant fitness qualification to deliver a YZ45 Sessions (if no appointing a Head Trainer)

The YourZone45 Studio Manager role includes (but not limited to)

- Leads and manages marketing strategy (Pre-Sales events, studio events, in & out-reach)
- Leads and manages business strategy
- Manages, monitors, motivates the Head Trainer in delivery of the systems
- Responsible for recruitment of the YZ45 Team
- Ensure brand consistency in all actions
- Manage disciplinary actions
- Enforce YourZone45 policies and systems
- Demands the highest level of customer service
- Provide effective decision making
- Plans and promote special events for the studio on a monthly basis
- Ensures that the facility is clean, maintained and operationally sound
- Oversees all day to day operations of the fitness studio, making sure Fitness team achieve day to day targets and follow the relevant business processes, including the delivery of workout, sales & marketing process, retention process and day to day processes.
- Following the business system both on and off the studio floor
- Overall responsibility for building YourZone45 membership, attendance, retaining current client and achieving monthly KPI targets.
- Oversight of ordering required club stock as needed: Heart rate monitors, cleaning materials, office and front of house stationary
- Monitoring, recording and managing staff absence from work and holiday requests including management of staff rota during this time
- Creation of opening and closing procedures
- Management of personnel files including job contracts, standards, job descriptions, studio inductions, qualifications and 1st aid records
- Manage training and development of staff in accordance with needs of the business in order to deliver the YourZone45 product in-line with business expectations
- Responsibility for overall appearance of club frontage, signage, external signs/logos and marketing
- Responsibility for internal brand presentation and appearance of club marketing material
- Implementation and management of correct logging, reporting and filing of all Guest Visit Forms & Medical screens/PARQ's in-line with club procedures
- Management of YZ45 Operating System.
- Create first aid emergency action plans and responsible for recording and filing training records
- Responsible for fire procedure action plan and recording and filing training records
- Management of fire extinguisher inspection and fire exit checks
- Responsible for accident reporting
- Responsible for club 1st aid box inspections

- Management of club risk assessments as required, monitoring and managing possible safety risks.
- Training all staff in applicable club specific risk assessments, recording and filing all training records
- Oversight of all gym maintenance, servicing and warranty records. Recording and filing of all inspections and service records as applicable
- Monitoring and management of electrical equipment safety inspections
- End of line responsibility for all KPIs

YOURZONE45 JOBS DELEGATED TO HEAD TRAINER, SALES CONSULTANT, STUDIO MANAGER OR FRANCHISEE.

Below are some of the jobs responsibilities that maybe assigned to one or more of the above depending on the structure.

Other YourZone45 jobs includes (but not limited to):

- Lead and manage initial and ongoing marketing activity (Pre-Sales events, studio events, in-reach, out-reach)
- Oversee the sales process and systems
- Manage, monitor, coach and evaluate the performance of all YourZone45 staff
- Compliance and adherence to YourZone45 policies for daily operations
- Responsible for recruitment of all YourZone45 staff
- Responsible for the training of all YourZone45 staff
- Build and Maintain YourZone45 session size through scheduling optimization
- Ensure brand consistency in all actions
- Monitor and evaluate assigned responsibilities of sales and fitness teams
- Manage disciplinary actions
- Responsible for meeting KPI's
- Be promotionally orientated
- Enforce YourZone45 policies and systems
- Ensure all front desk systems are followed such as proper member sign in, telephone calls, studio tours, cash handling, member sign ups and general requests
- Provide and maintain the highest level of customer service
- Provide effective decision making
- Plan and promote special events for the studio on a monthly basis
- Ensure that the facility is clean, maintained and operationally sound
- Oversight of ordering required club stock as needed: Heart rate monitors, cleaning materials, office and front of house stationary
- Creation and management of staff rota
- Monitoring, recording and managing staff absence from work and holiday requests including management of staff rota during this time
- Creation of opening and closing procedures
- Manage training and development of staff in accordance with needs of the business in order to deliver the YourZone45 product in-line with business expectations
- Responsibility for overall appearance of club frontage, signage, external signs/logos and marketing
- Manage, through negotiation and offers to deal effectively with all membership cancellations, improving retention and documenting 'saves'
- Oversee the training of new YourZone45 staff in the respect of the YourZone45 business model
- Management of YZ45 Operating System
- Create first aid emergency action plans and responsible for recording and filing training records as applicable
- Responsible for fire procedure action plan and recording and filing training records
- Management of weekly fire extinguisher inspection and fire exit checks
- Responsible for accident reporting
- Responsible for club 1st aid box weekly inspections
- Management of club risk assessments as required, monitoring and managing possible safety risks.
- Training all staff in applicable club specific risk assessments, recording and filing all training records
- Oversight of all gym maintenance, servicing and warranty records. Recording and filing of all inspections and service records as applicable
- Monitoring and management of electrical equipment safety inspections
- Responsible for Head Office reporting
- Responsible for property management

Job Responsibilities may vary slightly from role to role depending on things such as session times and Franchisee involvement but your Field Support Manager can advise on the best structure and staff set up.

RECRUITMENT PROCESS

You have to employ passionate, motivating, hard-working individuals that have a good personality and that can easily adapt to personalities of the people around them. They must also want to see your business succeed. The process of recruiting should be as follows

SEARCH IN THE RIGHT PLACES:

- Leisurejobs.com – YZ45 have an account with them. Contact YZ45 head office saying you would like to place an advert for which role. You will then be invoiced by head office, once this has been paid, we will arrange for the ad to go live. Currently because we buy ads in bulk you will save 20-30% on any single advert.
- Indeed.com is a free, online platform for hosting jobs. Once you are on the website, you will see at the top of the page, employers/post jobs (free), click this link and Indeed will take you through the next steps.
- Use existing CV's. You will often get sent CV's through the post or by email, make sure you keep them on file even if you are not looking at that stage.
- Ask other local Franchisees for any CVs they may have or may recommend.
- Social media – Facebook and LinkedIn are also good places to search and post a job advert
- Recruitment Agency – We have used Leisure People who charge...

• Up to £19,999	12%
• £20,000 to £39,999	15%
• £40,000 to £79,999	15%
• £80,000 +	15%

If the individual leaves in month one, you receive 100% of fee back, month 2 you receive 50% back and month 3 25%.

The contact at Leisure People is

Thomas Lees-Collier

Recruitment Consultant

Email tlc@leisurepeople.com

Telephone 0207 622 8500

JOB ADVERTS

For your jobs adverts you would use the employee profiles above with the following summaries at the start....

YourZone45 Instructor

YourZone45 is a niche fitness studio delivering comprehensive, body-changing 45 minute workouts in small group environments. The sessions are highly motivating and addictive, they bring together the energy and community culture of an outstanding group exercise class but with the personal attention and guidance of a personal training session. The heart rate focused workout burns maximum amount of calories, builds strength, increases energy, surpasses workout plateaus, and tones and shapes your body like nothing else. It even spikes metabolisms for up to 36 hours after the workout.

Be a part of the YourZone45 Team... We are growing and are looking for dynamic Instructors to join our family. It will be a high-energy, health conscious environment focused on making positive and meaningful differences in the lives of people in our community.

As a YourZone45 Instructor, you will be responsible for delivering predesigned workouts for up to 32 clients per session plus also playing an active role in increasing membership numbers and improving retention. This position requires a strong ability to coach and manage time, as well as motivate multiple clients in a group setting. A YourZone45 Instructor must focus on a well-rounded theory of fitness.

YourZone45 Head Instructor

YourZone45 is a niche fitness studio delivering comprehensive, body-changing 45 minute workouts in small group environments. The sessions are highly motivating and addictive, they bring together the energy and community culture of an outstanding group exercise class but with the personal attention and guidance of a personal training session. The heart rate focused workout burns maximum amount of calories, builds strength, increases energy, surpasses workout plateaus, and tones and shapes your body like nothing else. It even spikes metabolisms for up to 36 hours after the workout.

Be a part of the YourZone45 Team... We are growing and are looking for a dynamic Head Instructor to join our

family. It will be a high-energy, health conscious environment focused on making positive and meaningful differences in the lives of people in our community.

As a YourZone45 Head Instructor, you will be responsible for delivering predesigned workouts for up to 32 clients per session and make sure all other YZ45 Instructors deliver to the required standards while making sure your studio hits all retention KPI targets each month and is the best kept and busiest of all the YourZone45 locations. This position requires a strong ability to coach and manage time and people, as well as motivate multiple clients in a group setting. A YourZone45 Head Instructor must focus on a well-rounded theory of fitness.

YourZone45 Sales Consultant

YourZone45 is a niche fitness studio delivering comprehensive, body-changing 45 minute workouts in small group environments. The sessions are highly motivating and addictive, they bring together the energy and community culture of an outstanding group exercise class but with the personal attention and guidance of a personal training session. The heart rate focused workout burns maximum amount of calories, builds strength, increases energy, surpasses workout plateaus, and tones and shapes your body like nothing else. It even spikes metabolisms for up to 36 hours after the workout.

Be a part of YourZone45 Team... We are growing and are looking for happy Sales Consultants to join our family. It will be a high-energy, health conscious environment focused on making positive and meaningful differences in the lives of people in our community.

As a Sales Consultant you will primarily be responsible for maintaining and building the member base of the studio. You will be responsible for knowledge of the YourZone45 workout and have an ability to present it to any consumer. Sales Consultants are an integral part of representing and marketing the YourZone45 brand by performing the following duties...

YourZone45 Studio Manager

YourZone45 is a niche fitness studio delivering comprehensive, body-changing 45 minute workouts in small group environments. The sessions are highly motivating and addictive, they bring together the energy and community culture of an outstanding group exercise class but with the personal attention and guidance of a personal training session. The heart rate focused workout burns maximum amount of calories, builds strength, increases energy, surpasses workout plateaus, and tones and shapes your body like nothing else. It even spikes metabolisms for up to 36 hours after the workout.

Be a part of the YourZone45 Team... We are growing and are looking for a dynamic Studio Manager to join our family. It will be a high-energy, health conscious environment focused on making positive and meaningful differences in the lives of people in our community.

As the Studio Manager you will primarily be responsible for making sure your team follow the processes to deliver a consistent and outstanding member experience, setting the team up to achieve all KPIs. You will be responsible for knowledge of the YourZone45 workout and have an ability to train and manage all staff in the YZ45 systems.

SELECTING THE RIGHT PEOPLE FOR INTERVIEW

Have a look through every CV that you receive, make sure they have the relevant qualifications, experience and are prepared to learn the YourZone45 way.

Separate the good CV's and application forms and the not so good. If you are unsure call them in for an interview anyway otherwise you will never know how good they could have been. Once you have separated the ones that you like, call them and conduct a phone interview.

THE PHONE INTERVIEW

Make sure you prepare in advance for the interview. It should take between 10-15 minutes.

- Know what you want in a candidate before you begin the interview.
- Know the job and its responsibilities. Review the job description.
- Know your candidate by revising their CV.
- Prepare a list of standard questions concerning the candidates skills, qualifications, abilities and past work performance such as
 - Where did they work previously?
 - What did they enjoy/least enjoy?
 - What were their roles?
 - Why did they leave?
 - What courses did they do?
 - Why did they apply for the position?
 - What do they know about YourZone45 (if they don't know anything, they should)
 - What are their strengths and weaknesses?
 - What are their goals? Over the next 12 months or 5 years within the industry?
 - Are there hours they can't do?
 - When can they start?
 - Can they easily get to the studio?

If you feel the individual has the skills and personality to get the next stage, then invite them along to studio for a first face to face interview. If you do not feel they are suitable at this stage, then inform them then or let them know you will be in touch once you have spoken with all the candidates.

THE FIRST INTERVIEW

Make sure you prepare in advance for the interview. It should take between 20-30 minutes.

The application form (for YZ45 Instructors/ Head Instructors only)

We have developed a list of questions that we ask the candidate to complete on arrival. The application form can be found on the YZ45 Hub. The questions are

1. Please list your previous jobs – please list in order of which ones you enjoyed the most (no more than 4)

2. What is your salary expectation?

- £9.00 – £11.00 per hour*
- £11.01 - £13.00 per hour*
- £13.01 - £15.00 per hour*
- £15.01 - £17.00 per hour*
- £17.01 - £19.00 per hour*
- £19.01 + per hour*

3. What motivates you in work and life?

4. What do you think makes a successful group personal trainer / class instructor?

5. What is your preferred method of exercise when training clients or yourself? Please select at least one

- Resistance - Free Weights*
- Resistance - Static Machines*
- Functional Training*
- Cardio - Steady State*
- Cardio - Interval Training*
- All the above*
- None of the above*

6. Pitch YourZone45 to me as if you were selling it to me, imagine I have walked in and asked what you do?

7. Why do you want to work at YourZone45 and why should we choose you?

8. If you were a cartoon character, who would you be and why?

These questions will break the ice and also put them on the spot but it will give you a good insight into their creativity and being able to think on the spot. Do not give them longer than 10 minutes to complete it.

Then when you take them in for the interview you need to

- Recap phone interview and application form
- Notice how well the candidate listens and responds to your questions
- Tell them briefly what you are looking for, what the role involves.
- Do they think they are suitable for the role and why?
- Then answer any questions they may have.
- Listen to the questions the candidate asks. Ask yourself why they are asking it.
- Make notes on each candidate
- Ask for references
- Look and act professionally during the interview
 - Dress appropriately
 - Avoid appearing bored or fatigued
 - Set a business like atmosphere
 - Be positive about the job and the company
- Treat all candidates fairly
 - Use the same questions each time
 - Show a genuine interest in every candidate
 - Give each candidate the same amount of time
- Conduct the interview in a private place away from distractions

- Begin the interview on time
- Thank the candidate for his or her time and interest.
- Promote a relaxed environment
- Do not dominate the discussion by talking too much. Use the 80/20 rule. You talk 20% and the candidate 80%.
- Explain the selection process and give realistic time frames and stick to your word.

What not to do - Do not ask questions about...

- Age
- Race or ethnicity
- Religion
- Height or weight
- Concerning their sex or agenda
- Concerning the candidate family or marital status or childcare arrangements
- Concerning physical or mental disabilities

If in doubt, if it is not job related then don't ask it! - You are ideally looking for someone who can motivate people, are passionate and enthusiastic about the role and the opportunity of working at YourZone45, not just anywhere.

THE SECOND INTERVIEW

Once you have seen everyone select the top 3 that you feel would benefit your business and that you think you would be able to work with.

If you wish, invite the candidates back to the club for a second interview and explain to them the process over the phone so they know what to expect.

The second interview is simple... ask them to do a workout!, see how they react to staff, to members, did they enjoy the workout? They need to look like they enjoyed the workout so they can sell it and/or deliver it! Ask them to complete a health questionnaire and set them up with a belt and get them started.

After the session, ask how they found it and do they talk about it with passion and excitement? The person that does is the person you are looking for!

If you have a number of applicants for the YZ45 Instructor / Head Instructor role we advise you hold auditions and invite them along to perform a small section of a YZ45 workout.

SELECTION

Once you have decided who you want to join your business, call them and offer them the position and if they accept, arrange a time for them to start. Send them an email confirming the start date, job title, job role, salary and other key points from the contract, you may also want to add anything they would need to bring to the first day, like P45 or national insurance number. Call or email the others and let them know the position has been filled.

FIRST DAY OF EMPLOYMENT

On the new employees first day you need to go through the YourZone45 employee induction process. Here you will cover aspects such as the company structure and vision, contract of employment, their job responsibilities, health and safety, company policy and procedures, company equipment and general rules of the club.

To summarise you will need for the employee on their first day...

- Induction process form for a new employee
- 2 x Contract of employment (one for your records, one for theirs)
- Company Policies and procedures
- Company Policies and Procedures acknowledgement form for employee to sign
- Relevant training manuals
- Their Shift Plan
- A P46 form if they do not have a P45
- Staff Uniform
- Key

Please note: YZ45 instructors will be on a self employed basis and invoice at the end of the month.

INDUCTION & TRAINING PROCESS OF A NEW EMPLOYEE

Your successful candidate needs to go through an induction process to make sure you have gone through everything necessary with him or her. The Induction Process check list is as follows

INDUCTION PROCESS

Name of Employee	
Start Date	
Department / Club	

Welcome to YourZone45	Initial when completed
Introductions to team members	
Brief summary of business activities	
Explain company vision and mission statements	
Job Responsibilities	
Explain Job Description	
Issue and explain the contract	
Shift Rota	
Health and Safety	
Company Policies, issued to employee	
Go through policy highlighting Manual Handling, VDU, Fire & first aid issues	
Fire/Emergency Evacuation, explained to employee	
First Aid Facilities, explained to employee	
Housekeeping	
Tour of the studio	
Access to the studio – issue key	
Car Parking	
Opening/session Times , Hours of work / Lunch Breaks	
Music System	
Opening and Closing Procedures	
Dress code – issue company clothing	
Telephone Technique	
Cleaning & Equipment Maintenance	
Operational	
Understanding Pricing Structure	
Basics of front of house software system – Including Booking system	
Member Referral & Retention Programme	
Training	✓ Or N/A
YourZone45 Instructor	
Complete Training as per YourZone45 Instructor Training Manual or HQ Training Course	
Shadowing of YourZone45 Head Instructor for 1 day	
Participate in at least two training sessions	
YourZone45 Head Instructor	
All the above	
Complete Training as per YourZone45 Head Instructor Training Manual or HQ Training Course	
YourZone45 Sales Consultant	
Book Sales Consultant on HQ Sales Consultant Course	
YourZone45 Manager	
All the above	
Complete Training as per YourZone45 Manager Training Manual or HO Training Course	

I confirm that the above Induction has been completed and that the information given to me during this process has been understood.

Signed

Employee	
Date	
Manager	
Date	

EMPLOYMENT TERMS AND CONDITIONS

The contract of employment is a document that sets out the main particulars of the terms and conditions of employment for the employee and also acts as the Principle Statement under the Employment Rights Act 1996.

On the employees first day you need to ask them to read the contract and then go through it with them and make sure everything is clear. You both need to sign both copies and keep one copy each.

Although a contract template is provided on the YZ45 Hub it is the franchisee that is responsible for keeping contracts up to date with laws and regulations.

COMPANY POLICIES AND PROCEDURES

Below is a list of company policies in place. Each employee must be provided with a **YourZone45 Company Policy & Procedure booklet** which covers each point in detail, the employee should sign an acknowledgement form to say they have received and understood the company policy booklet. This will be confirmation that each employee agrees to adhere to those policies throughout the entire term of employment.

It is the responsibility of the Franchisee to keep the Company Policy & Procedure booklet up to date and provide it to their employees. A template is provided on the YZ45 HUB to use and it will cover the following policies and information...

- **HEALTH AND SAFETY POLICY**
 - **GENERAL SAFETY STATEMENT**
 - **ORGANISATION – RESPONSIBILITIES**
 - **ELECTRICAL EQUIPMENT**
 - **MANUAL HANDLING**
 - **ADVICE & CONSULTANCY**
- **ABSENCE THROUGH SICKNESS POLICY**
- **COMPUTER USAGE POLICY**
- **TELEPHONE POLICY**
- **MOBILE PHONE POLICY**
- **EMPLOYEE DRESS CODE AND GROOMING POLICY**
- **BOOKING TIME OFF POLICY**
- **SMOKING POLICY**

THE COMPANY POLICY AND PROCEDURE BOOKLET ALSO COVERS...

- **DISCIPLINARY PROCESS**
 - **GUIDANCE**
 - **STAGE 1: VERBAL WARNING**
 - **STAGE 2: FIRST WRITTEN WARNING**
 - **STAGE 3: FINAL WRITTEN WARNING**
 - **STAGE 4: DISMISSAL**
 - **DISCIPLINARY APPEALS PROCEDURE**

EMPLOYEE PERFORMANCE EVALUATION

It is important that your employees receive feedback regarding good performance and appropriate suggestions for improvement, to help them perform their jobs to the best of their abilities. Consistent with this goal you should evaluate employee performance on a quarterly basis and provide them with written evaluations of their performance. The most important aspect in every review is communication between employee and employer, instead of one way communication.

For any job description, the following will always be considered major factors in any performance evaluation.

- Regular and reliable attendance
- Integrity
- Member Service
- Quality of work performance
- Teamwork
- The ability to respond positively to direction and criticism of performance
- The ability to work productively
- The consistent maintenance of professional and appropriate demeanor

In addition to the performance evaluations above, you may conduct special written or unwritten performance evaluations at any time to advise employees of performance or disciplinary problems.

Wage increases are made at your discretion but should be in line with the industry average.

EMPLOYMENT RECORDS

You must keep all employee records on their personnel file and they must be true and accurate.

Employees should notify you if their legal name, address, telephone number or bank details change during their employment. You should keep all records in a safe secure location at all times.

6. OPERATING PROCEDURES

THE YOURZONE45 WORKOUTS

A full month workout programme is provided from YourZone45's Master Trainer to ensure that each day is different from the last and that the YourZone45 brand remains consistent. The workout allows members to get a different full body workout each time. This strategy allows trainers to concentrate more on motivating individuals, correcting form and monitoring the progress of the members in the session.

BEFORE MEMBERS ARRIVE, TRAINERS MUST:

1. Arrive 20 minutes before session
2. Turn Music on
3. Turn air con on
4. Turn equipment on
5. Turn heart rate system on
6. Is the mic fully charged and tested?
7. Reception area clean?
8. Toilet and changing area clean and stocked?
9. Reception mat clean?
10. Studio set up for the relevant workout?
11. Studio and equipment clean?
12. Sign in screen on?
13. Familiar with the workout?
14. Trainer – Do you look like a world class trainer?

A WORKOUT WITH REGULAR YZ45ERS

AS MEMBERS ARRIVE

The YourZone45 Instructor must:

- **Meet and greet members by their first name as they arrive**, it is important to smile at this stage!
- Ask everyone "How are you feeling today?"

5 MINUTES BEFORE GOING IN TO THE STUDIO

- Say "If there are any new knocks or injuries since your last workout please come and let me know before you start the warm up"
- Followed by "Ok, is there anyone who hasn't trained with me before? (if yes follow the member / trainer first date)"
- The YourZone45 Instructor must invite everyone into the studio 2-3 minutes before start of the session (the warm up).
- From this point the Instructor must have the head mic on and be ready to start the session **EXACTLY** on time based on the MYZONE screen.
- When directing member's to warm up, the YourZone45 Instructor must select who they want to go where to be able to keep the session flowing.
- During this stage the YourZone45 Instructor must check that all heart rates are displayed correctly on the TV screen in the studio and help members at this stage to get their monitors to work if they do not.
- The workout should be scheduled to start on the screen at the correct time. If it is not scheduled the YZ45 Instructor must press start on the correct workout at the correct session start time to display the heart rate percentages and start the session. The time clock on the heart rate system will then start.

NOTE: NO TRAINER / NO TRAINING POLICY

- Members are not to enter the studio until the Instructor has instructed them to do so and this should happen no more than 3 minutes before the start of the session – unless it is the member / Instructor first date or there is YZ45er first timer.

THE WARM UP – 4 MINUTES

- Everyone must start by warming up on the cardio, if the session is busy and there are more participants than cardio machines, then the YZ45 Instructor must split the session 50/50 and take the other half through a functional body weight series of warm up exercises. (1 min step ups, 30 seconds squats, 30 seconds shadow box, 1 min step ups, 30 second mountain climbers, 15 second press ups, 15 seconds lunges)
- Members should be encouraged to increase the heart rate to at least 80% MHR during the warm-up. A moderate intensity pulse-raiser warm up.
- When the timer on the screen shows that 4 minutes of warm up is completed then the Instructor must then explain the first part of the routine and move people into position ready for the first block. They start with the cardio group then instruct the functional group (if the session is split)
- Having completed the warm up phase all members will begin the first block in the area they are in.

THE MAIN WORKOUT – 45 MINUTES

The Instructor must follow the workout session plan and deliver it as per the workout programme. We have 1 main signature workout with different functional routines each day. Throughout the month/year we will introduce different themed workouts for individual days or weeks. A separate manual will be provided for each of these.

Our signature workout is split into 4 cardio blocks and 4 functional blocks with 4.5 minutes in each block and a 1 minute rest / change in between. The 4 cardio zones will use the treadmill, bike, rower and ski erg and then 4 functional blocks will be a variety of functional, bodyweight and resistance routines in a specific individual zone.

The Workout – 8 blocks of 4.5 minutes with 1 minute rest/change in between

1. Cardio Block 1: 4.5 minute keeping heart rate 80-100% (75-90% for beginners)
2. Functional Block 1: 4.5 minute block involving 1-3 exercises achieving AMSAP (As many sets as possible)
3. Cardio Block2: 4.5 minute keeping heart rate 80-100% (75-90% for beginners)
4. Functional Block 2: 4.5 minute block involving 1-3 exercises achieving AMSAP (As many sets as possible)
5. Cardio Block 3: 4.5 minute keeping heart rate 80-100% (75-90% for beginners)
6. Functional Block 3: 4.5 minute block involving 1-3 exercises achieving AMSAP (As many sets as possible)
7. Cardio Block 4: 4.5 minute keeping heart rate 80-100% (75-90% for beginners)
8. Functional Block 4: 4.5 minute block involving 1-3 exercises achieving AMSAP (As many sets as possible)

During the main workout

- Instructors must refer to each member by name at least twice per session.
- Deliver clear demonstrations and explanation of each exercise and routine to all members.
- Correct every member's technique, where possible.
- Use the heart rate information and other methods to motivate individuals and the group on a regular basis.
- Encourage members on cardio blocks to achieve above 80% of heart rate max every time
- Encourage members on functional blocks to get AMSAP every time
- Switch members between zones swiftly giving clear instructions.
- Adapt exercises/routines ONLY if members are injured or struggling to perform exercises correctly.

THE COOL DOWN AND END OF THE SESSION – 3 MINUTES

- After the main routine, there is one minute rest and then the last 3 minutes of a session is used for stretching off.
- Music must remain on and Instructor remain with head mic.
- The Instructor **must** gather everyone on the studio floor and take everyone through a stretch routine either standing or using the mats.
- The stretch routine must consist of 12 stretches held for 15 seconds. – 6 upper body, 6 lower body.

- At the end of the stretches, (which will finish at the end of the 3 minutes) the Instructor **must** give a quick overview (no more than 1 minute) of that workout and points achieved.
- The Instructor must congratulate the members and thank them for coming (with a high five attitude)
- The Instructor **must** remind everyone to book for their next session.
- When at reception the Instructor **must** book all members in for their next session, where possible.
- When members have left the studio, the Instructor **must** tidy the gym and get ready for the next workout.

THE YZ45 WORKOUT RULES

- The sessions **MUST** start on time and finish on time every time.
- Instructors must get to know members', build trust and rapport.
- Always follow structure and routine.
- Never leave any member for longer than 3 minutes without interacting with them.
- Constantly move around the studio floor.
- From the moment of entering studio prior to warm up must never leave the gym floor until the end (unless for emergencies or walk in enquiries.).
- Never slouch on equipment, have arms folded, hands in pockets or use mobile phones on the gym floor.
- Give every member the same amount of attention.
- Understand how the member is feeling at all times and engage with them.
- Be passionate and motivating at all times.
- Ensure members leave feeling motivated.
- Take interest in members achievements
- Take control of the session and do not allow members to dictate what they want to do

A WORKOUT WITH SOMEONE ON THEIR FIRST SESSION (TRIALIST)

If there is someone on their first session the YourZone45 Instructor must follow the following process.

The individual would have arrived 30 minutes before the session to go through everything and get set up with the HR monitor, you would then follow the sales process up to the point of 10 minutes before the start of the session.

BEFORE THE SESSION

1. Take the individual in 5 minutes before everyone else (7-8 minutes before the start of the session)
2. Explain to them how the session will work
 - a. 4 minute warm up taking heart rate up to 75% and above
 - b. 4 x 4.5 minute cardio blocks on the treadmill, rower, bike and ski erg trying to achieve above 80% (or above 75% as it's your first session)
 - c. In between each cardio is a minutes rest and 4.5 minutes of functional made up of X number of exercises today, the idea is to get as many set as possible (2-3 sets is ample for a 1st session)
 - d. After 8 blocks we then have a stretch off and go through your results and you're free to go!
3. The YZ45 Instructor must then show them how to use the 4 pieces of cardio equipment, leaving the treadmill last and therefore allowing them to stay on the treadmill to go into their warm up.
4. The Instructor must then go back to reception and welcome everyone else into the session directing them where to warm up.

DURING THE SESSION THE YZ45 INSTRUCTOR MUST

- As soon as they have finished explaining and demonstrating routines be by the side of the individuals (or move round one by one if more than one) to make sure they fully get the routine and techniques and/or make sure they are using the cardio equipment correctly.
- Always make eye contact asking how they are feeling and finding it at least once during EVERY block
- Give the correct advice on whether they should look to increase intensity or reduce it based on how they feel when you ask
- Gives words of encouragement during each block directed to them.

AFTER THE SESSION

- Go to them individually and

1. Ask them ... "How did you find that?"

Wait for a response and say "You did really well for a first session, I'm impressed"

2. Then say "Let's see how you did with the numbers"

Then talk to them through their results and what it means, explaining time spent above 80% and what the goal is, explain their MEPs and how many calories they burnt. Praise them for their achievements and then take them into reception and hand over to Sales Consultant or Studio Manager.

A YZ45 INSTRUCTOR / MEMBER FIRST DATE

(This is not the individuals first session, but first session with a particular Instructor)

BEFORE THE SESSION

5 minutes before taking everyone into the studio the YZ45 Instructor must ask:

“Ok, is there anyone who hasn’t trained with me before?

If there is then invite them into the studio asking everyone else to just wait a moment in reception.

Then when those people enter the studio (some may be members, some maybe on trial) say:

“My name is XXX,, I’m going to look after you today and take you through todays workout”

“Firstly how long have you all been coming?”

“Ok great”

Obviously this gives indication of who are members and prospects

If there is more than one and **are not** connected by way of family or friends say...

“Secondly, please, before the start of the session let me know of any injuries you may have so I know if I need to adapt any of the exercises for today’s routine”

If there is only one person or more **that are all** connected by way of family or friends say

“Secondly, are there any injuries I need to know about?”

“So todays workout I’m going to be there to encourage you through the cardio blocks trying to achieve that 80% or above and motivating you to get as many sets as you can in the functional blocks. Please let me know if you are not sure what to do, or anything is too easy or too difficult, I’m here to help.

All I ask from my session is that you enjoy it and tell the other trainers that this is the best ever workout you have had here! “

“Any questions at all?”

“Excellent, let’s get you set up and get your fellow warriors in”

DURING THE SESSION THE YZ45 INSTRUCTOR MUST

- As soon as they have finished explaining and demonstrating routines be by the side of the individuals (or move round one by one if more than one) to make sure they fully get the routine and techniques and/or make sure they are using the cardio equipment correctly.
- Always make eye contact asking how they are feeling and finding it at least once during EVERY block
- Give the correct advice on whether they should look to increase intensity or reduce it based on how they feel when you ask
- Gives words of encouragement during each block directed to them.

AFTER THE SESSION

Go to them individually and

1. Ask them ... “How did you find that?”

Wait for a response and say “You did really well, great workout”

2. Then say “Let’s have a look at the numbers”

Then talk to them through their results and what it means, explaining time spent above 80% and what the goal is, explain their MEPs and how many calories they burnt. Praise them for their achievements and then take them into reception and get them booked for a next session.

It is very important that all YourZone45 Instructors complete the YourZone45 Training Programme during their induction stage. If any employees do not satisfactorily meet the YourZone45 standards then the Franchisee must terminate their employment.

Although all Instructor will have their own individual style of training it is important they follow the guidelines of a YourZone45 training session. It is important therefore that all Franchisee's select the right trainer for the position.

YOURZONE45 STAFF AUDITS

Your Field Support Manager will regular conduct session audits and it is expected that each YourZone45 Instructor scores 85% or above from that audit. If they do not achieve that score, the Franchisee must make sure the YourZone45 Instructor improves the necessary areas as a matter of urgency. If required the Franchisor may require the Instructor to attend a YourZone45 Training course.

THE MYZONE HEART RATE SYSTEM

Every YourZone45 must use MyZone. MYZONE is an easy-to-use monitoring system that measures real-time heart rate, calories and effort data. Physical activity from both inside and outside of the club is wirelessly uploaded to a user, trainer, and owner cloud account, providing relevant data that can be accessed anywhere in the world.

We use Myzone's heart rate system so make sure members are training at the right intensity to achieve maximum results. Not only this, but it increases member engagement and motivation.

The beat of the heart is the gold standard of physical activity monitoring, and is the only accurate measure of effort (intensity).

The World Health Organization's Physical Activity Guidelines are based on intensity. The MYZONE system automatically notifies users when weekly guidelines have been achieved, providing you with credible data on physical activity levels in your community. Identifying and rewarding effort over time is key to effective training and motivating members to achieve results. Intensity matters and effort is a choice, so that's why we measure and reward it.



The MYZONE heart rate monitor is 99.4% accurate to an ECG machine, ensuring that members get the highest standards when it comes to the tracking of physical activity.



Each Studio must have 2-4 TV Screens to show the MyZone live display of member's heart rate, training intensity, points earned and calories burned. Instant feedback and immediate reward drives motivation and encourages habit formation.



Constant product releases like the MYZONE MZ-50 Watch and Sports Bra provide you with a secondary revenue stream and give your members an improved experience, helping them get the most from their physical activity.



Members can view their exercise, track nutrition, view before and after photos, and interact with you through the convenient, free mobile app.



Personalized accounts provide members with detail on all exercise and nutrition, as well as highlighting progress towards personal goals and results. The enhanced 2.0 accounts leverage game and social features to motivate sustained physical activity

MYZONE Summary					
No. of Members	128	Location	158/22	Average Effort	66%
Number of users achieved target	19	% of group that achieved target	15%		
Totals					
Total amount of people:	10	Total amount of activity:	128	Total amount of calories burnt:	67332
Participants	No. of Sessions	Duration (Hours & Mins)	Average Effort	Calories	Steps
Janis Malm	8	12:51	71	11128	2095
Ron Soback Jr	9	10:46	65	6828	1308
Emmett Williams	20	30:51	62	17994	2844
Nick Beale Jr	5	04:28	65	2914	577
Lauren Williams	15	17:25	65	8123	2221
Lucia Malm	12	09:05	71	4189	1510
Kathryn Sher	7	07:59	73	4309	1398
Sarah Graham	22	32:22	71	18130	3541

Easy-to-digest reports provide key information on physical activity levels and class participation, allowing Franchisees to better understand their members



MYZONE SUPPORT

There is an online, around-the-clock help desk supported by MYZONE offices in the USA, the UK and Australia. This service ensures that help from an English-speaking MYZONE team member is available through a convenient chat session - 24 hours a day, 5 days a week

THE SET UP

Each YZ45 studio must place 2-4 TV Screens on the wall in the studio (minimum 40 inch) with ideally an iPad/tablet to run the system, although it can be run from the reception desktop PC.

To get started an account will be set up with MYZONE and your field support manager will go through setting up the MYZONE system and how to operate it during your on-site training.

You will have a trade account set up with MYZONE and the heart rate monitors can be bought direct from them. The price from MYZONE is currently £40+VAT per heart rate monitor. The RRP is £129.99. We sell these at the point of join up for £79.99. EACH STUDIO MUST KEEP AT LEAST 10 BELTS IN STOCK.

Once your member receives the heart rate strap they can download the app, set up their account, and pair their heart rate device.



WITHOUT THE HR MONITOR

For members who forget their heart rate monitors or do not have one, the theory of the training remains the same. To understand what a members breathing should be like, refer to the image below.

Breathing	Training Zone	% of MHR
No exertion	1	50%-60%
Very Light		
Noticable breathing deeper, but still comfortable. Conversations possible.	2	60%-70%
Aware of breathing harder; more difficult to hold conversation	3	70%-80%
Starting to breathe hard & getting uncomfortable	4	80%-90%
Deep & forceful breathing, uncomfortable, don't want to talk	5	90%-100%
Extremely hard		
Maximum Exertion		




STUDIO LAYOUT & APPROVED EQUIPMENT

It is extremely important that the layout of each YourZone45 Studio is the same and agreed with your Field Support Manager. The head office team has researched the best way of maximizing the space on the studio floor without comprising the workout for its members. YourZone45 Studio wants to make sure each Studio is as identical as possible so members can walk into another club and feel as if they were in their home club.









Each studio will be designed to train from 24-32 members in each session and split into various zones. The zones will consist of treadmills, spin bikes, Concept 2 rowers and Concept Skiergs. Each zone will have a variety of approved pieces of functional and resistance equipment.


APPROVED FITNESS EQUIPMENT

YourZone45 has worked with a number of different equipment suppliers since its conception and below is a list of the approved equipment and suppliers that YourZone45 uses. Each Franchise must use the approved equipment as the brand looks for transparency across all clubs so a member can walk into any club and feel a sense of familiarity. Also the workouts produced by Head Office will be based around the approved equipment. Elms Fitness Group receives discounts on all the below equipment, so when new equipment is needed inform your Field Support Manager and they will assist in arranging the discount.

Product	Item	Quantity
Treadmill Xenios Assault AirRunner		3
Spinner Star Trac Studio 5 Spin Bike		3
Concept 2 Rowing Machine Model D with latest PM screen (black)		3




Concept 2 Rowing Machine Model D with latest PM screen with stand (black)		3
Escape Deck 2.0		12
5KG Escape SlamBall		10
10KG Escape SlamBall		10
20 Ball Escape Med Ball Rack (White)		1
Escape Core Mat		12





Free Standing Mat Storage Rack (white)		1
4KG Studio Kettlebell		4
8KG Studio Kettlebell		6
12KG Studio Kettlebell		6
16KG Studio Kettlebell		4
Studio Kettlebell Rack (white)		1
TRX Pro Suspension Training Kit		3
TRX Mount		3

<p>2-20kg Jordan Classic Rubber Solid End Dumbbells & Vertical Rack</p>		<p>4</p>
<p>2-5 kg Vinyl Studio Hand Weights & 12 Pair Rack (white)</p>		<p>1</p>

OFFICE, TECHNOLOGY AND STUDIO FIXTURES AND FITTINGS



YourZone45 also stresses the importance of making sure that the brand is the same across all clubs. As previously mentioned in the gym equipment section, keeping all equipment is important to ensuring our brand is transparent across all areas, the same goes for the office equipment. Below is a list of the products that YourZone45 use for their studios. Please ensure that you purchase the same equipment for your studio. There may be other office equipment needed in addition to this list.

Product	Item	Quantity
Glass Front reception desk. Yellow Glass and Aluminium glass counter and structure		1
Office Desk for Office		1
Icon back high back Chair – BU 5. Band Upholstery 3 – Marigold.	<i>Image to follow</i>	2
2 Bar Stools for sign up area. Rendezvous High School Chairs in Marigold	<i>Image to follow</i>	2
Scoopio Bench Seating Band Upholstery 3- Marigold. <i>1, 2 and 3 seater options depending on space.</i>	<i>Image to follow</i>	3-5
LENOVO C260 19.5" All-in- One PC – White. (or equivalent) <ul style="list-style-type: none"> Windows Intel® Pentium® Processor Memory: 4 GB Hard drive: 1 TB With built-in Wi-Fi PLUS MICROSOFT OFFICE 		1

<p>All-in-One Wireless Inkjet Printer(or equivalent)</p> <ul style="list-style-type: none"> • Wi-Fi • Apple Airprint 		<p>1</p>
<p>APPLE iPad - 16 GB</p>		<p>1</p>
<p>40-60 Inch Flat screen TV (as advised by audio suppliers)</p>		<p>2-4</p>
<p>Multi-Position TV Wall Brackets</p>		<p>2-4</p>
<p>Yellow Wall Clock</p>		<p>1</p>
<p>Seca 719 Scales with column</p>		<p>1</p>
<p>Omron BF306 Body Composition monitor</p>		<p>1</p>

3 Drawer Filing Cabinet (White)		1
Henry Hoover		1
Cash box		1
Sensé Touch-free Bin 50L, Yellow		2
Twin Cordless phone		1
Yellow A4 clip boards		3

Staples Lever Arch File, A4 80mm, Yellow / white / black		6
Silver Snap Frame 25mm with Round Corners A4		3
Health and safety sign		1
ClubRight Tablet and Stand		1
Sports / Physical Education First Aid Kit		1
First Aid Signs		1

KALLAX Shelving unit, white		2
KALLAX Insert door, yellow to go in shelving unit		8
Yellow Office Trays	<i>Image to follow</i>	3
Stereo & Music System. As approved by Audio suppliers	<i>Image to follow</i>	1
Lockers	<i>Image to follow</i>	8-16
YZ45 Office Stationary to include: 25 YZ45 Pens 1 x YZ45 Mouse Mat 5 x YZ45 Note Pads	<i>Image to follow</i>	1 pack
Studio Head Mic	<i>Image to follow</i>	1

OPENING DAYS AND TIMES

A YourZone45 may not deviate from the minimum required opening hours / session times unless prior written approval is received from Elms Fitness Group Ltd.

Your session times will be discussed and confirmed in writing prior to opening.

Each YourZone45 must run between 41-60 sessions per week and unless otherwise specified will operate the following 46 training sessions.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6.30am	6.30am	6.30am	6.30am	6.30am	8.00am	8.00am
7.45 am	7.45 am	7.45 am	7.45 am	7.45 am	9.15am	9.15am
9.30 am	9.30 am	9.30 am	9.30 am	9.30 am	10.30am	10.30am
1.30pm	1.30pm	1.30pm	1.30pm	1.30pm		
4.00pm	4.00pm	4.00pm	4.00pm	4.00pm		
5.15pm	5.15pm	5.15pm	5.15pm	5.15pm		
6.30 pm	6.30 pm	6.30 pm	6.30 pm	6.30 pm		
7.45 pm	7.45 pm	7.45 pm	7.45 pm	7.45 pm		

You must ensure maximum session capacity by optimizing your session timetable to suit your venue. You must operate at least 41 sessions per week and inform your field support manager whenever changes are looking to be made and they must be confirmed by YourZone45 HQ in writing before any changes are made.

THE STUDIO MUST BE OPEN AT ALL TIMES DURING THE DAY – THIS INCLUDES INBETWEEN SESSIONS

BANK HOLIDAY HOURS

Each studio must run a minimum of 2 sessions on bank holidays, Christmas Eve and New Year's Eve. The Studio will close only on Christmas Day, Boxing Day, New Year's Day and Easter Sunday. Notices must be displayed at the club at least 2 weeks before or any time changes.

OPENING AND CLOSING PROCEDURES

In order to keep consistency in the way you open and close your YourZone45 Franchise, you must develop an opening and closing procedure. This will allow you and your employees to understand exactly what is expected of them. Walk through your studio and write down all the things that need to be done prior to opening and closing. Create a check list for employees to initial each day.

OPENING

Here are some examples of what needs to be done when opening the club.

Instructors must arrive **at least 20 minutes** prior to the club opening to get these tasks completed.

- Turn on Computer and open up the YZ45 Operating System and sign in screen
- Turn on all equipment
- Check answer phone messages
- Add any members onto the booking diary from the self-booking sheet and replace with new sheet if needed.
- Check any notes on members due in that shift (this should be done before all shifts)
- Make sure all equipment is clean and presentable
- Check toilet / changing rooms to make sure they are clean and presentable
- Undertake any cleaning duties
- Set up the heart rate system
- Turn on stereo and open the music system
- Open the club 5 minutes before first session

CLOSING

When closing the studio employees must ensure all members have left the building and they must leave the studio in a clean and presentable state and log out and turn off all computer systems.

BOOKING SYSTEM

Each YourZone45 Franchise operates a booking system for its members, this not only makes it easier for you to see who is in your studio, but also makes the member more likely to turn up, therefore improving retention.

The diary is on your YZ45 Operating System under bookings.

You can simply select the date and time and add the member into their preferred session. You can also delete the member from a session in this way.

Members will book through email, phone, in person at the club or online via the website. It is very important to encourage all members to book as they finish their session rather than call or email. This will improve their attendance and your retention.

Members can also book via your studios YourZone45 App which will have a link to the online booking.

We encourage the Sales Consultant to set this up with them when they join.

The following rules apply to the booking system

- Members are entitled to the number of sessions as per their membership, subject to booking (although you want to recommend 3)
- All sessions need to be pre booked (this can be 5 minutes before or 5 weeks before)
- All sessions last 45 minutes (plus 5 minute warm up and 5 minute cool down)
- All sessions start at set times
- There are 24-32 spaces per session to one trainer (depending on the size of your studio).
- Members can't book more than 4 sessions in advance
- If members need to cancel or rearrange a session then they should contact the studio or do it online ASAP
- Franchisees and employees must keep the booking diary up to date with bookings and member notes.
- If members turn up after the warm up they may join the session that has just started and have a shorter session or wait until the next session if there is space.

YZ45 MONITORING ZONE

Every member's journey with YourZone45 starts with a simple weigh in and body fat test, taken by the Sales Consultant or Head Instructor at studio tour / first visit stage. The aim of this is to get as much information about the prospect as possible. It is also needed for the Heart Rate system.

The YZ45 Monitoring Zone comprises of a set of scales and body fat analyser. **The Monitoring Zone MUST be is use at all studios.** The purpose of this is not only for members to get an accurate measure of their weight but it helps your studio work out how members are progressing as well as keeping their information accurate on the Heart Rate System.

The Head Instructor should be looking to monitor members' weight and body fat on a regular basis, at least every 3 months. They can simply add a journal reminder on the system to remind the member to weigh themselves.

You will be able to see the progress of each member on the YZ45 Operating System as this has to be regularly updated by a member of staff when someone weighs themselves. Any members who have lost weight should be praised for their accomplishments with either an email or text message. If a member has put on weight a member of staff should look to arrange a quick chat to go over their goals.

Member's weight and body fat measurements can be entered on YZ45 Operating System at the member's page. Select measurements from the left hand column and on a new line add the date, weight and body fat measurements and save it.



ON- GOING MEMBER CONTACT / SERVICE

One of the main factors in a successful YourZone45 Franchise is the retention rate. It is therefore very important that you maintain good member contact with attending, non-attending and new members.

It is very important that you follow the following process in order to improve the retention rate.

You must check your active members list at least twice a month to see if the member is

- Coming regularly
- Hasn't been for period of time
- Has weighed in the last 3 months
- Is up to date on payments

Based on the above findings you should look to either call the member to;

- Encourage them back in for a session
- Ask them to weigh in
- Give them a courtesy call to see how they are finding the YourZone45 experience.

The first 6 weeks of membership is the most important and is the most likely of when a member may leave.

If this process is followed you should not get too many non-attending members. If members haven't been for over a month it will become very difficult to get the member back in.

We advise you make any relevant notes about any contact with the member in the YZ45 Operating System.

NEW MEMBER FOLLOW UP

When a member joins, the sales consultant should add 2 calls for the Head Instructor to make. These calls would be follow up calls to see how the member is getting on, these should be done at 2 weeks and 6 weeks from when they joined.

NEW MEMBER FIRST SUPPORT CALL – MADE AFTER 2 WEEKS OF JOINING

Hi is that (their name).

Hi, this is (your name) from YourZone45. How are you today?

I've called for a couple of reasons. The first is to thank you for becoming a member and secondly to find out how you are enjoying the club (refer to their page on YZ45 Operating System to see how many sessions they have had, and when they are in next so you can mention that in the call). BE NICE! – let them know it's okay to feel sore after their first few workouts!

Now remember if you are having any problems with the workouts or results let me know right away and we can adjust things for you.

Also, before I forget, when you joined you were given our recommend a friend leaflet. Obviously don't forget if you invite someone down in your first month and they join you get £10 off your next DD. If you think of anyone who may benefit let me know and I will book them in.

Great, well I'm glad to hear you are enjoying the club and hopefully your friends will be joining you soon! Now if there is anything we can do to help you please do not hesitate to call or ask when you're next in. We will see you soon then.

NEW MEMBER SECOND SUPPORT CALL – MADE 6 WEEKS AFTER JOINING

Hi is that (their name).

Hi, this is (your name) from YourZone45. How are you today?

I've called to see how you have found the first six weeks with us? (Refer to their page on YZ45 Operating System to see how many sessions they have had, and when they are in next so you can mention that in the call).

I just wondered if I can arrange to get you weighed in to see how that is going? (Ask them to weigh in next time they are there and let the trainer know the result)

Now remember if you are having any problems with the workouts or results let me know right away and we can adjust things for you.

If there is anything we can do to help you please do not hesitate to call or ask when you're next in. We will see you soon then.

After this, they would fall into the general on-going member contact, where the Head Instructor would check their status 1-2 times per month.

NON ATTENDING MEMBERS

It is very important to keep an eye on your non attending members, hopefully you will be delivering great customer service and training sessions that very few people will be on the list but we can guarantee that not every member will attend 2-4 times per week, some will pay and not come for months, and yes it is good to have these members, until they leave! Always remember it is a lot easier and cheaper to keep members than to get out and find new ones.

If members are not coming they will eventually leave after their contracted period, some do continue on a rolling basis until they give 30-day notice but cancellation at some point soon becomes inevitable. Once a member has not attended for a period of 6 weeks or more it becomes very difficult to get them back in, so it is important to try and get them in for a session to try and re-motivate them.

Try and keep the amount of non-attending members to 20% or under for the last two weeks. So for example if there were 300 members 60 members or less would not have attended in the last 2 weeks, this is a good target. It will be more like 30% but making an effort on that extra 30 will save you a good few members over the year.

ACTION REQUIRED

Before you contact the NA member you then need to go through the list and click on the individuals name to see if there are any relevant notes on the individual about why they may not be coming in or see if a non-attending call has already been made. (The person who did the NA calls last time should of made notes) If you cannot see any reason why that person has not been coming then you need to follow the process below to try and get them booked back in.

Please note the following emails could be followed up with a call to have greater impact.

MEMBERS THAT HAVEN'T BEEN FOR 10-14 DAYS – SEND NON-ATTENDING EMAIL 1

SUBJECT: Where have you been!?

Dear (name)

We hope you are well.

We have noticed you have not been in for a training session for a couple weeks here at YourZone45. I am sure you keep meaning to get a session booked but don't worry we thought we would just give you a friendly nudge!

To get booked in for a session please go to our website www.yourzone45.co.uk and then select book a session to go through to our online booking system.

Alternatively simply call the studio on XXXXX XXXXXX and a member of the team will get you booked in. If you are unsure of our session times, please check the website for our latest timetable.

Please ignore this email if you have attended the gym in the last week or so, however please ensure you log in at reception each time you come in.

We look forward to seeing you soon.

Healthy Regards
The YourZone45 Team

MEMBERS THAT HAVEN'T BEEN FOR 21 DAYS – NON ATTENDING EMAIL 2

SUBJECT: Go on, book that session at YourZone45!

Dear (name)

It's us again!

We still hope you are well.

We have noticed you have not been in for a training session for a few weeks here at YourZone45. I am sure you are beginning to miss us by now as we are you.

Just think you could have had 6 sessions in the last 3 weeks and could of burnt 6000kcal by now! That's nearly 2lbs or a weekend away!

To get booked in for a session please go to our website www.yourzone45.co.uk and then select book a session to go through to our online booking system.

Alternatively simply call the studio on XXXXX XXXXX and a member of the team will get you booked in. If you are unsure of our session times, please check the website for our latest timetable

Please ignore this email if you have attended the gym in the last week or so, however please ensure you log in at reception each time you come in.

We look forward to see you soon.

Healthy Regards
The YourZone45 Team

MEMBERSHIP RENEWALS

When it comes to selling a membership renewal to a member it comes down to their overall experience as a member for the last month or 12 months, have you delivered what they wanted when they initially joined? Do they think the membership has been worthwhile? Was it good value for money? If you have under promised and over delivered, they will feel like they owe you and will pay you back by renewing and continuing as a member.

A good way to discuss the member's renewal is book them in for a meeting to discuss their progress before the end of their membership.

DIRECT DEBIT MEMBERS

All memberships do continue on a monthly basis after their initial agreement until the member gives 30 day notice in writing to cancel. However members may wish to renew on another membership package, the benefit of this for the member is that it will guarantee that price for that period of time. The benefit for you is that you have extra income security. If members continue on a month by month basis after their initial contract the price could be subject to change with a 30 day notice.

If a member wishes to renew their membership you need to complete a new agreement, the new contract replaces their existing agreement. The start date would be a month after their last direct debit payment.

PAY IN FULL MEMBER

A pay in full member will automatically come to an end if you do not renew them. You need to contact a pay in full member at least 4 weeks before the end of their membership, although they should be on your radar at least 3 months prior to the end of their membership. This is because if they are not coming you have a chance to get them back in and get them active again a few months before their renewal. If they are not attending at the point of their renewal you will find 95% of the time they will not continue.

A pay in full member may wish to renew by paying in full again or on a direct debit membership, if this is the case then you just need to complete the form online as though it is a new member but without a joining fee. A pro-rata payment would be due from the day their previous membership ended to the day the first direct debit payment came out.

90% of the time they will simply renew on another pay in full option, simply take the payment via chq cash or card and add it onto YZ45 Operating System by creating a new membership in the same way you would sign a normal pay in full member.

EMAIL TO SEND 4 WEEKS BEFORE PAY IN FULL EXPIRY

Subject: YourZone45 Renewal

Dear (name)

I hope you are well,

This is just a reminder to let you know that your current package here at YourZone45 is due to expire on XX-XX-XX.

I was hoping to meet you at the club in the next few days to go through our current programmes. Please let me know a time or day that suits you best over the next week.

Kind Regards

(Name)

YourZone45 Studio

IF NO RESPONSE.....

EMAIL TO SEND 2 WEEKS BEFORE PAY IN FULL EXPIRY

Subject: YourZone45 Renewal

Dear (name)

I hope you are well,

This is just a reminder to let you know that your current package here at YourZone45 is due to expire on XX-XX-XX.

I am not sure if you picked up my last email but I was hoping to meet you at the club in the next few days to go through our current programmes. What I can also do is look to book you in one of our trainers to go through your goals?

Please let me know a time or day that suits you best over the next week.

Kind Regards

(Name)

YourZone45

CALL TO MAKE 1 WEEK BEFORE PAY IN FULL EXPIRY

Hi (name) it's (your name) from YourZone45, I was just calling to follow up my emails I sent regarding your renewal here at YourZone45 that is due to expiry on (Date). I was just wondering if you have considered re-joining with us, it would be great to have a catch up and go through our new options. Are you free today or tomorrow to come in?

Make the necessary arrangements to book the person in and make any notes in the journal reminder.

MEMBERSHIP CANCELLATION & FREEZING

DIRECT DEBIT MEMBER

If a member wishes to cancel their membership at the end of their contracted period or during their monthly rolling period they need to give 30 day notice in writing stating they wish to cancel to the club. Until this time membership payments continue on a monthly rolling basis.

If you receive any notices to cancel then add relevant notes in the journal reminder on the YZ45 Operating System and also amend the membership to cancelled. To do this simply

This then cancels the membership on the system.

On receiving their notice, you will also have to advise the member when their last payment would be (one more payment would be due) and when their membership officially ends (one month after their last direct debit).

Alternatively you can simply stop recurring payments on YZ45 Operating System for after the last DD payment date and then the system will not look for the that payment and will mark the individual as expired and add them to the expired list.

PAY IN FULL MEMBER

If a member that has paid in full wishes to cancel they will not need to do anything, they will just simply not be allowed in the gym after their membership expiry date.

Add a journal reminder stating you have received notification to cancel.

They will automatically move over to the expired list once their membership date has passed.

FREEZING A MEMBERSHIP THROUGH INJURY OR ILLNESS

From time to time members may say they can't come to the gym through injury or illness and may ask to cancel or freeze their membership, in all circumstances all members need to bring a valid doctors certificate to say they can't train for a period of time, one doctors note can only freeze a membership for a maximum of 3 months, if at 3 months the member can still not train then another doctors note will be needed. A membership cannot be frozen until the doctor's certificate is received, but once you have received it then you need to make a note in the YZ45 Operating System and set notes for when their membership restarts in 3 months. There is a charge of £5 per month for frozen DD's. If the injury is likely to keep the member from training for more than 6 months, they may cancel their membership or transfer it to someone else with a 30 day notice.

If the member is paying via direct debit and is still in their contract period the membership payments themselves are not actually frozen, they continue as normal and the missed months are simply added onto the end of their membership and payments adjusted to £5 for the agreed frozen period, so a journal reminder is needed at the end of the membership so you remember to change the amount.

If a member that has paid in full wishes to freeze their membership through injury or illness then again you would need a doctors certificate, once this is received you can simply extend the members membership end date. Make any relevant notes in YZ45 Operating System.

MOVING OUT THE AREA

If a member moves more the 10 miles from a YourZone45 then they are allowed to cancel their membership (although a fee applies) by sending proof of their move. They have to give 30 day notice. You will need to make these changes on the YZ45 Operating System to reflect this. Also confirm the last payment date and amount with the member and also inform DFC of any changes.

SOFTWARE

Before you commence operation of your Studio, you must license the YZ45 Operating System from us or our designee. In addition, we charge a monthly software license fee to all franchisees for all prescribed software used in the operation of YourZone45 Studios, including the CRM system, access to our proprietary YZ45 HUB Intranet and learning database, accounting software, marketing software and other software that you must use in the operation of your Studio. The software license fee is currently £336.30 per month and must be paid one month in advance, commencing with the month that you set up your account for membership presales for your Studio. We charge an initial non-refundable setup fee of £422 for setting up the software for a specific studio. The software licensing fees may change from time to time. We will provide you 30 days' notice of any changes to these fees. The current fees are:

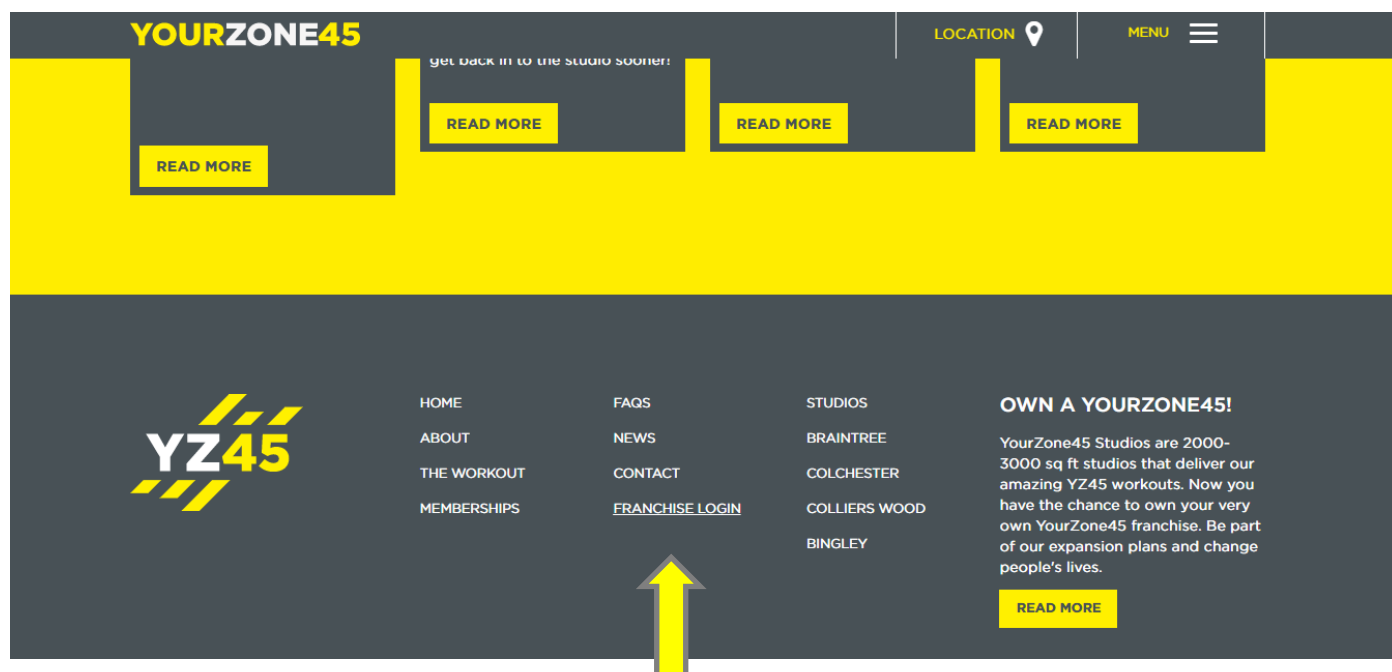
Software	Set Up Fee	Monthly Cost	Provider
CRM Operating System	£99 + vat	£69 + vat	YourZone45
MYZONE	£25 + vat	£99 + vat	MYZONE
Online Music	£25 + vat	£30 + vat	YourZone45
YZ45 Hub	£25 + vat	£40 + vat	YourZone45
Xero Accounting software	£0	£20+ vat	YourZone45
Emails	£0	£3.30+vat per email	YourZone45
E-Marketing	£99 + vat	Min £16pm (depends on number of subscribers)	YourZone45
YZ45 App	£149 + vat	£59 + vat	YourZone45
Software Total	£422 + vat	£336.30 + vat	

THE YZ45 HUB

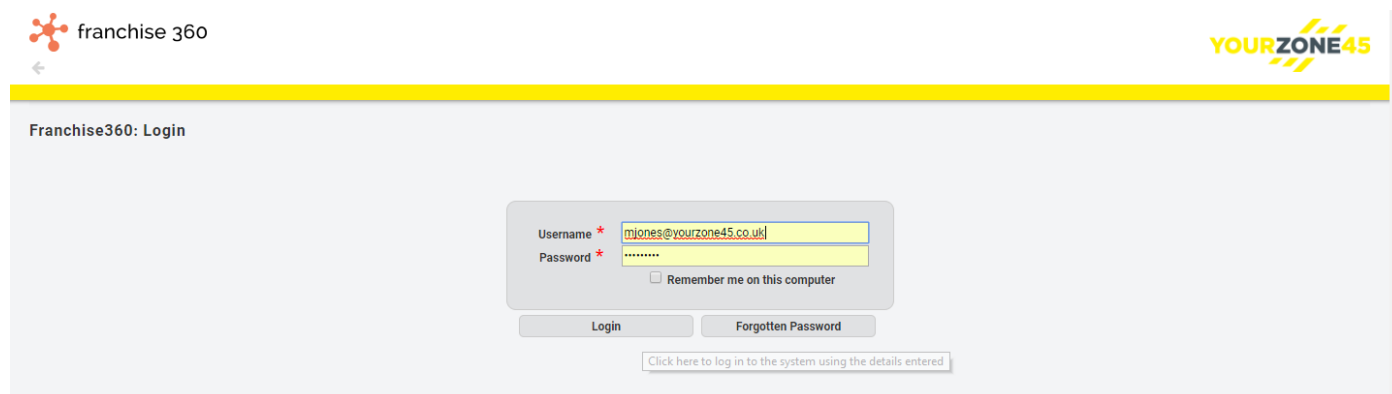
YourZone45 has a private intranet system for franchisees.

Head office will set up a username and password for you, here you will find various documents and tools for you to use.

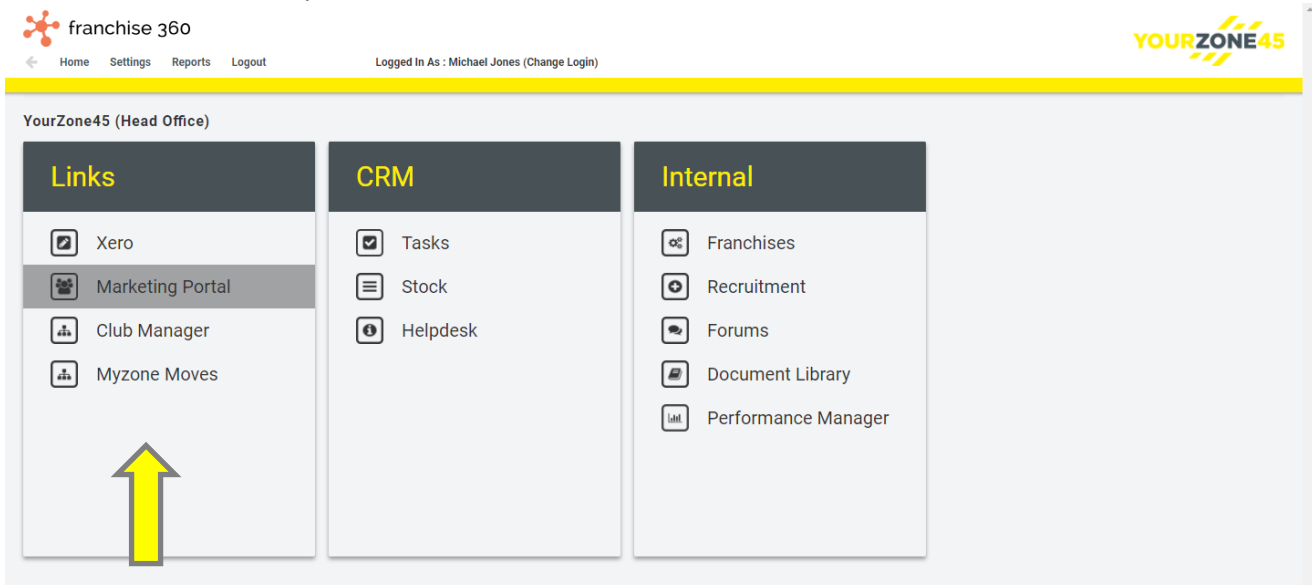
- Visit www.yourzone45.co.uk and locate Franchise Login at the bottom of the page



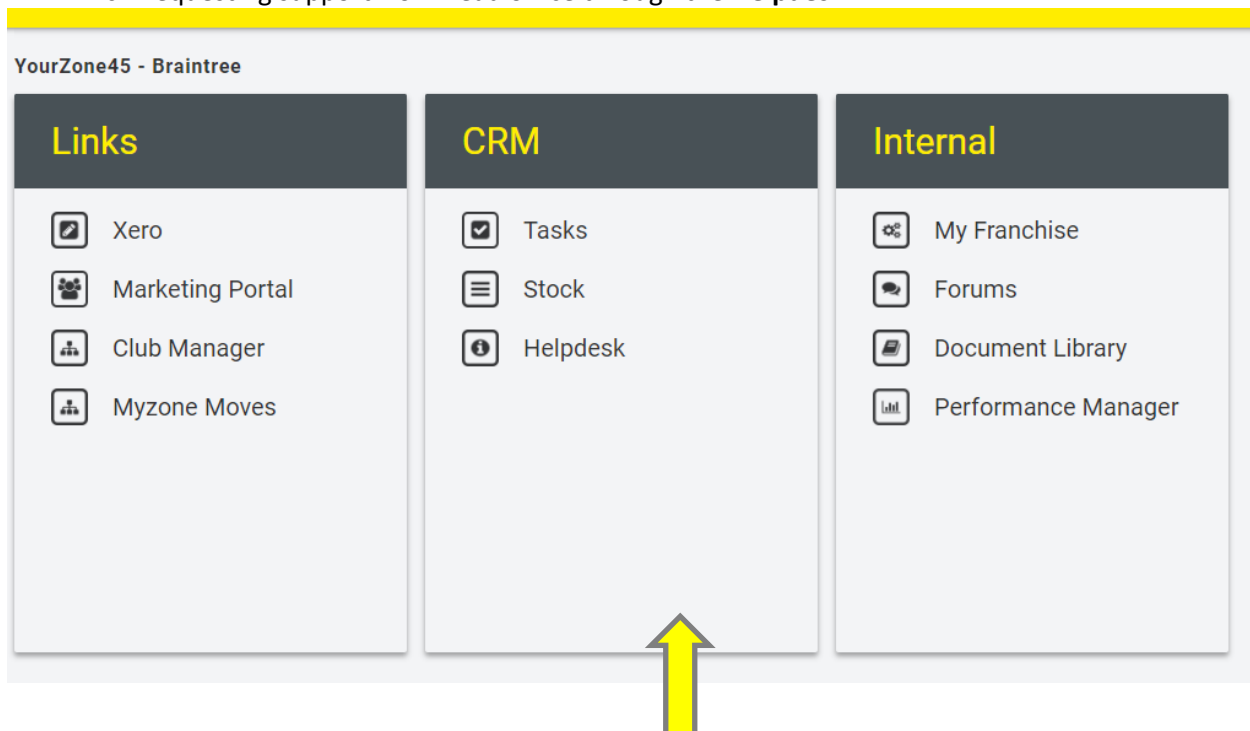
- Log in with your user details



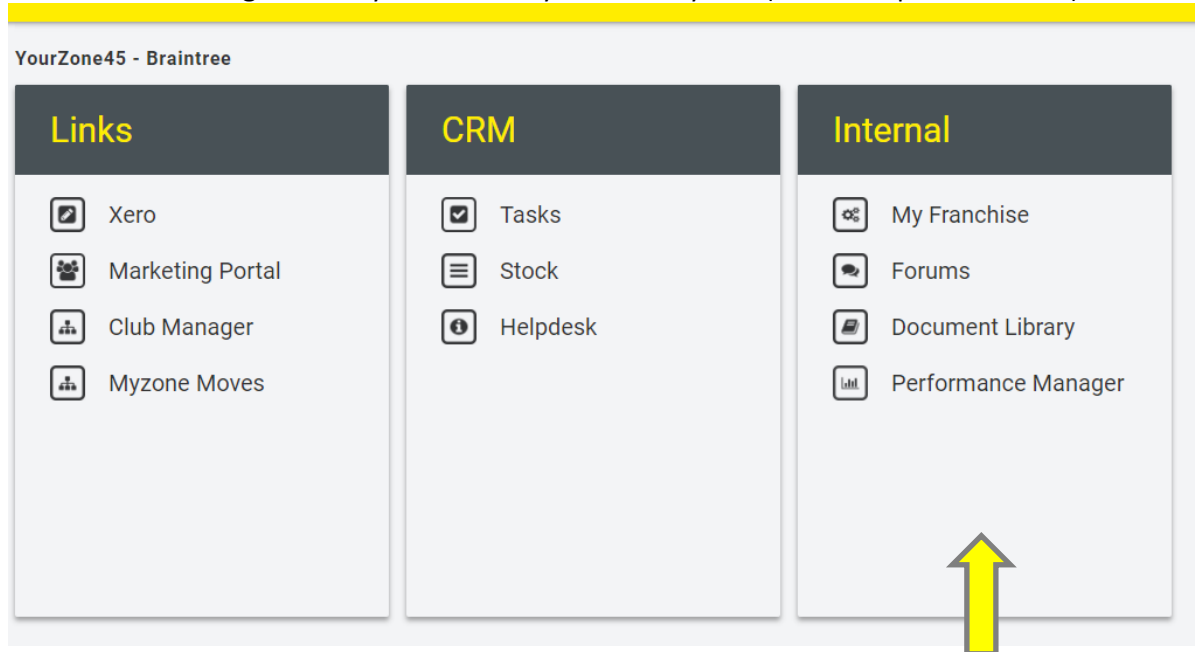
- The menu on the left contains external links to various external websites and tools frequently accessed by YZ45 Franchisees. This includes Xero (Accounts), Marketing Portal (Print Marketing and Stationary), YZ45 Operating System (Member Database) and Myzone Moves. Individual Manuals have been produced to detail how to effectively use these websites.



- The central menu contains:
 - **Tasks** set by Franchisor
 - Ordering **Stock** such as staff uniforms, water bottles and merchandise
 - Requesting support from head office through the **Helpdesk**



- The right-hand menu contains:
 - Your Franchise details
 - **Forums** to connect with other Franchisees
 - **Document Library** where you can locate operations manuals, social media library, trackers, planners and useful tools and the weekly workouts. (Refer to separate manual)
 - **Performance Manager** where you can enter your monthly KPIs (refer to separate manual)

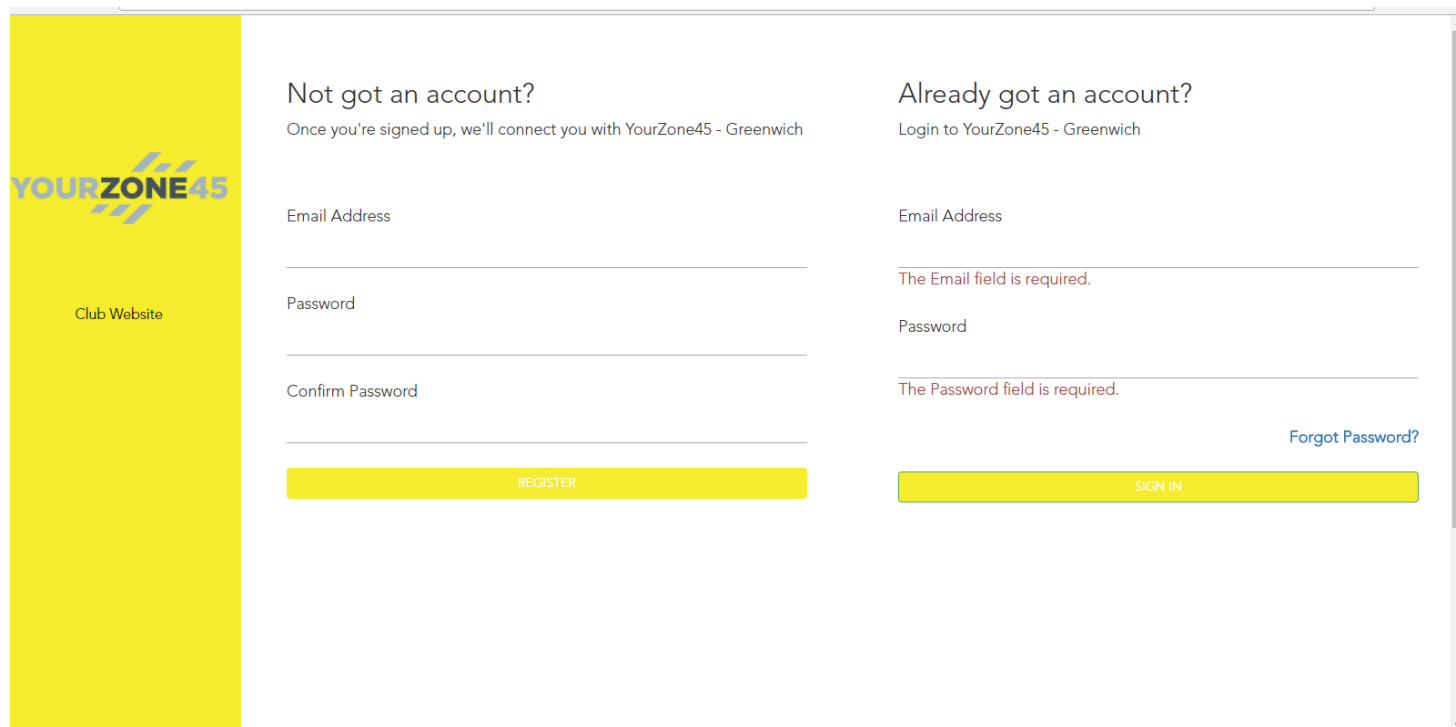


YZ45 OPERATING SYSTEM

YourZone45 uses ClubRight as the preferred YZ45 Operating System, which is a newer version of the old system Club Manager Central . It is an extremely important system that allows you to monitor member's attendance, performance, bookings, payments taken and missed as well as much more. The management system is key to making your studio successful.

This manual refers to sections of the YZ45 Operating System throughout and full training will be given on how to use the system along with a separate manual

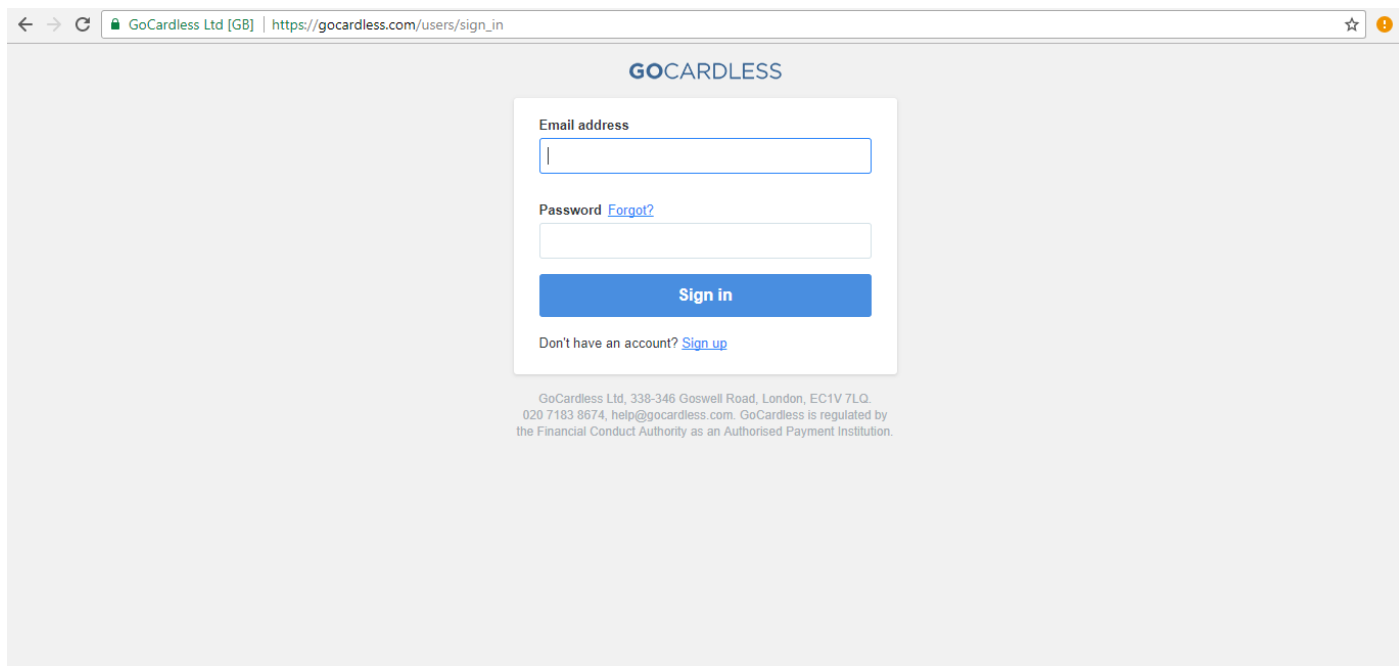
The system will be set up for you before your studio is open.



The screenshot displays the YourZone45 web interface. On the left is a yellow sidebar with the 'YOURZONE45' logo and the text 'Club Website'. The main content area is split into two columns. The left column, titled 'Not got an account?', contains the text 'Once you're signed up, we'll connect you with YourZone45 - Greenwich' and three input fields for 'Email Address', 'Password', and 'Confirm Password', followed by a yellow 'REGISTER' button. The right column, titled 'Already got an account?', contains the text 'Login to YourZone45 - Greenwich', an 'Email Address' input field with a red error message 'The Email field is required.', a 'Password' input field with a red error message 'The Password field is required.', a blue link for 'Forgot Password?', and a yellow 'SIGN IN' button.

The Franchisee is responsible for making sure this system is kept up to date with accurate information.

DIRECT DEBIT COLLECTIONS



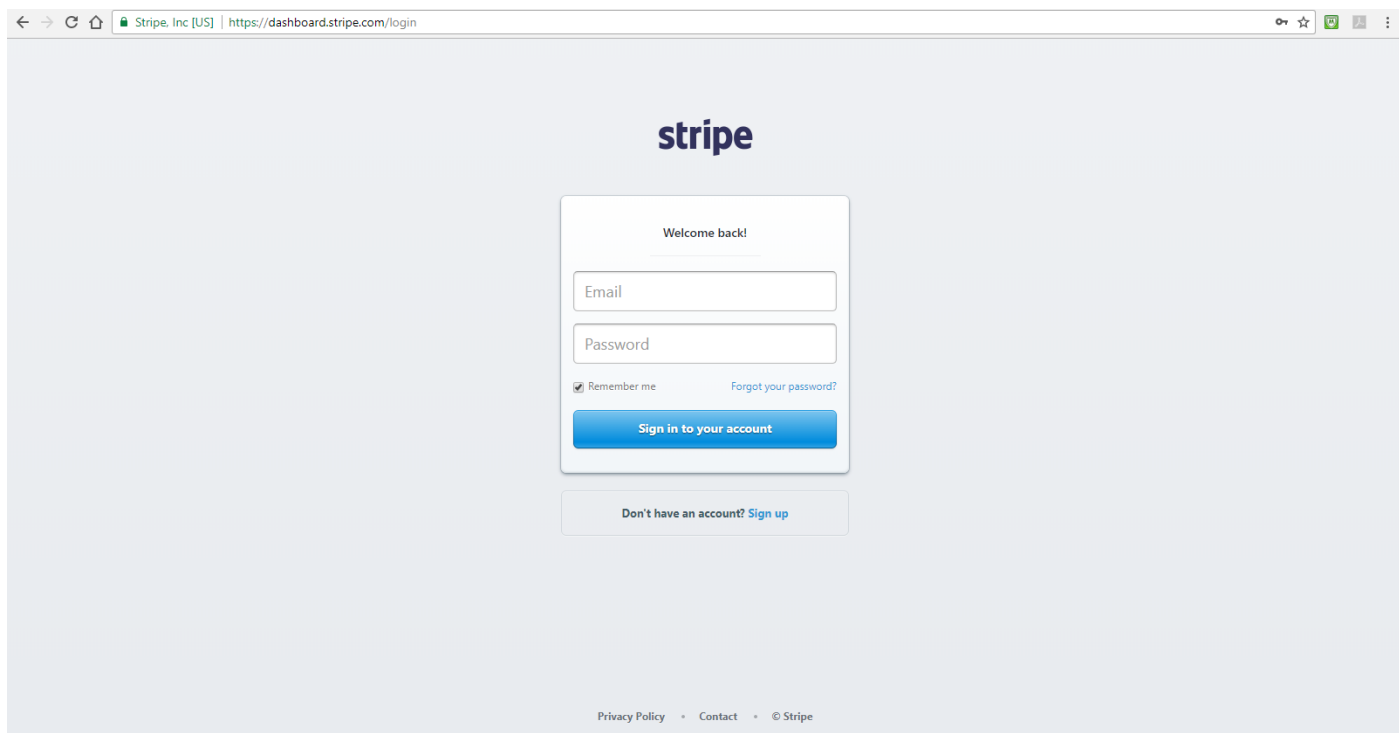
The screenshot shows the GoCardless sign-in page in a web browser. The browser's address bar displays "GoCardless Ltd [GB] | https://gocardless.com/users/sign_in". The page features the GoCardless logo at the top. Below the logo is a sign-in form with the following elements: an "Email address" label above a text input field, a "Password" label above another text input field, a "Forgot?" link next to the password label, a blue "Sign in" button, and a "Don't have an account? Sign up" link. At the bottom of the page, there is a small block of text: "GoCardless Ltd, 338-346 Goswell Road, London, EC1V 7LQ. 020 7183 8674, help@gocardless.com. GoCardless is regulated by the Financial Conduct Authority as an Authorised Payment Institution."

YourZone45 use an outside direct debit collection service called Go Cardless to collect monthly direct debits, they will collect the money on your behalf at set dates during the month and transfer it direct into your account 3 working days later, less their fee.

The payments are automatically reconciled and controlled direct from the on the YZ45 Operating System

CARD PAYMENTS

We will also set up Stripe on your YZ45 Operating System. This is the system your club must use to collect card payments.



The screenshot shows the Stripe sign-in page in a web browser. The browser's address bar displays "Stripe, Inc [US] | https://dashboard.stripe.com/login". The page features the Stripe logo at the top. Below the logo is a sign-in form with the following elements: a "Welcome back!" message, an "Email" label above a text input field, a "Password" label above another text input field, a "Remember me" checkbox, a "Forgot your password?" link, a blue "Sign in to your account" button, and a "Don't have an account? Sign up" link. At the bottom of the page, there is a small block of text: "Privacy Policy • Contact • © Stripe"

CLEANING

Each YourZone45 must maintain a high standard of cleanliness, a cleaner is recommended but it is something that management and staff can keep on top of. We advise you make a cleaning rota of all the jobs that need to be done and plan them into the employees weekly rota.

It can take just one member to come in and make an area dirty once it has been cleaned, employees must always be on the look-out for areas that can be cleaned.

It is important to always make the club presentable and a clean gym makes a good first impression. All equipment, floors, toilets, changing rooms and the reception area should remain clean at all times.

All cardio and resistant equipment must be wiped down and dust free on a daily basis. Use the Hoover brush to remove all dust from the equipment and then a clean cloth and spray to then wipe the equipment. Spray onto the cloth and not direct onto the machine as it can leave a residue and you do not want it to get into the electrics. All areas of the equipment need to be cleaned on top, underneath, round the back etc.

Ensure that the reception area remains clean and clear and doesn't start to get cluttered with paperwork. This can be the first thing a potential member sees.

Check toilets and changing room areas on a regular basis to ensure they are clean, for some people this can be the deciding factor on whether they join or not. Toilets and showers should be cleaned daily with and documented by the staff member or cleaner.

Hoover the floor on a regular basis and you may have to ask some members to get separate trainers for the gym if they keep bringing in mud! The gym rubber flooring should be washed with a sponge mop and just water used – no cleaning liquids.

If you have windows or mirrors make sure they are cleaned and kept to a high standard.

On a regular basis throughout the day make sure the gym floor remains clear of weights and equipment. Put things away, not only so it looks neat and tidy but also for health and safety reasons.

Ask all members to bring towels and wipe down the machines after use.

MONITORING

Your Field Support Manager will regularly check these areas at each visit to make sure the standard of cleanliness is at the correct standard.

EQUIPMENT MAINTENANCE

It is the Franchisees responsibility to ensure all equipment including fitness equipment as well as lifts, electrical appliances, boilers, fire extinguishers etc. are kept in a safe condition and regularly inspected by appropriate people. All gym equipment must be maintained according to the manufacturer's guidelines, with all checks and maintenance documented, and records kept on site.

It is very important that you look after your equipment. It is the most expensive thing you will purchase. You must update your equipment at regular intervals as stated in the Franchise Agreement. The equipment therefore has to be maintained and should last you for at least 5 years.

CARDIO EQUIPMENT

All cardio equipment needs to be kept dust free on a regular basis it is important that you keep the dust out so it doesn't get into the machine, it can cause problems and clog the equipment up. Hoover the dust from the machines and then wipe the machines using a clean cloth and cleaner. Don't spray anything directly onto the machines.

The chain on the rowers need to be oiled every few months, the rower will come with a little tub of oil, if not it can be purchased from the concept 2 website.

RESISTANCE/FUNCTIONAL EQUIPMENT

Make sure these stay clean; these should last longer than the cardio equipment as there are no electrics, just regular monitoring will be sufficient.

Remember you have a 1-2 year warranty on certain items so make sure if you have any problems you call them out early to rectify the problems.

CALL OUT

If you need to call Star Trac out to repair or look at any cardio equipment you need to complete a call out request form and email it to the relevant department as stated on the call out request form, you can get this direct form Star Trac.

EQUIPMENT CHECKS

Every day the equipment needs to be checked to make sure it is in full working order, the equipment check forms needs to be completed by a member of staff each day and filed away. You can find an example check for on the franchise intranet site.

APPROVED EQUIPMENT

All equipment used must come from our suppliers and be approved by Elms Fitness Group before going into the YourZone45 Studio Franchise. This relates to all fitness equipment, reception, office and changing room areas.

PREMISES AND POLICIES

It is important that all YourZone45 Franchises maintain the same layout, design and branding throughout. The set-up of the club will be designed prior to opening and must remain unless agreed in writing by YourZone45 HQ.

REFRESHMENT & PRODUCT SALES

All refreshments and products sold must be approved by YourZone45HQ before any sales commence and if YourZone45 HQ has a preferred supplier in such refreshments or products then the franchisee must use that preferred supplier.

All products and refreshments must be recorded on the YZ45 Operating System accounting system.

RENTING OF FLOOR SPACE

All floor space should be used to promote or run the YourZone45 Studio Franchise. If however there is extra space that can be utilised by way of renting to another profession or personnel then this must be approved in writing by YourZone45 HQ beforehand.

All sub-letting must be accounted for and recorded in the YZ45 Operating System accounting system.

MUSIC POLICY

Each YZ45 Studio must use our music provider. A system is set up that downloads playlists on your PC that you can play through your speakers. The cost is £30 per month. This must be set up before your club opens.

Each franchisee is responsible for and MUST maintain the correct PPL and PRS music licence.

TV POLICY

YourZone45 Franchises are not permitted to have TV's in the premises except for use with the Heart Rate Training System and workout programmes.

REFURBISHMENT

All refurbishments must be approved by YourZone45 HQ and undertaken when requested by YourZone45 HQ. YourZone45 HQ may organise for the work to be undertaken by their own contractors.

SECURITY

All premises must be alarmed for insurance purposes and approved by Elms Fitness Group Ltd.

TELEPHONE TECHNIQUE

When potential members call YourZone45, the way we handle the telephone makes a huge difference in two ways.

Firstly, our telephone is our shop window. Therefore people form an impression of YourZone45 based on what they experience at every point of communication. And one of those ways is the way we deal with telephone calls.

Just as you initially judge a shop by what you see from the outside, our callers judge us by how we answer the telephone. It creates a first impression and if we do it well, a lasting and positive impression will be created.

Secondly, handling the initial telephone call well maximises our chances of winning a new member and maximises our chances of a new member relationship getting off to the perfect start.

It is important that all YourZone45 Studios have the same telephone technique and all employees are trained in answering the phone, so they know how to answer and what to do depending on who calls. When someone calls YourZone45 it is generally one of the following things:

- A member or trialist booking, cancelling or rearranging a session
- An enquiry
- A salesman/woman

All (apart from the last) are very important calls.

Answering a telephone is not a difficult physical task, however answering it in a welcoming way and professional manner is not so straightforward. Customers that are handled in a professional and friendly way are likely to be repeat customers and bring more business by word of mouth, it is therefore important to have a good telephone technique when answering the phone.

GOLDEN RULES:

- Always try and answer the phone by the 4th ring, even if you have to put them on hold for a few seconds if you were in the middle of training a member.
- Always answer the phone in the same way....
 - **Good morning/afternoon, YourZone45, (name) speaking, How can I help you?**
- Always answer and talk with a smile on your face, they don't expect you to sound miserable, you should be motivational with members in person and on the phone.
- Make sure a pen and paper is near when the phone rings to take down any information necessary.
- Take down all information properly.
- Be polite and thank them for calling.

If someone is calling to book in or rearrange a session simply make note of it and change it in the diary when there is a moment spare.

If you receive an enquiry call make sure the person answering knows who to pass it on to and takes all the relevant information necessary. The call guide for dealing with enquiries must then be followed.

Have you ever done any of the following?

- Misunderstood someone on the telephone
- Wished you were talking to the other person face to face
- Felt frustrated with the person at the other end of the telephone
- Felt the other person on the line was uncooperative
- Decided you don't like someone because of their voice
- Lost the thread of the conversation
- Been unhelpful because you were busy

If you answered yes to any of the above then your performance over the phone may not be as good as you think it is.

Remember: First impressions last. The caller receives a lasting impression within the first few seconds of the telephone being answered. It is imperative that staff get this right as this reflects not only on a single club but the brand as a whole.

ANSWERPHONE SCRIPT

Welcome to YourZone45 [Location]. We're sorry we can't answer the phone right now, but all our Instructors are busy. If you're looking to enquire about becoming a YZ45 member, please leave your name and number and one of the membership team will be in touch with you ASAP. If you're already a member and you want to book, please visit www.yourzone45.co.uk or download the app and book through that. Have a great day!

7. SALES PROCESS

This will be the most important component of your YourZone45 Franchise, not only to get members joined up but you need to sell to them in the correct way and deliver on your promise to be able to retain them as a member. If you over sell just to get the sale then they will soon leave if it is not what they expected.

All employees that engage in selling either on the phone or in person must have a clear understanding of the YourZone45 call guide and the 5 stage sales process.

PRICING

YourZone45 maintains an aggressive pricing structure to assist each studio in competing in a crowded marketplace, but with plenty of profit still built into the business model.

We will agree the pricing for your club prior to opening and will depend on certain factors such as location and property costs. The pricing structure cannot be increased by the Franchisee at any time but can be reviewed with us.

Currently each club must offer

- **YZ45 FREE TRIAL SESSION**
- **Single Session**
- **Monthly Rolling**
This membership is a monthly rolling contract, members must give just 30 day notice to cancel
- **6 Months**
This membership is for a minimum of 6 months and then continues on a monthly basis at which time the member would need to give 30 day notice to cancel.
- **6 Months Pay In Full**
This is 6 month pay in full at the 12 month monthly price
- **12 Months**
This membership is for a minimum of 12 months and then continues on a monthly basis at which time the member would need to give 30 day notice to cancel.
- **12 Months Pay In Full**
This is a 12 month pay in full. This is calculated as 11 x 12 months and no start up fee
- **Start Up Fee**
This is £79.99 and is for the MyZone heart rate monitor

DISCOUNTS

The monthly membership fee must not be reduced in any way, everyone must pay the same price for the same membership as word will soon get around that people are paying different prices which will have a negative impact on your studio and YourZone45 in general.

INTRODUCTION TO SELLING YZ45 MEMBERSHIP'S

Selling has changed drastically over the years and your members are now more educated and resourced than ever before. Modern day buyers have changed how and why they buy which has created the need for modern day sales people to change how they sell.

Obviously with the entry of the internet your prospects have a window into your virtual club. At a click of a mouse they have access to a large amount of information and can compare gym by gym without stepping foot outside the house. They could discover facts, figures and reviews that could either work for you or lose you the sale before you have even started.

In many cases a mildly interested prospect can be more informed than a lazy sales person these days. This means you need to ensure you know the industry, concept services and even competitors inside out.

The salesperson is more than often nowadays bridging the gap between computer and member. They are the face of the club. It is their role to bring the brochure/website to life; they fill in the warm human component that technology cant. They have the facts, they don't oversell, or hard sell, they make the prospect like them and want to buy from them. Simple!

THE YZ45 5 STEP SALES PROCESS

In order to have the best chance of closing 80-90% of prospects that you come face to face with, it is important that you follow and work on the following 7 processes. This is covered on the YZ45 sales course.

1. Rapport – build trust

They need to trust you, they need to like you. You must greet the prospect on time, and smile! The more trust and rapport they have with you, the more they will open up and tell the truth.

2. Wants – what do they want from you?

You need to find what their wants and goals are. Diagnose their problem and the reasons they are there.

3. Benefits – create the solution and the value based on the benefit it will have to the prospect

You need to explain the benefits of the programme based on what their wants are, how does it work and how is it going to get them from body A to body B. How is the YourZone45 workout going to spike their metabolism and get them the results they want?

4. Price Presentation

They need to understand and be OK with the cost involved, this is where the ability V's the desire to buy comes in – are the benefits of what you have presented worth the cost

5. Close – you final pitch

They need to see this as an amazing deal (which it is).

All employees that engage in selling either on the phone or in person must have a clear understanding of the YourZone45 call guide and the 5 stage sales process.

THE PSYCHOLOGY OF YOUR PROSPECT & THE SCIENCE OF SELLING A FITNESS EXPERIENCE

Selling a fitness package or fitness experience is simply a transaction, you are providing something for their money and it has to be of greater value than they are paying to be able to get more sales, more referrals and great retention.

Here is an example of the decision making process from a modern day buyer

1. Identify they have a need
2. Research online
3. Select a shortlist
4. Engage with gyms offline (email, call or visit)
5. Go through decision making process
6. Buy a membership from a club they like, trust and feel they will achieve their desired outcome.

As you can see the first 3 steps more often than not happen online, it's the move from online to offline which is critical.

Your Prospect is at their most sophisticated right now. They are far more used to dealing with the internet than a person and normally they have gathered a lot of information about you. They then hopefully give you a call or email to ask for some more information (normally the price), but not only this they want you to confirm what they have read is true, which is why you need to have the knowledge of the concept and know exactly what they are reading.

EVERYONE YOU MEET AND SPEAK TO HAS THE ABILITY TO JOIN, BUT THEY MIGHT NOT HAVE THE DESIRE, YOU NEED TO CREATE THAT DESIRE.

First you must understand the buyer and get in their head!

The more you can understand your prospect the better chance you have of selling to them, you need to know

1. What does an average day look like for them?
 - Do they have a family?
 - Do they work?
 - Are they busy?
2. What are their objectives or goals?
3. What are the issues stopping them from joining?
4. Are they under time or budget pressures?
5. How will they measure success?
6. What will they need to achieve to see that buying the service has been a good decision and is providing a return on investment?
7. What are their fears about making the decision?
8. Can they make the decision to buy membership or do they have to confirm with someone else?

Asking yourself these questions and finding an answer (without asking the prospect the actual question) will give you a clearer picture of the individual and you can start to understand their perspective.

Meet Sally Smith,

Sally is 35 years old, 2 children, 4 and 7 years old, she has been putting on weight since her first child, she is now 2 stone heavier than before she had children.

She now wants to part with money to reduce her weight and see it start to go the other way. She comes to you; you tell her getting back into those pre baby jeans is possible! All you need to do now is build trust and show her how that can happen.

Sally will arrive at your studio, with anxiety, with fear, she is not a regular gym user like you maybe, she hasn't experienced a group workout and does not know what to expect, she thinks she is not fit enough etc. These are what

we call secondary conversations that are going on in her head – you need to know these conversations are happening.

When Sally sees you, she sees you as a salesperson which means she probably doesn't like you and she doesn't trust you, you need to build rapport and trust and be an assistant buyer rather than a salesperson so she does. Sally will most probably make up her mind in the first 45 seconds whether she likes you or not.

The secondary conversations in Sally's head will come from fear and frustration, they will be skeptical about joining, they will probably be thinking that they will come and have a look but they can't see it working, so you have to show them how it can work and become their friend.

It is important to make sure the reception and studio are clean, it smells good, the music is at the right volume, or if there is anything else that could start any other secondary conversations in their head.

You then need to diagnose their problem and prescribe them a solution, remember you are selling them the outcome, not a gym membership.

DEALING WITH THE INITIAL ENQUIRY

When you do finally engage with prospects you will be one of the chosen few that have been selected to give you their precious time. With time precious you need to get to know their situation efficiently and get them in quickly and recommend the right solution.

This is when you start to bring the website and/or leaflet to life. One thing you must remember is that at the initial point of contact on phone or email, your aim is to sell the studio tour and not a membership, they don't have much time at this point of contact, so it is paramount to get them into the studio to complete the 7 stage sales process. They will think they have the knowledge of the concept and the final piece of the jigsaw is the price – both of which can't be explained fully to create the value when it is not done to face to face.

To be good at this role you need to convert calls and emails into studio tours and studio tours and free trials into members and sales. You need to have a strong value proposition. You need to ask intelligent questions that positions you with trust and credibility. You need to be ready to prove results. Not only that but you must be prepared to handle objections and have confidence when moving through the negotiation arena.

You must understand the customer needs quickly. However the customer is more guarded now than ever and does not want to be set upon by your typical salesperson. They will have their defence mechanisms up!

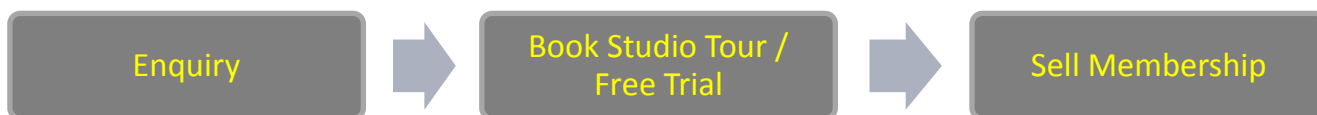
Dealing with enquiries is one of the most important parts of running the Studio. The Studio Manager or Membership Advisor needs to act on every potential lead in the correct way. Remember, every enquiry is a potential member.

1. All enquiries must be dealt with **ASAP.**
2. If it's a phone call or walk in, there must be a studio analysis and Par-Q form available to gather as much information about that prospect as possible.
3. The sole objective is to persuade the prospect to visit the studio for a studio tour – not sell the membership at this point.

Enquires will come in the form of a

- Phone call
- Walk in
- Email / internet
- Referrals
- Social Media

THE YOURZONE45 MEMBERSHIP SALES JOURNEY



PHONE CALL ENQUIRIES

The aim for a phone call enquiry is get the prospect booked in for a Studio Tour.

To help you get the prospect booked in we have a call guide that should be used when dealing with prospects

When a prospective member has taken the time to call they are the most important thing in the world to you at that moment. So, move everything else to one side and **concentrate exclusively on them.**

Whilst talking on the telephone with a prospective member you should keep in mind some objectives – things you really need from the call. The list below represents what you *must* achieve on every occasion:

- Capture the prospects contact details so that you can follow up later if necessary
- Make an appointment for the prospect to go on a YourZone45 Studio Tour.
- On occasions, a prospect may not want to make an appointment. In these circumstances you can provide them with a rough idea of the price over the phone and then offer them a free trial session.
- Always follow up with a Moment of Magic. Send a “thank you for contacting us” email that is slightly personalised and mentions extracts of the telephone conversation.

When dealing with inbound calls from prospective members it is vital that you deal with them in a consistent way that gives you the best chance of achieving the objectives above.

This means adopting a standard approach and structure to every inbound call you receive. This Call Guide provides you with the structure and suggested words to use in a range of given situations.

Of course each and every conversation will be slightly different and so the Call Guide is not a script. It is a structure and a set of standard responses for you to use. The structure and responses have been tested and refined over a number of years at YourZone45.

The Call Guide assumes that you have the skill and ability to deal with a variety of situations. It works on the basis that 80% of the time you will be working from the Call Guide, and that 20% of the time you’ll be using your skills, ability and initiative to handle the situations the Call Guide does not anticipate.

At first you will refer to the Call Guide a lot and you should keep it close by your telephone. As you become more competent and confident you will refer to the Call Guide less and less. However, don’t get complacent. Refer to the Call Guide often to ensure that you are following a structured, consistent approach.

THE CALL GUIDE

INCOMING TELEPHONE ENQUIRY

Good morning/afternoon YourZone45. How can I help you?

Is that the gym? How much do you charge?

Well, that depends on a few things. You're speaking with Can I have your name please?

It's Sally

Thanks Sally,

Firstly, can I take a contact telephone number please in case we get cut off?

01234 567891

And finally do you have an email address so that I can send you the requested information after the call?

me@hotmail.co.uk

Ok great, thanks, so where did you hear about YourZone45?

It was on Facebook

Have you been to us before?

No never

Are you currently exercising at the moment?

I do a few classes once a week and go for a run

So what are your goals you are looking to achieve from joining YourZone45?

I want to lose weight and get fit

Do you have a particular weight loss in mind or time frame?

About 2 stone, in time for my holiday

Ok great, that is what we do. We can certainly help with that!

And what prompted you to call us today?

I liked the sound of the sessions and burning lots of calories!

Ok great. Well let me tell you a bit more about YourZone45 and how we can help you achieve the goals you are looking for....

We are a unique fitness studio that delivers amazing 45 minute workouts designed to burn maximum amount of calories and increase your fitness levels in record time! Our workouts allow you to get the benefits of personal training but without the cost and our heart rate system means the YourZone45 Instructors can train you to the correct level during the session, so it really does suit any level or ability. It is designed to be fun, motivating and personal while always delivering amazing results!

We do have a variety of programmes that may suit you; the next step would be for us to book you in to one of our Studio Tours where you will get a better feel for the studio and concept. I will then be able to go through everything with you in more detail and the different programmes we have and find the best one that suits your need.

BOOKING THE APPOINTMENT

Would you have 20 minutes today or tomorrow to come into the studio?

I can do tomorrow

Would morning or afternoon suit you best?

Afternoon

We have a space available tomorrow ator – which would suit you best?

3 pm would be best

Great, let me get that set up for you...

That is all done. I have you booked in to see (name) at (time & (day)).

(Name) will be ready to welcome you and take you through the Studio Tour.

BRING A FRIEND

When you come in would you like to bring a friend or is it just yourself?

(IF YES TAKE DETAILS)

Do you know where we are located?

I will send out a confirmation of your YourZone45 Studio Tour via email. Can I just double check I have entered the email address correctly.....Fantastic.

Thank you for calling YourZone45, We look forward to the opportunity to meet you. Good Bye.

Email:

Dear (name)

Thank you for contacting YourZone45 – (location)

I can confirm a Studio Tour has been booked

STUDIO: YourZone45 – (location)

DATE: DD/MM/YY

TIME: 00:00

WITH: Person taking it

ADDRESS:

TOWN:

POSTCODE:

TEL NO:

If you have any questions please do not hesitate to contact us, if you need to rearrange your appointment we ask that you please do so at your earliest convenience.

We look forward to meeting you,

Kind Regards

(Name)

The YourZone45 Team

CALL OBJECTION HANDLING

Why do I need to go to the studio?

I'm glad you asked that. It's an important part of the service we provide and enables us to determine the programme based on your requirements, it will give us the opportunity to find out exactly what you are looking for and for you to fully understand our concept.

It only takes 20 minutes and as we are just around the corner from you it would be lovely to show you around. When would suit you best to pop in?

I haven't got time to visit the studio

I can understand that and that is why so many people choose YourZone45. Our workout is incredible and it's only 45min. If you pop down we can show you around - It will only take up to 20 minutes and you will be absolutely happy you invested the time. We are just around the corner from you, when would suit you best to pop in?

I just want a price over the phone

I can understand that, lots of members said the same thing but when they attended the YourZone45 Studio Tour they were delighted they took the time to come down.

The visit will only take 20 minutes and you will be very pleased with the experience.

We have slots still available at..... And Would either of those suit you?

I'm just shopping around. Can you give me a price over the phone?

You are quite right to shop around - We offer something totally different from anyone else where every member has a personal trainer to take them through our unique workout. By attending the YourZone45 studio tour we can determine your exact requirements and therefore advise you of the best programme.

The visit will only take 20 minutes and as we are right around the corner it would be wonderful for you to see what we do. We have slots still available at..... and When would suit you best?

- **IF MEMBER IS SATISFIED THEN MAKE AN APPOINTMENT**
- **IF PROSPECT STILL DOES NOT WANT THE YOURZONE45 STUDIO TOUR GO TO PHONE QUOTE**

PHONE QUOTE

Before I go through our programmes, do you have any further questions about YourZone45 or the service we provide?

OK so these are a guide

I will also send out a confirmation of our programmes to you as well and a YourZone45 Studio Tour invitation via email.

We have 3 main programmes available, and depending on your lifestyle and your goals, we advise most members to have 2-4 sessions per week. If we took the average of three sessions per week our most popular programme is just £XX.XX per month, which works out to just £X.XX per session.

Again, the best thing to do would be to come down to the Studio to learn more about the benefits of our workout and go through the programmes in more detail, would you be interested in coming down to the studio later today or tomorrow? (If you were interested I could also offer you a free trial if you would like to try the workout first?)

At this stage again try to make a Studio Tour Appointment.

IF THE PROSPECT RAISES ANOTHER OBJECTION ...

That's more than I expected

(If you believe the member is creating a smoke screen you can use any of the following points to re-iterate the benefits of the YourZone45 service)

Of course, everyone is concerned about price. However, please remember your investment includes some INCREDIBLE YourZone45 benefits...

- Our workouts and the style of the training is designed to achieve maximum fitness and weight loss results, a lot of people join gyms these days and end up leaving because they lack motivation and/or have not seen the results they desired, this is because of the intensity and type of training they are doing, our workouts work and we have seen some amazing results, plus there is the added benefit of the motivational trainer every time!*
- All members benefit from advanced heart rate monitor training which ensures you get the perfect workout for your fitness level.*
- We have memberships on a month by month basis so if you are not completely satisfied after 30 days you can cancel. Also I would be more than happy to offer you a XX trial session so you can experience the concept first, would that be of interest to you?*

EVEN MORE OBJECTIONS

I'm worried about wasting my time by coming down. I have been to gyms before and I know what I want. .

I understand how you feel and I have to say a few other members initially felt the same. However, once they attended a YourZone45 Studio Tour they were so happy they took the time out of their day to understand exactly what we do... We like to think that our members don't just get fit. They enjoy a fitness experience. This is key, because it means we help keep them motivated and determined to achieve their goals.

We are also very strict on who we recruit. So we have a strict recruitment policy that takes skill, customer service and motivational skill into account. And unlike any other gym, we are constantly testing and monitoring our staff to ensure they remain the best of the best.

How can you guarantee the quality of the workout?

That's an excellent question to ask. That is because we take a "Total Scientific" approach to each workout. What that means is we use heart rate monitors to help us determine the perfect pace for you at every stage of your workout. We also ensure you have a trainer on hand to help you achieve your goals. But it doesn't stop there. Our guys on site can tell you all about the other FANTASTIC benefits you receive.

OBJECTION HANDLED

Remember...

Use the call Guide to ensure that you have a consistent and structured approach to dealing with inbound telephone calls from prospective members. Always have it to hand and refer to it regularly.

However, remember that the Call Guide is not a script. Every conversation will be different and, within your structure and consistent approach, you will have to be flexible. .

WALK IN ENQUIRY

A walk in can occur at any time so be prepared.

Remember you only get one chance to make a first impression

The first 45 seconds are vitally important to the sales process. Remember that a pre- booked appointment will expect, at the least, a 15 minute appointment. A walk-in may not expect this and will have to be informed.

Walk up to the customer, SMILE and hold your hand out (a firm shake).

Hi, my name is (your name) welcome to YourZone45

Shake hands as you say this and if they do not volunteer their name say...

May I ask your name please?

It's Sally

Well Sally, How can I help you?

I would like to find out a bit more information

Ok great, firstly I need to find out a few details about yourself and find out exactly what you are looking for. Once we have done that and I have shown you around the studio we can sit down and I will go through our membership options.

How does that sound? Great!

The customer will usually say yes here. If they say no it's because they do not have the time. You must re-book the tour. DO NOT just give out the prices!!

If they agree to sit down then take one minute to gather everything you need and sit down with them and go straight into a Studio Tour.

EMAIL ENQUIRY (+SOCIAL MEDIA ENQUIRY)

The good thing about email enquiries is the fact that they have normally taken the time to look through the website. If the enquiry has come from the website you will have all their contact details to contact them. You need to contact them by phone ASAP and add them to the YZ45 Operating System. It is a lot more difficult to sell them the club and concept via an email so you always want to try and call them. You then use the Call Guide to try and get the prospect in for a Studio Tour.

If it is just an email and you have no choice other than to email them back then reply along the lines of

Dear XXXXX

Thank you for your email regarding YourZone45 studio – (location).

Let me tell you a bit more about YourZone45

We are a unique fitness studio that delivers amazing 45 minute workouts designed to burn maximum amount of calories and increase fitness levels in record time! Our workouts allow you to get the benefits of personal training but without the cost and our heart rate system means the YourZone45 Instructors can train you to the correct level during the session, so it really does suit any level or ability. It is designed to be fun, motivating and personal while always delivering amazing results!

We do have a variety of programmes that may suit you depending on your goals; the next step would be for us to book you in to one of our Studio Tours or even a FREE trial where you will get a better feel for the studio and concept. I will then be able to go through everything with you in more detail and the different programmes we have and find the best one that suits your need.

We have slots available on (such and such a days) and (such and such times)– which would suit you best?

I look forward to hearing from you

Kind Regards

Name

YourZone45 Studio

On reply take the necessary measures to get the enquiry booked in for a Studio Tour.

MAKE SURE AFTER EACH ENQUIRY THAT THEY ARE ADDED TO THE CLUB MANAGEMENT SYSTEM

PROSPECT - 5 STEP FOLLOW UP PROCEDURE

IF YOU GOT THE PROSPECTS DETAILS BUT THEY DID NOT BOOK A STUDIO TOUR OR FREE TRIAL

1. Make a call 24 hours later

Your aim of this call is to see if you can book them in for a studio tour and free trial

Hi, may I speak to (their name) please?

Hi (their name) this is (your name) calling from YourZone45.

How are you?

I was just calling to see if you had a chance to think about coming in for a chat?

Alternatively I would be more than happy to offer you a free trial session if that is something you would be interested in?

If yes...

Ok great, when would suit you best I can book you in for a session today or tomorrow if you would like?

Great. Well I shall look forward to seeing you at (time) on (day and date)

If they do not want to

Ok no problem, well if you change your mind please give me a call and I would be happy to get you booked in another time.

If it wasn't answered leave a message and follow it up straight away with an email...

Hi (Name)

I hope you are well,

Following on from our conversation on (day) I just wondered if we could get you booked in to come and see me here at the studio so I can show you our concept and go through our different programmes we have?

We have space today or tomorrow if you are available?

I look forward to hearing from you

Kind Regards

Name

YourZone45

2. If there was no reply to the voice message or email, then follow up with a call 24 hours later; do not leave a message this time.

3. If there was no reply 48 hours since last attempted contact, make one more call leaving a message.

Hi (Name)

It is (Your name) from YourZone45, following on from your enquiry on (day) it would be great to get you down to the studio over the next few days, we have some great offers on at the moment that I would love to go through with you. If you call me on (club number) I would be happy to get you booked in to show you around.

4. If still no reply send one last email 10 days from original contact.

Hi (Name)

I hope you are well,

I am not sure you have picked up my messages? But I just wanted to get in touch to go through our latest programmes and invite you down to the studio so I can show you our concept in action, or if you would prefer to try our workout first with a free session that is not a problem, let me know and I can get you booked in?

If at this moment in time you need more time to decide what you want to do, it is not a problem, but if you could please let me know that would be great.

I look forward to hearing from you

Kind Regards
Name
YourZone45

5. If no reply to previous email, call 14 days from original contact using the previous email as your template.

If still no answer continue with calls every 3 days for the next 12 days.

THE STUDIO TOUR

Studio Tours are initial talks face to face with the prospect following the enquiry stage that should be taken by the Membership Advisor or Head Trainer.

Any employees dealing with studio tours must have completed the YourZone45 training in how to deal with Studio Tours.

CONFIRMING THE STUDIO TOUR / RESCHEDULING THE STUDIO TOUR

Hi, may I speak with (their name) please?

Or

Hi, is that (their name)?

Hi (their name) this is (your name) calling from YourZone45. How are you?

I just wanted to make sure everything is okay for our appointment today at Do you know where the parking is and how to find us? (May need explanation).

Are you bringing your friend with you? Great or Okay. I shall look forward to seeing you at (time).

IF THEY NEED TO RESCHEDULE

No problem, I will just reschedule that for you. Would today still be good for you or is tomorrow better now? Morning or afternoon? I can see you either at..... orwhat time will suit you best?

Great I'll look forward to meeting you at (time) on (day and date). Is that okay?

NO SHOW STUDIO TOUR

CALL AS SOON AS THEY ARE 15 MINUTES LATE FOR THEIR APPOINTMENT

Hi may I speak to (their name) please? Hi (their name) this is (your name) calling from YourZone45.

How are you? Did you remember that you had an appointment at.....today?

(Usually no)

Well I was just waiting here for you and thought that it must have slipped your mind, so I thought I'd just reschedule it for you. Would tonight be better, or is tomorrow best? Morning or afternoon? I have either..... or..... available – which would you prefer?

Great. Well I shall look forward to meeting you at (time) and by the way would you like to bring a friend or family member along with you?

(Get name if yes).

Okay (their name) I'll see you at (time) on (day and date).

PRE BOOKED STUDIO TOUR

A Studio Tour should take up to 30 minutes to complete and the Sales Consultant should be ready for when the prospect arrives, they will need to prepare

- Studio tour analysis form
- Session timetable
- Membership prices
- Member results
- A clean reception, office and gym

The Sales Consultant **must be available at reception 15 minutes before the appointment**. The studio tour should be taken when there is a session going on within the studio if at all possible, unless they are also having a free session.

THE PROCESS FOR A STUDIO TOUR

- 1. Meet & greet**
- 2. Complete studio tour analysis form**
- 3. Create a solution by explaining the benefits for the prospect**
- 4. Present prices & offers**
- 5. Sign up the prospect**

1. THE INITIAL MEET & GREET

We are a business that strives to create a welcoming environment, so it is very important that a good first impression is made. The studio tour should take place sitting down at reception or in the office.

Walk up to the customer, SMILE and hold your hand out (a firm shake).

Hi (their name) welcome to YourZone45 it's great to meet you. My name is (name), I spoke to you on the phone/ via email and I will look after you today.

So did you find us ok? Have you parked round the back?

Ok great, so firstly what we are going to do today is I am going to ask you to fill out this quick form so I can get a better understanding of what it is you are looking for and then we will discuss it in more detail before I show you the studio and explain how our concept works (and take you through a session (if they have a YZ45 FREE session booked)). Then we will come back here and discuss the programmes we have available and which one might work best for you to get you the results you are looking for.

Does that sound ok?

It is important to explain exactly what is going to happen and how long things will take as soon as someone comes into the studio, to eliminate fear.

2. COMPLETING THE STUDIO TOUR ANALYSIS FORM AND PAR Q

The purpose of this form is for the prospect to provide you with the information that is needed to be able to sell the concept and a solution to the prospect. It is very important to capture as much data as possible, using correct questioning to understand why that person is there.

Once the prospect has completed the form then sit with them to discuss. Firstly just make sure that the PARQ is completed and signed and everything is ok, making any relevant notes if necessary, the questions in the Exercise History and Goals part are vital to understand the member.

Once the prospect has completed the form you will finally get to engage with the prospect and your next step is to ask intelligent questions focused on their needs.

You need to ask high yield and precise questions. Prospects don't want to repeat themselves or give you simple information that they feel is irrelevant. If they are high yield questions then it will demand an answer rich in detail.

Questions provide much more than information, they help you build rapport.

- Develop a bespoke solution (bespoke means customised, customised means higher value)
- Find out issues
- Engage the prospective member
- Make people like you
- Gain credibility – smart questions reflect smart people

There are questions and then there are questions that sell.

Using the YourZone45 questioning system

Questions thrive in structure, and they should be natural and not make the prospect feel as though you are interrogating them. Interrogations usually result in a nervous, agitated customer who can see the questioning process unfold in front of them. Questions should help to develop an easy dialogue that helps prospects relax into the conversation.

We use these questions on the form to try and find all about our prospect.

1. Have you used a personal trainer or gym before? *If yes, where did you go, when?*
2. Are you currently exercising? *If yes, what activity and how often?*
3. Do you ever feel weak, fatigued or sluggish?
4. How many meals do you eat each day?
5. Do you eat breakfast?
6. Do you feel that you can dedicate 2 – 3 hours per week to reach your fitness goals?
7. How would you rate your current fitness level?

Very Poor / Poor / Average / Good / Excellent

8. What are your goals?

- Reduce Weight / Body Fat
- Tone Up
- Increase Fitness Levels
- Improve Stamina
- Improve confidence / Self Esteem
- Have More Energy
- Other
- More specific _____

9. What time frame do you have in mind in achieving your goals? _____

10. On a scale of 1 – 10 how serious are you about achieving your goals?

1 2 3 4 5 6 7 8 9 10

11. Is there anything that has kept you from starting sooner?

- Work
- Family Commitment
- Time
- Money
- Procrastination
- Other

Once you have these answers you can then use probing questions to find out more.

These further questions help you understand your prospects current environment even further. It's hard to sell effectively without understanding your prospects issues/pain. Issues create headaches and headaches create needs and needs create sales. Ask further questions to find the issues.

For example...

1. How did that make you feel?
2. May I please clarify on one of your points?

3. Would I be right in saying you are really passionate about losing weight and achieving this goal?

At this point you want to overcome any more objections that you may face when you come to close, this is why we need to find out how many times they can commit to training each week. How serious are they? You need this to be a 10, they will probably put 6-8 but you need to ask why it isn't a 10 and how you can get it a 10. What has stopped them starting sooner and is that still an issue.

Then most importantly discuss their goals, this is why they are here, but be more specific about the goals, for example 'weight loss', how much do they want to lose? What is their ideal weight? Set them a goal in 6 weeks, 6 months and 12 months, you are then building and creating urgency and getting them excited about the prospect of them seeing their desired results so creating commitment.

3. EXPLAINING/SHOWING YOURZONE45 – THE SOLUTION

The stage is now set for you to do some solving! Not only can you help but you have exactly what they need! They need to be thinking in their head that YourZone45 is the solution to their problem, whether it is losing weight or getting fit etc., without you telling them. Remember... telling isn't selling!!

You need to create a winning value proposition.

A strong value proposition is the foundation of every sale. You need to understand your value proposition, strengthen it and articulate it in a way that moves buyers to action. The buyer must clearly see the dominant forces in the sale – VALUE and RESULTS and they must see this very early on in your engagement. Prospects will quite often think that they can get the same as what you are offering round the corner at a far cheaper rate. Yes they may be able to get a gym membership cheaper, but will it be the same quality and value for money? You must build value into the sale otherwise they will think the cheaper gym will deliver the same value as you. So your key role in sales is to build great value – based on their needs and wants!

These days' prospects don't want to hear about what you do! They want to hear about the value and the results they will gain from using you. So start selling 1.VALUE 2.RESULTS.

You need to create a solution so you need to use any of the following benefits of YourZone45 to create that solution

The Benefits

- Faster results than before because of the **style of training and the variety** (afterburn)
- Maximum **results** because of the style of the training and variety
- Maximum results because of **heart rate technology**,
- Greater **motivation** because of **the trainer**, the variety of the workout and the heart rate system
- More **enjoyment** because of the trainer, the variety of the workout and the heart rate system
- Increase in fitness levels faster than any other programme
- **The booking system** increases motivation and therefore results
- The **45 minute workout** is easy to fit into a busy schedule
- Or something more specific such as lesser risk of heart disease (although every other gym will offer that).

Here we have highlighted some of the benefits, it is the benefits that grab the attention and then we use words such as increase, decrease, improve, faster, maximum. This turns the benefit into a desired outcome.

Again these benefits need to relate the prospects wants.

You can then strengthen this even more by bolting on measurements that appeal to prospects. The more specific you can be with your measurements the stronger your value proposition will be.

For example:

500- 1000 kcals per session and 3 sessions per week = 1500 - 3000 kcals per week or 78,000 - 156000 per year! Even 78,000 = 22lbs!!

Or, target 2lb of fat loss per week = 1 stone in 7 weeks

Or, increase by 1lb of muscle every month, 1lb of muscle = 50 Kcals lost per day, 10lbs increase = 3500 per week which = 1lb of fat lost per week!

The last stage of a winning proposition is backing up your statement with some evidence and proof. Do this by weaving in a credible member experience or story to back up the measurements you have used.

For example

“We are a unique fitness studio concept using fun but scientific heart rate based training and motivational YourZone45 Instructors to help members burn up to 1000kcal in a 45 minute workout. In fact we recently helped one member lose one stone in 8 weeks who had previously never seen any results using other gyms”

It is paramount that you have now created the value in the programme, so much so that prospect is already sold on it, so when you present the price, they are surprised because they thought it would be more.

4. DO THEY HAVE ANY QUESTIONS

It is important to ask if they have any questions before you go through any prices, you must clear any doubt in their head that they have about joining.

5. PRICE PRESENTATION

As long as the studio tour was conducted correctly there will become a time to present to the prospect the membership packages.

Before you present the prices it is important to finally remind the prospect of the value of the product. Do this by listing all of the activities/benefits etc. in the package and then most importantly the emotional value to them personally based on your discussions.

Then get the membership options form and present the options one by one.

Now (name) based on your goals and lifestyle I believe we can achieve your goals with 2-3 sessions per week and I feel the best programme for you would be our 6 month programme to get those desired results.

This programme works out to just £XX.XX per month, which means based on 3 sessions per week it is just £X.XX per session.

Alternatively our most popular programme is our 12 month programme which works out to £XX.XX per month which means based on 3 sessions per week it is just £XX.XX per month.

Start-up fee...

Also, essential for our programmes is obviously our heart rate monitor. All our members pay a start up fee of £79.99 which includes a free heart rate monitor worth £129.99 and if you join today I'll also throw in a free water bottle and gym towel.

We do also have a monthly option for those looking for short term goals, this is £XX.XX per month which means based on 3 sessions per week it is just £XX.XX per month.

We do have pay in full options on both our 6 months and 12 month options. On the 6 months if you pay upfront you get it at the 12 month price and on the 12 months you pay for 11 months and pay no start up fee!

So (Name) could we get you started on one of these programmes today?

Then stay silent until the customer speaks. (If you took your time over the guest visit form, obtained plenty of yes's (filled your shopping basket!) and positive feedback throughout the tour this bit should be easy as you will have closed all the doors on the objections.

Excellent – Let's do the paperwork and get you started.

At this stage you would also offer the free trial session if prospect wasn't going to commit to a membership and was just on a studio tour. You would then revisit this price presentation after that session.

IF THE MEMBER IS UNSURE AT THIS STAGE

If the member is unsure whether they want to join at this stage you should firstly, it will probably be because of one of the following objections

- **TIME**

This should not be an objection if you have followed the sales process as they have already told you how much time they can commit to each week.

- **MONEY**

If they say they can't afford it, then perhaps the value wasn't created in the whole process. It is normally the case that they do have the ability to afford it but simply do not have the desire to afford it. You need to create that desire. Ask them what they can afford (what they will be telling you is what they think it is worth).

Allow room to negotiate on the start-up fee but remember the value they are receiving with it. You should never discount the membership price as this devalues the product and is not fair on current members.

Well (name) what I can do for you is if you join today I can reduce the start-up fee to £xx, how does that sound, could we get you started on that?

Excellent – Let's do the paperwork and get you started

- **HUSBAND/WIFE**

- **I NEED TO GO AND THINK ABOUT IT**

These two last objections means that you did not create the urgency for them to get started today, you need to try and paint of what they feel like and be like in 6 weeks / 6 months' time – just in time for their event.

STUDIO TOUR - 5 STEP FOLLOW UP PROCEDURE

1. Make a call 24 hours later

Your aim of this call is to see if they require any further information and how they found the tour and to try and book them in for a trial or to join

Hi may I speak to (their name) please? Hi (their name) this is (your name) calling from YourZone45.

How are you?

I was just calling to see if you had a chance to think about starting the free trial session following our meeting yesterday?

If yes...

Ok great, when would suit you best, I can book you in for a session today or tomorrow if you would like?

Great. Well I shall look forward to seeing you at (time) on (day and date)

If they do not want to

Ok no problem, well if you change your mind please give me a call and I would be happy to get you booked in to start. I will also let you know of any offers or promotions we have in the future.

If it wasn't answered leave a message and follow it up straight away with an email...

Hi (Name)

I hope you are well,

Following on from your visit on (day) I just wondered if you had a chance to think about starting the free trial session?

We have space today or tomorrow if you wanted to get started?

I look forward to hearing from you

Kind Regards

Name

YourZone45

2. If there was no reply to the voice message or email, then follow up with a call 24 hours later; do not leave a message this time.

3. If there was no reply 48 hours since last attempted contact, make one more call leaving a message.

Hi (Name)

It is (Your name) from YourZone45, following on from our meeting on (day) I just wondered if you had any further questions about YourZone45 and our programmes? If you call me on (club number) I would be happy to answer any you have.

4. If still no reply send one last email 10 days from original studio tour.

Hi (Name)

I hope you are well,

I am not sure you have picked up my messages? But I just wanted to get in touch to see if starting a programme here at YourZone45 was still on your mind? Let me know if you would be interested in getting booked in to start?

If at this moment in time you are not interested in getting fit and burning loads of calories here at YourZone45 😊 or you need more time to decide what you want to do, it is not a problem, but if you could please let me know that would be great.

I look forward to hearing from you

Kind Regards

Name

YourZone45

5. If no reply to previous email, call 14 days from original contact using the previous email as your template.

If still no answer or they are not interested they would be classed as a dead lead and would go into the studios general direct marketing.

YZ45 FREE TRIAL

WHAT IS IT?

A trial allows a prospective member to come into the studio and try a YourZone45 workout before committing to a membership. It will give them a better idea of what the concept is and potentially make the prospect more likely to sign.

This offer allows you to be able to sell something when the prospect enquires and gets the prospect to sign up stage relatively quickly, it allows the prospect to fall in love with it in just one session and it is designed to prove to them that everything they have read online and been told over the phone / email is all true, hopefully it is better than they expected!

If a prospect joins up on the day of the free trial and purchases a heart rate monitor then the prospect should be offered a free YZ45 water bottle and YZ45 towel.

THE FORMAT

Firstly they will need to be booked into a session, ideally the session needs to be booked in as soon as possible after the studio tour, if not then it should follow on from studio tour, so they are motivated to attend.

When booking a prospect in for their first session you must ask them to **arrive 15 minutes before their session begins if they have had a studio tour or 35 minutes before if they haven't had a studio tour and it's their first time to the studio.** So you can complete the following.

- Provide them with a demo heart rate monitor before their session begins. The heart rate monitor will be provided free of charge for the trial session and you must explain how to put it on. You must also make a note of which monitor they have. All the information that you will need to set up a monitor for a prospect you can take from studio analysis form that the prospect would have filled out on the studio tour. The monitor therefore can be set up prior to the prospect coming in for their session.

You must aim to pass the prospect over to the Instructor **at least** 10 minutes before the start of the session. The Sales Consultant then needs to introduce the prospect to the trainer that will be taking the session and hand over the studio analysis form. The trainer must then shake their hand and say

It's great to meet you (name), I'll be looking after your session today, we have a great little workout planned for you, how are you feeling today?

Ok great, what we will do is go into the studio and I'll explain how today's session will work, is that ok?

Ok (name) great, lets go...

The Instructor will then take them onto the gym floor and need to ask.

So, (name) what are your main goals?

I have your form here, but just so I am aware from you do you have any injuries I should know about?

Although this would have been covered by the Sales Consultant in the studio tour it is still important that the Instructor covers this and hears it from the prospect. The Instructor then gives them a brief rundown of the session and explains to them the idea behind the concept. For example

Ok, how a normal session works is simple, it starts with a steady warm up for 5 minutes gradually raising your heart rate up to around 70-80% of your maximum, from there the session will be split into doing 50% cardio based

interval training and 50% in the functional area doing some resistance and functional training, please work to your own intensity, I will be here to motivate you and make sure you are doing everything correctly but if it is too much please make sure you slow it down but again if you feel you need to up the intensity this can also be done. We normally aim to get your heart rate above 80% for at least 12-20 minutes of the workout so we can achieve the calorie afterburn, if we don't achieve that on your first session that is not a problem though. 70's is fine. As it is your first session I'll be keeping a close eye on you! Does that all make sense?

Ok great let's get the others in and get you all warmed up. (If it is 2 minutes before the start, if not take the member back to reception and wait for a few minutes before inviting everyone into the session)

The Instructor must then open the door and invite the other clients in 2 minutes before the start time to start the warm up, the trainer must take the prospect over to a piece of cardio equipment to start a warm up, showing them how to use the piece of equipment and making them feel comfortable.

The Instructor must then start the session and make sure everyone's heart rate monitors are working.

The session will then commence with attention to the prospect key without taking away any attention to other members. The Instructor must make the prospect feel comfortable using first name terms where possible.

Then after the session and when members have left the studio the Instructor will take 5 minutes to show the prospect their results on screen (the Sales Consultant will be at reception to deal with bookings etc. if needed). The Instructor will then pass the prospect to the Sales Consultant who will then take over the rest of the process outside the studio and proceed to talk about the session and go through the price presentation. If the prospect wants to join up (Follow the sign up procedure) If not then the Sales Consultant would put them into the follow up process. Each trial session needs to be booked into the sales diary as a separate appointment thus allowing the Sales Consultant to be able to track them.

SIGNING UP A MEMBER

YourZone45 use an outside collecting agent to collect monthly direct debits, they will collect the money for the club at set dates during the month and transfer it direct into your account 3 working days later, less their fee.

When someone wants to sign up to YourZone45, you will either sign them up online via the Club Management System if they choose the direct debit method or take payment if they choose to pay for their membership in full.

SIGNING UP A MEMBER ON A DIRECT DEBIT

1. Invite them to the area you will complete the sign up

2. Open up YZ45 Operating System and find the prospect on the system (add them if they are not on there). Follow the process from the operating system manual

SIGNING UP A PAY IN FULL MEMBER

If the member decides to join on a pay in full membership the same process will apply, however just simply take payment via Stripe through the system instead of setting up DD.

TERMS AND CONDITIONS OF MEMBERSHIP

The YZ45 terms and conditions are kept up to date and must be displayed at the club at all times with your company details on. All members must be shown a copy of the terms and conditions before agreeing to join a YourZone45 Franchise. It is the Franchisee's responsibility to make sure all members understand the terms and conditions associated with being a YourZone45 member.

All direct debit memberships must be set up using our approved collecting agent.

8. CUSTOMER SERVICE

MEMBER EXPERIENCE & CLUB ATMOSPHERE

Each YourZone45 Studio is designed to attract, satisfy and preserve customers. Satisfied members are those who purchase and receive value from the service you offer. YourZone45 is a place where people come to exercise and get fit in a friendly comfortable relaxed atmosphere. You are part of this 'family' and your friendliness is **key** to our success. Welcome members as they walk through the door, be helpful in any way you can and be sure to thank every member for coming. Your friendliness and quality of service you and your employees provide is key to creating a memorable experience for our member.

GOLDEN RULE 1

UNDER PROMISE & OVER DELIVER

GOLDEN RULE 2

KNOW THEIR NAME & BECOME THEIR FRIEND

Each YourZone45 Franchisee and employee is expected to provide a service that is better than the member is expecting. Each Franchisee and employee needs to get to know each and every member and build a good relationship with them.

Remember it costs 6 times as much to attract a new member than it does to keep one in the system.

The key points to good member service at YourZone45:

- Greet everyone every time like it's their first visit – new and existing members
- Maintain eye contact and smile
- Maintain good personal appearance and grooming
- Know members names and greet them by it every time
- Thank the member and say good bye when they leave the gym
- Be accessible at all times to the members on and off the gym floor
- Greet everyone you don't know by asking them their name and giving them yours
- Get to know each and every member
- Deal with any member issues ASAP
- Do everything you do the best you can do it
- *Rules of member service -*
 - *Never insult a member*
 - *Never insult a member to another member*
 - *Never bad mouth a competitor*
 - *Never lose your temper with a member*
 - *Never bad mouth a staff member to a gym member or other staff*
 - *Treat members with respect even if sometimes you feel they don't deserve it*
 - *Take pride in yourself and your work environment*
 - *Try and be the best franchisee / employee*

Note: It is very important to deal with any member or prospect query or questions ASAP, do not leave them waiting for a reply this is very bad customer service and is not a reputation YourZone45 wants to be associated with.

BUILDING RETENTION

The amount of members YourZone45 loses each month will depend on the quality of service that the team deliver. It is paramount that all staff go out their way to build rapport with each and every member and create an amazing community feel within the studio and deliver the workout in an amazingly energetic way.

MEMBER COMPLAINTS

Even an occasional mistake can turn into a good customer experience if you respond immediately and effectively. The ability to handle complaints in a cool, collected and professional manner is a sign of great customer service. Dealing effectively with displeased or angry members is one of the most important challenges you will face as you work to retain and expand your member base.

General guidelines

- Franchisees / Managers should do everything within reason to satisfy members.
- If in doubt, or if there is a question as to the validity of the information that the member is providing, decide in the favour of the member.
- Many emotional situations can be resolved if members feel that you and/or your managers are genuinely apologetic for any error or inconvenience they have experienced

Handling complaints

Use the L.A.S.T strategy...

- Listen
- Apologise
- Solve
- Thank

LISTEN

When people feel listened to, their defences come down

- Use eye contact
- Don't interrupt and wait until the member has finished talking
- Repeat the complaint back to the member and ask "is that correct?"

APOLOGISE

There are times when it makes sense to apologise and times when it does not. It is proper to apologise for minor incidents, inconsistent service etc. Use common sense and remember the purpose of the apology is to acknowledge a mistake, so that it can be resolved.

When apologising:

- Use eye contact
- Use a softer tone of voice
- If the person interrupts, wait until they are finished before responding
- Be sincere and mean it

SOLVE

Most problems can be easily solved if handled immediately. To ensure that the member's needs are being met, it is important to find out how he/she wants the situation solved.

- Ask how would you like me to solve this problem for you?
- If you can solve it do so.
- If you cannot solve it, explain why to the member and find another solution.
- Guide the conversation in a solution-orientated direction
- Make the solution happen.

If the complaint is in regard to a payment or membership terms and conditions.

- Explain the terms and conditions that they signed and agreed to
- Explain that the terms are the same for all the members
- If you feel you can't solve the problem because it may cause complaints from other members then explain that.
- If you feel you have to go against the terms and conditions to solve this situation then do so as long as it would not cause a problem to other members. Explain that you would not normally do this. Often on occasions it can sometimes be good to meet in the middle to solve the situation.

- Do not be bullied against the terms and conditions though. They are there for a reason and are fair for both the club and member. BUT BE PLEASANT!

THANK

Members bring you problems so that you can improve your operation. This gives you an opportunity to make your employees and club better. Because of this, it is important that the member is thanked for bringing the problem to your attention.

HIGHER LEVEL COMPLAINTS

If you feel the level of complaint is to a higher degree, such as, but not limited to, slips, falls, injuries, violence or crime then you need to act immediately as above and also inform Elms Fitness Group Ltd of such complaints.

REFUND REQUEST

All refund requests will be based as per the terms and conditions of membership. Refunds may occur if you feel the member has not been given the service or product that they signed up for.

9. MARKETING

INTRODUCTION

Marketing is the process of communicating the value of a product or service to customers. Marketing might sometimes be interpreted as the art of selling products, but selling is only a small fraction of marketing. It is about meeting the needs of the customers and convincing them that our service is something that their lives need.

Remember – Marketing starts with the front of house and the training sessions.

There is no point in making people aware of your service if it is not perfect, it is important that the service you offer is talked about and that is where the marketing starts. Inviting people to use your service so they then go out and market your product for you is the best way to marketing your club, a happy customer is likely to tell up to 10 people about their experience which is then spread to their friends, quickly reaching more people than any other form of marketing.

To do this you firstly need to spread the word and make people aware you are there and that you have a unique selling point that is going to benefit them. You need to create a community feel to your club, a social place for people to come and train, making sure it is friendly and personal at all times.

Marketing and publicity does not have to be sophisticated or expensive, it is about building a good reputation in the early days and being persistent with your message and of course taking every opportunity to promote your services.

YourZone45 has developed some simple ways of becoming known. We now avoid unsolicited offers to advertise in periodic publications. We prefer to decide for ourselves who we want to target and identify what we believe to be the best medium to reach our audience and then get quotes and negotiate.

BRANDING

Brand image represents the perceptions members have about the company and its services. The member's perception or brand image of the company will affect behaviour accordingly.

A strong recognisable brand with good image will enhance business while the reverse is true of a poor brand image. This is why in today's competitive market, businesses spend so much time and money on developing the brand and why strong brands are so highly valued.

Our goal is to build a brand image that is constantly recognisable, appealing and which helps us gain long term and loyal members and referrals. The brand must reflect our core values and it must be delivered consistently. We need to build a level of expectation in our members and meet these expectations at a consistently high level. When we achieve this we will be providing our members with something they value very highly – brand security.

That is to say that when anyone has contact with any franchisee, no matter where they are, they know exactly what to expect and the level of service they receive. The brand values that YourZone45 is based upon and therefore want to communicate to the market are:



Your responsibility as Franchisee and a member of our network is to promote these values and deliver a service that lives up to them.

Your role is to represent the brand correctly. You represent the brand every time someone comes into contact with your business in any way.

This includes

- Answering the phone
- Dealing with potential members
- Dealing with existing members
- The quality of service and training sessions
- Marketing
- The appearance and demeanor of yourself and your employees
- Studio appearance

The task of creating and maintaining the brand is very important and we ask that you help us achieve this for our mutual benefit by complying with the system and our ethos in this area of the business.

APPROVAL OF MARKETING / ADVERTISING

All advertising and promotion by you in any medium must be conducted in a dignified manner and must conform to our standards and requirements as described in the Manuals or otherwise. You must obtain our written approval of all advertising and promotional plans and materials before their use. You will submit all unapproved plans and materials to us. If you do not receive written approval within 14 days of our receipt of such materials, we will be deemed to have disapproved the materials. You will not use any materials that we have not developed or approved, and will promptly discontinue use of any advertising or promotional plans or materials, whether or not previously approved, upon notice from us. We may review and approve or disapprove all advertising and promotional materials that you propose to use.

THE TARGET AUDIENCE

YourZone45's main target audience is people 25-45 years old that want to achieve fitness and weight loss results. A studio can be expected to have approximately 65% of female members and 35% male. People who need that extra motivation and like the community feel of a group training experience.

- 25 – 45 year olds
- 65% female
- Parents that want to get back in shape / gym goers that have hit plateaus
- Haven't much time on their hands - Have busy life and schedule
- Mid to high income earners
- Appreciate value for money
- Want to pay to see desired results
- Need extra motivation
- Like the community feel

INITIAL LAUNCH

You must develop and implement, with our marketing agency, a pre-opening and grand opening promotion approved by us for your Studio. You must spend a minimum of £15,000, as determined by us, for a grand opening program for your Studio during the period that is at least 12 weeks before and 30 days following the opening of your Studio. You may spend more than the minimum amount that we require. Pre-opening and grand opening advertising will consist of a variety of meetings with potential members, participation in local events, and public relations, marketing and advertising initiatives intended to publicize the opening of the YourZone45 Studio. Amounts that you spend on pre-opening and grand opening advertising do not count towards any other advertising obligations you have under the Franchise Agreement.

ON-GOING MARKETING INITIATIVES

Franchisees must develop relationships with their members in order to increase the bottom line. Our market research suggests that if Franchisees deliver a high level of service and understanding to members then you can expect to gain 40% of new members each month through referrals alone.

You must spend on approved forms of local advertising the minimum amount of £500, but we recommend at least £1,000 per month. **Upon our request, you will submit to us an advertising expenditure report accurately reflecting all local advertising expenditures for the applicable period.**

Local marketing can include any of the following:

- **LEAFLETING**

We are constantly reviewing support literature and a new leaflet designs that you may choose from and order direct from our marketing agency and distribute. We advise you look to get out 2500-5000 per month. This can be done

- Door to door
- Train stations
- Local businesses
- Placed in waiting rooms
- Shopping centres
- Local schools

- **DIRECT CONTACT WITH LOCAL RESIDENTS**

Organising a stand in local shopping centres / supermarkets is a good way to increase awareness and generate leads.

- **CONTACTING LOCAL BUSINESSES**

- Introduce yourself and possibly offer all members of staff of local businesses a free taster session and a referral scheme if that business recommends its customers.

- **ADVERTISING IN LOCAL MAGAZINES / PUBLICATIONS**

- This can sometimes be costly but if you select your publication carefully this can be beneficial.

- **GOOGLE ADWORDS**

- Our marketing agency will set up your google adwords account. They will also provide a training day in how to manage AdWords account.

- **PR IN LOCAL PAPERS**

- Do you have story to tell your local paper or magazine, has someone lost a lot of weight? Or seen great results? Sending articles to your local paper on a regular basis is a good way to attract customers to your franchise. If you have an interesting story a paper may publish an article free of charge. Be careful what they write and ask to see anything before it is published to make sure the reporter fully understands the concept. Keeping in regular contact with your connection at a local paper company is a good way of ensuring continued press coverage for your franchise.
- We have a PR consultant who can create a PR campaign for your area. This is a very good form of advertising

- **BUSINESS NETWORKING MEETING**

- Get out there and talk to people, local business networking meetings is a good way to introduce your service and promotional campaigns. We advise attending at least 1 networking meeting a

month. Networking is the perfect way to attract businessmen and women to your franchise and will be good for keeping up connections in the local area.

- **CREATE RELATIONSHIPS WITH TARGETED BUSINESSES**
 - Local professionals like physiotherapists, beauticians, hairdressers, sports therapists is a good way of recommending members back and forth.
- **THE STREET TEAM OUTFITS**
 - You can purchase some morph suits from our suppliers for you and your staff, even get members and friends involved to help promote YourZone45 for certain events or just to create awareness. A road side workout dressed in bright morph suits creates a good awareness campaign. If you require the street team outfits contact your Field Support Manager. Please bear in mind that if you choose to follow this marketing initiative that you are on show to your local community at all times so strict rules should be put in place to make sure that you are creating the best possible impression on potential members.
- **DIRECT MARKETING**
 - For each campaign that you run it is also good to send letters, text messages and e-shot/email direct to your database and then follow this up with a phone call. It is therefore important to build an accurate database of prospects and members.
- **SOCIAL MEDIA**
 - Social media marketing is becoming an increasingly popular alternative to standard print marketing; it is also a lot cheaper. Promoting the campaign or your club through social media is likely to reach far more people in a much quicker time scale through the use of targeted campaigns. You are also able to target prospects that have left their details by creating a customized audience list on Facebook and targeting specific people. Our marketing agency will create your Facebook pages and train you how to manage it.
 - For more information please refer the YourZone45 Manual and the internet and social media policies below.

Our approved marketing agency can also create and implement an ongoing marketing plan.

WEBSITE / INTERNET & SOCIAL MEDIA

We have established and maintain an internet website www.yourzone45.co.uk that provides information about the System and YourZone45 Studios. We have enhanced our website to include a series of interior pages that identify YourZone45 Studios by address and telephone number. We may (but are not required to) include at the website an interior page containing additional information about your Studio. If we include your information on the website, we have the right to require you to prepare all or a portion of the page, at your expense, using a template that we provide.

We will have sole discretion and control over the Website's design and content. We have the sole right to approve any linking to, or other use of, the Website. We have no obligation to maintain the website indefinitely, but may discontinue it at any time without liability to you. Furthermore, as we have no control over the stability or maintenance of the internet generally, we are not responsible for damage or loss caused by errors of the Internet.

We also may establish, develop and maintain one or more social media sites (e.g., www.twitter.com; www.facebook.com, www.instagram.com, www.pinterest.com, or such other social media sites) and/or applications for smart phones or other mobile devices. You may not establish or maintain any social media sites utilizing any user names, or otherwise associated with the Marks, without our advance written consent. We may designate from time to time regional or territory-specific user names/handles that you must maintain. You must adhere to the social media policies that we establish from time to time, and must require your employees to do so as well. Use of social media, including any pictures that may be posted on, using or through one or more social media sites, must be in compliance with our Manuals and System Standards, including our take-down policies. You are responsible for ensuring that all of your managers, trainers, and owners comply with our social media policies.

You and your employees will not be allowed to establish or operate any website for your Studio or establish or participate in any YourZone45 related blog or establish or operate landing pages for advertising campaigns or other discussion forum without our prior written consent.

SOCIAL MEDIA STANDARDS

What's it for and Why?:

Social media has become a vital tool for communicating with both current members and prospects within the community local to each YourZone45 club. Social media can have many uses, including but not limited to:

- increasing brand awareness
- communicating important changes to existing members
- acting as a vehicle for promotional marketing campaigns
- communicating with prospects
- showcasing member reviews
- providing important details to your members and prospects such as opening times, addresses etc

Please read the important information below regarding your YZ45 studio social accounts.

Setting Up

YourZone45 head office will set up all social media pages. Each studio will have an individual Facebook page, managed by the Franchisee, HQ will set this up on your behalf and add yourself and any of your staff as editors on those pages. This will provide you and your staff members with complete access to your pages. Head Office will manage one site for: Instagram & Twitter.

Each of these social networks have different cultures and audiences, so it's worth defining what the differences are:

Twitter

Twitter is a high volume, short post, real time network. So much so that there is a character limit, meaning you can only post short messages (currently this is 140 characters, roughly the same as the brief text message). Because Twitter encourages users to follow a wide variety of other people, including those you know personally and those you don't, it's much more common for people to tweet a high number of tweets in a single day. Research suggests 3+ posts on twitter is more than acceptable without damaging your number of followers.

Facebook

Facebook is very different to Twitter. The whole notion of Facebook is that you should only add people that you have met in real life, meaning the whole thing is much more personal. As a general rule, people expect a much lower volume of posts from a Facebook friend than they would a Twitter follower. It's important to know the difference because overdoing Facebook posts could potentially alienate or annoy your connections. The sweet spot for numbers of posts on Facebook is 1-2 posts a day.

Instagram

Instagram is a visual platform designed for photo and video sharing. The sweet spot for frequency of posting without seeing a decline in customer engagement is similar to Facebook – approximately 1-2 posts a day.

Whose Responsibility Is Social Media?

Content gathering, post creation and scheduling posts can be delegated to whichever member of your staff as you see fit. Certain posts will be easier for some staff members to obtain than others. For example, it would be easier for an Instructor to take group photographs after a workout. Ultimately, however, the responsibility of making sure your social media accounts are used regularly and appropriately are down to you as the franchisee.

Usage: Planning

The world of social media is constant and continual. Posting one or two posts a month is not enough to be seen as a responsive company that cares about its customers. The key is in the name – social media is “social”. Making the most out of your social media pages often comes directly from frequency of postings and when they are posted – because of this it is important that you plan in advance.

The best way to do this is to obtain a calendar template and plan one month ahead at all times. This will highlight any gaps you need to fill with posts from the YZ45 Hub, and also give you a chance to take any group photos or member results photos in advance.

The easiest way to ensure you have enough content for your social media sites is to make it a habitual process. Start taking photos (or requesting your staff) to take photos every day. Make notes of any upcoming social events that your club may be hosting or going to and allocate one member of staff who is going to the event as the 'designated photographer' for the day! Become a social network ninja. Once you are in the mindset, you will begin to see opportunities for your social media accounts everywhere you look.

Usage: Timing

There's lots of research out there about the best times of day and best days of the week to post for each individual social media network. Some of these can be useful but they are not hard and fast rules as every business differs. The time of day that a YourZone45 post might perform well and have high customer engagement is bound to be different to the timings/days that work well, for say, a nightclub. To determine what works best for your social media accounts is to set specific times for posting for a period of time and then analyse what has worked well and what hasn't. Read the next section to find out more about this.

Usage: What to Post?

As already mentioned, social media is another avenue to promote the YZ45 brand, and this is why it is important to follow the approved brand guidelines for posting online. Consistent posts across clubs serves to solidify the global brand of YZ45 whereas posts that do not adhere to the guidelines can potentially look unprofessional and negatively affect the branding and the impression that online prospects get from individual clubs.

With any social media network, it's important to keep the content varied and interesting to maintain that ever-important impression. Look at the approved types of posts below.

Approved social media posts which you and your studio can put together at source are as follows:

- Photographs of the session whilst they are happening
- Group photographs of members before or after a workout
- Group photographs of members at social events arranged by the club, I.e Nuclear races, Christmas party etc
- Member results photos using the printed ("I lost In ..." and "I smashed over calories at YourZone45 – no calorie is safe" etc)
- Link to any interesting blog articles on the YourZone45 blog
- Re-posting interesting things from Head Office posts

(Please note any photo featuring a member will have to have permission from the member themselves before being posted online. A permission slip can be found on the YZ45 hub under **Photography Usage Permission Slip**)

Approved social media posts available on the YZ45 hub for your studio to use are as follows:

- Branded motivational quotes/images
- Company-wide competitions
- Free trial invitation images
- Studio tour invitation images
- Facts and figures about YourZone45, benefits of exercise, etc

There are also a number of posts you can submit to Head Office to get them branded and returned back to you via the YZ45 hub, such as:

Transformation photos (AKA before and after). There is an approved process for submitting before and after photos which can be found in the Operations Manual under Transformation Photo Operations Manual. Please use this guide.

You must obtain our written approval of all advertising and promotional material going on social media before their use that isn't on the YZ45 Hub. You will submit all unapproved material to us. If you do not receive written approval within 14 days of our receipt of such materials, we will be deemed to have disapproved the materials. You will not use any materials that we have not developed or approved.

Please note that Head Office reserve the right to remove any of the above items that are unapproved, do not adhere to the brand guidelines, or are deemed unacceptable for any reason without notice or explanation. To avoid this situation, please utilise this guide fully.

Usage: #Hashtags

Hashtags were originally exclusive to Twitter, but have slowly evolved to be fully working across all three of the social media platforms that YourZone45 use. Much like the general differences between social media platforms, hashtag usage differs across the three platforms.

Twitter hashtag usage: as the originator of hashtags, Twitter is open to hashtag usage and is heavily based around the use of them. That being said, the character limit on twitter does mean that it's not possible to overload tweets with hashtags. One useful tool is the trending hashtags list down the left hand side. You can utilise this to see what is gaining popularity, and if there is something interesting or relevant, you can piggy back on the idea.

Facebook hashtag usage: Hashtags on Facebook are generally accepted, but only sparingly. As a general rule, over hash tagging will damage customer engagement. Most people take the view that "Facebook isn't Twitter", and more than two hashtags have been proven to damage engagement. The main thing to keep in mind with hashtags on Facebook is to use them as they were intended – i.e. as a relevant way to create a conversation, and then connect that conversation with other people having the same conversation. "Woo, I #am #doing #exercise" is hardly an example of that.

Instagram hashtag usage: Instagram hashtags are a completely different environment. Most photos are found as a result of hashtag searches. Due to the massively high volume of users, Most Instagram posts only have a life of around 2-4 hours, after which, they become buried in other, more recently posted content. Hashtags help those posts become unburied when people look for them. It's not really considered an issue to fill your Instagram post with hashtags (though they are capped at 30) so play around with variations, pluralisation, and trending things. A very useful tool within Instagram is that autofill tool. If you begin to type a hashtag, such as #fit, Instagram will show you other hastags which include #fit (i.e. #fitness, #fitfam etc) and show you the amount of tags there are for each one. This can be useful when deciding which variation to use.

FACEBOOK

(Facebook) Usage: Responding to comments and messages

Once you begin to post items to your social media accounts, you will inevitably find that people respond with comments on your posts and you will also find that prospects message you with questions. It is very important to respond to any customer or prospect comments and messages on social media because it makes a good impression and furthers the brand by making it clear to any onlookers that YZ45 is a company that cares about its customers. Facebook in particular also logs your response time which is displayed prominently on your page. Think about the impression you would get about a business if their Facebook page stated that they typically replied "within a few minutes". Then think about the impression you would get if it instead said "typically takes 6 hours to reply".

Remember: the difference between answering a prospects question about whether they can come for a trial could be the difference between gaining a new member, or not.

It's also important not to underestimate the power of word of mouth. If that prospect never gets a reply, or gets a very late reply from a YZ45 club, they could be saying negative things to their colleagues and friends and family and that word could spread. Before you know it, YourZone45 could be seen in a negative light before anyone even comes for a workout – making your marketing an uphill struggle!

(Facebook) Usage: Member Reviews

Member reviews are a great way of showing prospective members what a great service we offer, as well as helping with google ranking results and providing valuable data for marketing campaigns.

Make sure you are actively asking members and trial members to leave a Facebook review – especially if they have had a good session. Simply asking the question is enough, and if a member is particularly happy after a successful workout, they should be more than happy to oblige.

If you get a negative review, respond publically by saying something generic but polite, such as “we’re sorry you found your session less than satisfactory. We will contact you immediately to make sure this gets rectified”.

This makes it outwardly obvious to the public eye that YourZone45 is a brand that cares about its customers, but also creates a situation where you as a franchisee are able to contact the customer directly to handle the complaint or issue in a calm way, out of the public eye.

(Facebook) Usage: Competitions

Competitions are a great way to encourage the public to interact with your social media page. Often times, a relatively small prize can go a long way in terms of traction, but make sure that there is some benefit to a competition –i.e. asking people to like and share your page to enter, or provide a private message with a friend’s email address and phone number if they could potentially be a trial member.

Make sure your competition is fair, legal, and has a proper time frame in place. State what the prize is clearly, what the specifications are to win (i.e. must share and like, etc), and when the winner will be announced. Legality of competitions on Facebook is a slightly blurry subject, and lots of information is available on the internet about what constitutes a legal Facebook competition. As a general rule, the huge numbers of Facebook users means that it is unlikely that a competition will be removed for being illegal – that being said, it is naturally sensible to ensure that the legalities are taken in to consideration. The most important thing is that if a Facebook member is asked to submit something to be entered in to the competition, then they should only be chosen as a winner at random – rather than being chosen as “the best” or “the most creative” etc. This kind of competition legally requires third party adjudicators, an ‘official judge with some expertise’ etc etc and is probably more hassle than it’s worth.

Make sure that anything of this nature is properly branded and furthers the YourZone45 brand. As with all social media posts/items, head office reserve the right to remove any competition or are deemed unacceptable for any reason without notice or explanation.

(Facebook) Usage: Paid Advertising

Facebook offers a comprehensive paid advertising system which allows you to reach more people than just those who have liked your page. The simplest form of increasing the amount of impressions your post gets is by boosting it.

However, there are several different types of paid advertising that you can use to promote your business. All have their own pros and cons and it is worth reading up on the different types.

Facebook has an incredibly comprehensive help guide covering all aspects of using the platform (as well as the different advertising options) which you can find here: <https://www.facebook.com/help/>

LINKEDIN PROFILES

WHAT'S IT FOR AND WHY?

LinkedIn is the business and employment version of Facebook. Although it's a similar platform, it carries a very different clientele, and generally tends to have business related posts rather than personal posts. Having a LinkedIn profile is a good idea generally because it serves one place to keep all of your employment history together (like an online version of your CV). Personal benefits aside, LinkedIn can be a very powerful tool for advertising and getting the YZ45 brand and business seen by the wider world. Because of this, it is important that all YourZone45 Franchise Owners and to some extent employees have a LinkedIn profile so the YourZone45 brand is out there to be seen.

Please follow the below specification for filling out your YourZone45 details on your LinkedIn profile.

1. If you don't already have a LinkedIn profile, create one. Simply follow the onsite prompts on LinkedIn, starting with "Join Today" on the top right hand corner.
2. Your professional headline should read as one of the below options (this section can be found directly under your name on LinkedIn.)

Please select the correct title depending on your current YourZone45 role. Please do not edit these titles in any way as consistency across branches is important:

- YourZone45 Sales Consultant Location
- YourZone45 Head Instructor Location
- YourZone45 Instructor Location
- YourZone45 Franchise Owner Location

Fill in your location as relevant - I.e. YourZone45 Sales Consultant Colchester

3. Your LinkedIn photograph should feature a picture of you in a YourZone45 uniform within your studio, preferably with the YourZone45 graphics wrap in the background.
4. Use the "Add a Position" button to add your position at YourZone45. In the company name section, as you begin to type "YourZone45" you will see the official company page appear. Select this and it will use the YourZone45 logo alongside your position entry.
5. To create brand consistency, please use the below blurb in your LinkedIn profile for the "description" part of your job:

YourZone45 is a boutique fitness studio revolution that delivers comprehensive 45 minute body-changing workouts that are guaranteed to rev up metabolisms, melt body fat and make members fitter, stronger and faster than ever before. The YZ45 workouts are pre-designed workouts that offer amazing fitness and weight loss results. Members are kept engaged throughout each session by our excellent Fitness

Instructors and our heart rate technology system, with each member wearing a heart rate monitor which streams their live data onto a screen within the studio. The YourZone45 Fitness Coach encourages members to achieve 84-100% of their maximum heart rate for at least 12-20 minutes of each workout so that they experience the Calorie AfterBurn Effect - where they continue to burn calories for up to 36 hours after their workout. Our scientific basis is one of the main reasons why so many of our members are seeing such fantastic results in record time.

6. Feel free to continue to use LinkedIn to link up to other people you have a business relationship with or share interests with. It is worthwhile building your network as every person who looks at your profile is another person who has seen the YourZone45 branding. In your own time, feel free to fill out the rest of your employment history.

TRANSFORMATION PHOTOS

WHAT'S IT FOR AND WHY?

Using transformation before-and-after photographs are great for social media marketing because of the following reasons:

- They help to build a sense of community around a specific studio - real examples of real people!
- They show 'outsiders' the incredible results YourZone45 members can achieve.
- They motivate the member themselves with an impressive, visual, progress check.
- Approved transformation photos strengthen the brand guidelines. Transformation photos help to make 'YourZone45' and 'incredible fitness and weight results' be seen as one and the same!

Follow this step-by-step guide to ensure your transformation photos are professional looking, on-brand and approved:

1. Identify your member who has achieved incredible results!
2. Ask the member for a 'before' shot that was taken at a time close to their original sign up date. (Tip: If you sign up a new member and you believe they have the potential to make huge transformations to their body, why not ask them if they would be willing to have their photograph taken as soon as they sign up? This means you will already have a 'before' shot already ready by the time you take the 'after' shot.)
3. When you have both the 'before' and 'after' photographs, ask the member to fill out the consent form (this is the 2nd page of this document or can be found on the YourZone45 intranet in the documents section, under Photography Consent Form.) (Tip: The member should be proud of being asked - so make sure this is obvious! Ask politely and make a big deal of how amazing their achievements are. Members may get nervous about signing a form, so if necessary, talk them through what the form means - it's all very self-explanatory.)
4. Please scan the completed consent form. Send the scan, the two photograph files and details of the member's achievements to Marketing@YourZone45.co.uk. Achievements can be weight loss achievements or dropping a dress size etc. Make it clear in your email that you are submitting a transformation photo for approval.
5. If your transformation photograph is approved by YourZone45, the details and images will be put in to the template. You will be notified when the completed image it is available on the YourZone45 intranet. Once it is uploaded, you are free to use the photograph on your relevant club social media accounts, including Instagram, Facebook and Twitter. Head Office may also use these images for company-wide promotional and marketing materials. **PLEASE NOTE:** Head Office will endeavour to input approved transformation photos in to the template and have them uploaded on to the intranet for your use as soon as possible after receipt. If you do not receive notification that your image is ready to be used within 14 days, unfortunately your transformation has not been approved. Please do not use any unapproved transformation photos on your social media networks as these will be removed. We always appreciate new ideas so if you have suggestions to make for approved social media content please bring this up during your next franchise meeting.

PUBLICITY & MARKETING/CAMPAIGN MATERIALS

All marketing and promotional material must be ordered through our marketing portal that is on our YZ45 Hub. You will find a separate marketing material manual on the YZ45 HUB that shows the available marketing materials that are approved and how and where to order them from. Publicity and marketing materials currently available include:

- A5 Leaflets
- Leaflets promoting the Free Trial
- DL Vouchers offering Free Session - to give to new members when they join
- 3 x 1m outdoor banners
- Roller banners
- Feather Flags – Small / Medium / Large / X-Large
- Balloons
- Bottles of water
- Internal Posters
 - Promoting MYZONE heart rate monitor
 - Promoting YZ45 App for your local studio
- Promotional T shirts
- Business cards
- Letter headed paper
- Comp slips
- A Boards

*If you would like something bespoke designed for you, we can ask our marketing agency but please note that will incur some design costs.

FRANCHISOR MARKETING SUPPORT

Franchisees will automatically benefit from existing presence on the YourZone45 website. Each Franchisee should assist in the development of the website by providing The YourZone45 Marketing Department with the following on a regular basis

- Testimonials – pictures and videos
- Member event details
- Pictures of member events
- Results members have achieved
- Updated pictures of the club
- Updated employee pictures and details

This should be emailed to marketing@yourzone45.co.uk.

The YourZone45 marketing agency will also manage

- Ongoing brand development and material
- Promotional campaign creations
- Franchisee training
- Online presence

PROMOTIONAL / MARKETING CAMPAIGNS

All promotional and marketing material will be focused around offering the FREE TRIAL SESSION to anyone interested in joining YourZone45.

Franchisees must spend the minimum of £500 each month on marketing the business and brand locally. At times the marketing agency will create external promotional campaigns or internal retention campaigns that all franchisees must take part in.

Alongside each campaign will be a manual on how to deliver that particular promotion and material that can be purchased to promote it.

We welcome any new campaign ideas from Franchisees and their staff; simply contact our marketing agency with ideas marketing@yourzone45.co.uk.

Creating a marketing plan is absolutely crucial to ensuring your time and money is best spent each month. Whether you are spending the minimum of £500 per month or more, you want to make sure you know where each and every penny is being spent and who is responsible in your studio for each piece of marketing activity. Using a Gantt chart you can start to plot your month out by working out how much you want to spend and the member of staff who will be responsible for the marketing activity happening.

[illegible]

We recommend getting this finalised by the end of the second week of the previous month, which should give you enough time to order in any marketing supplies.

Using the coloured key to the right of the chart, you can now actively plot which member of staff will be responsible for each activity. Please edit the key as necessary to include your staff's names if you wish.

Underneath the title 'Outreach' are the various marketing activities that you may want to use to promote your studio to help drive sales.

[illegible]

It is important to understand that your members of staff have a job to do on the gym floor during their working hours so bear this in mind when putting together your month's marketing activity. It is important to spend time with your staff to talk through your thoughts and plans for the upcoming month before finalising the chart. This will ensure all staff are on the same page and have no excuses if any marketing activities are not carried out during the month.

Keeping past Gantt charts as reference will enable you to work out what marketing activities work best, whether particular staff are stronger than others carrying out certain activities and whether more or less money needs to be spent.

Please note our marketing agency Hattrick can work with you to create and implement an ongoing marketing plan

MEMBER REFERRAL CAMPAIGN

Referrals can be your most successful marketing campaign and to assist with this all clubs must take part in the YourZone45 member referral campaign.

The internal recommend a friend campaign is an ongoing lead and member generator that will run throughout the year.

Members simply will need to download the app and can start collecting points for recommending friends and family. They can then redeem these points for various offers on the app.

Currently members will receive 2 points for bringing a friend along for the YZ45 Free Trial and 30 points if they join.

INTERNAL MEMBER RETENTION PROMOTIONS

At times the marketing agency will create internal retention campaigns that are designed to keep the member engaged and keep them interested in coming back in for their next session. All franchisees must take part in these campaigns which will be at set times during the year and may involve things such as

- Workout Warrior – complete X sessions this month and get a free gym towel or X points
- Burn Time – Burn 5000 kcals and receive a YourZone45 T Shirt
- Weight Loss Challenge
- MEP Points
- Social events

Alongside each campaign will be a manual on how to deliver that particular campaign.

We welcome any new internal campaign ideas from Franchisees and their staff; simply contact our marketing agency or your Field Support Manager with ideas.

LOGO USER GUIDE

SIZE AND POSITION

The YourZone45 Logo must be used not only on every piece of communication, both internal and external, but also in the correct way and format for any piece of literature, media or online advertising that goes out. The best way to make sure that you are following the correct procedures is to make sure that the YourZone45 appears on the front page of a document.

When using the logo please follow the brand standards guideline document.

IN-STUDIO MARKETING

It is extremely important to keep the layout of your club the same as agreed with your Field Support Manager. The head office team has researched the best way of maximizing the space on the studio floor without comprising the workout for its members. YourZone45 Studio wants to make sure each club is as identical as possible so members can walk into another club and feel as if they were in their home club.

In house posters should be kept neat and tidy and be updated whenever a new campaign is starting. Posters and notices should be displayed in the approved clip frames. Anything displayed outside of these need to be agreed with your Field Support Manager on a case by case basis.

STAFF UNIFORM

All members of staff **must** be wearing YourZone45 uniforms while training on the gym floor. Any members of staff that do not comply with this are in breach of their contract, if a reasonable excuse is not given.

Uniform is purchased direct from the YourZone45 Head Office by ordering through the YZ45 HUB

UNIFORM

Each employee must be provided with at least 2 T shirts and 1 hoodie and sweatshirt. Additional pieces of clothing can be purchased. Employees should get 2 replacement t shirts and 1 replacement jumper at least every 12 months. Staff uniform is ordered through the YZ45 HUB and is as follows.



10. HEALTH AND SAFETY

INTRODUCTION

A gym can be a potential minefield for injuries and accidents although there is no equivalent of, for example, the Food Standards Agency where exact safety guidelines for the industry are laid out.

It is the responsibility of the Franchisee to make sure their club conforms to basic standards according to the Health and Safety Executive, which would cover both the members and your staff. If an accident occurred, you may be investigated by the HSE, so it's in your best interests to be rigorous about safety procedures.

A good guideline to follow would be the Fitness Industries Association's code of practice which details the minimum requirements for any fitness centre to be awarded their stamp of approval. The FIA requests that all fitness centres comply with the Health and Safety at Work Act 1974 and the Management of Health and Safety at Work Regulations 1999.

Under the code of practice all staff must have adequate safety training and there must be an appropriate number of first-aiders, you must ensure there is a first aider on site at all times – only HSE approved first aid courses. All personal trainers should be trained to the standards required by the Register of Exercise Professionals.

You will also be legally bound by employer legislation for any instructors or other staff members you take on and you must inform the insurance company when you increase your number of staff.

It is also important that you follow the induction process with all new members to conform to insurance requirements.

All franchisees must also purchase a health and Safety poster and display it their office (this is a legal requirement). It is recommended that Franchisees identify local training that they can attend during the pre-launch phase so they fully understand their responsibilities

RISK ASSESSMENT

Franchisees will need to identify and manage potential risks and undertake a risk assessment of potential hazards in the business and document these along with necessary actions to mitigate the risks. It is the Franchisees responsibility to keep this document up to date.

A risk assessment template can be found on the franchise intranet site.

YourZone Studio Risk Assessment Guide. (EXAMPLE)					
Task	People Affected	Possible Risk	Possibility of occurrence	Severity if occurrence	Opportunity to reduce Risk
Cleaning under treadmill.	Staff	1) Muscular sprain/strain from moving treadmill. 2) Electrical shock from poor wiring of equipment. 3) Limb entrapment under treadmill. 4) Irritation to skin from cleaning chemicals.	1) Low. 2) Low. 3) Medium. 4) Low.	1) Medium. 2) High. 3) High. 4) Low.	1) Use correct lifting techniques. 2) Remove electrical supply prior to cleaning. 3) Never reach or climb under raised treadmills. 4) Always use correct PPE with correct training.
Cleaning AirCon filters.	Staff	1) Fall from height. 2) Irritation or injury to eyes from dust/fragments. 3) Breathing difficulty from excess dust/fragments.	1) Medium. 2) Low. 3) Low.	1) High. 2) Low. 3) Low.	1) Complete task using two staff members. 1a) Ensure correct Ladder training is completed. 2) Always use correct PPE with correct training. 3) Always use correct PPE with correct training.
Example - Misuse of gym equipment	Member & Staff	1) Injury - pull or strained muscles 2) Injury - dropping of heavy weights on feet	1) Medium. 2) Medium.	1) Medium. 2) Medium.	1) A personal trainer is on the gym floor at all times training all members. 2) All members are given a full induction by a personal trainer. 3) First aid trained staff to deal with injuries
Name	Date	Signature	Position	Date of Next Review	Comments

HEALTH & SAFETY CHECKS AND GUIDANCE

As a YourZone45 Franchisee it is your responsibility to provide a safe working environment for both your staff and members. There are several aspects of health and safety within your YourZone45 Studio that can be regularly monitored and checked to ensure that you minimise the risk of injury or harm to those who you are responsible for.

Each YourZone45 Studio is individual, each differing in size, staffing personnel and layout, therefore each franchisee will encounter different aspects and issues that need to be examined, overseen and monitored individually to help provide a safer environment.

The lists created below are for guidance and is by no means finite, it should be adjusted, added to and adapted to best suit your club, team, environment and members.

Guidance for signed weekly/monthly check lists:

- Plug socket inspection and electrical cables leads and housekeeping.
- Fire exit signage (directional) access and availability.
- Fire extinguisher inspection and applicable service date.
- 1st Aid box inspection and refill.
- 1st Aid Refresher training.
- Dumbbell & TRX safety inspection.
- Overhead ceiling, lighting and air conditioning inspection.

Guidance for signed annual training check lists:

- Fire Emergency Action Plan.
- 1st Aid Emergency Action Plan.
- Correct Accident reporting and procedures.
- Personal Protection Equipment.
- Chemical use and correct handling.
- Risk Assessments.

INSURANCE

It is your duty to maintain all insurance cover required in running your YourZone45 Franchise. To ensure that this important element of the system is being complied with, from time to time we may ask to see copies of current policies.

You must use the YourZone45 insurance broker which is detailed in the list of approved suppliers.

Please refer to the Franchise Agreement for further information on Insurance.

11. ACCOUNTING & BUSINESS ADMINISTRATION

EXPECTATIONS

You can't hide your money, so be proud to trade true and fair!

Elms Fitness Group Ltd expects your accounting information system to be set up to communicate the key financial data that helps management and operations make better decisions.

To account means to keep good records. You will need to keep accurate records for a number of reasons. You must also keep them by law to support your tax, NI payments and claims.

PAYMENT RECORDS

You need to keep up-to-date and accurate records of all your business transactions. These records have to be kept for minimum of 6 years. These records must consist of the following:

- All amounts received in the course of trading
- All business expenses and expenditure
- All sales and purchase records

Store all records in a secure and safe area. These records may not be destroyed without prior written consent from Elms Fitness Group Ltd. You may want to consider on line back up.

HIRING AN ACCOUNTANT

A good accountant will set up your financial processing systems, prepare your tax returns and end of year accounts. Most important, your accountant can advise you on details you need to know for your business.

Carefully check the qualifications of potential accountants.

BOOKKEEPING

You must use our approved bookkeepers to complete your monthly bookkeeping. Our chosen Bookkeepers understand the business and can fully-service your needs. The reports they produce on a monthly basis will be sent to yourself and if needed your accountant too. These monthly management accounts must be sent to YourZone45 HQ by the 10th of the following month in the format presented by the bookkeepers.

The approved Bookkeepers are Pocknells LLP and on a monthly basis you must send them the following information to be able to complete the MA (ideally in a PDF file – Emailed to yz45(location)@pocknells.co.uk).

- Bank Statements
- Direct Debit Collection Statements (or access to GoCardless)
- Card Payments (or access to Stripe)
- Purchase Invoices
- Details of any other receipts not paid out of the bank or sales received outside the bank account.
- Wage details

GENERAL ACCOUNTING

You must complete specific accounting procedures daily to ensure accurate monthly statements.

YZ45 OPERATING SYSTEM

You must enter all daily takings into the YZ45 Operating System accurately every day. This must include all takings you have received via cash, card, cheque or direct debit that day. This includes all payments for memberships and also includes, but not limited to, payments for water or refreshments, rent of an area of premises and gift vouchers.

DAILY BANK DEPOSITS

It's strongly advised you make a bank deposit daily. This helps you maintain accurate records and reduces risk of loss. The bank deposits amounts **MUST** match sales amounts on the YZ45 Operating System. It is your responsibility to verify that deposits are being made.

MONTHLY ACCOUNTING

- Prepare financial report for Elms Fitness Group Ltd. This will be created by Pocknells Accountants (See bookkeeping)

QUARTERLY ACCOUNTING

- VAT (can be done monthly)
- Quarterly financial statement review with Elms Fitness Group Ltd

ANNUAL ACCOUNTING

- End of year accounts
- Pay income tax
- Pay corporation tax
- Archive paperwork
- Annual financial statement review with Elms Fitness Group Ltd

ACCOUNTING SOFTWARE SYSTEM

All franchisees must use Xero accounting software and your account will be set up by Elms Fitness Group or the bookkeepers that yourself, the bookkeepers and Elms Fitness Group will have access to and ideally your accountant too. This must be kept up to date regularly with regular bank feed updates.

INVOICES

When you receive an invoice it is important that you pay it by the date it states – usually immediately, 14 or 30 days from date of invoice. Late payment of invoices could give YourZone45 and other franchisees a bad reputation with our suppliers. We advise you keep your invoices in a separate tray or folder and once paid file it away. You must keep all your invoices for a period of at least 6 years.

CASH

You need to put all cash payments through the YZ45 Operating System.

CREDIT/DEBIT CARD PAYMENTS

All credit and debit card payments will arrive into your account 3 working days later.

You must use Stripe to collect card payments, which is integrated with the YZ45 Operating System.

CHEQUES

On occasions you may receive cheques, make sure it is entered into the YZ45 Operating System and taken to the bank at the end of day banking. We advise you add the members details to the back of the cheque.

12. REPORTS, INSPECTIONS & EXPECTATIONS

SITE VISITS & INSPECTIONS

Elms Fitness Group Ltd may conduct regular inspections of your YourZone45 Franchise, at times we determine, and provide you with a periodic written and/or verbal evaluation. In our inspections, we may observe and interview employees and others, and review your books and records (including data stored on your computers) to verify compliance with the Franchise Agreement and the Operations Manual.

We will determine the frequency of the site visit inspections. We will try to make a site visit at least once per quarter, but this is subject to change as determined by Elms Fitness Group Ltd.

Inspections are for Elms Fitness Groups internal purposes and to assist us in monitoring and securing your compliance with the Franchise Agreement. Inspections and satisfactory evaluation are not any assurance to you regarding the results or other aspect of your operations. We cannot and do not assure that our inspections, consultations and/or advice will achieve any particular results.

FIELD SUPPORT VISIT

Your field support manager will also make visits to your YourZone45 Franchise to help support you in growing your studio and making sure you are providing outstanding service that exceeds the member's needs.

Help, advice and information are always available.

It is important that you always contact your Field Support Manager whenever you have a problem, doubt or question. It is very likely that we have experienced a similar situation for which a solution can be provided. This is why it is essential that the communication between you and your Field Support Manager is always maintained at a high level. We are here to help you, remember that we want you to have a successful business.

REPORTING TO THE FRANCHISOR

It is important that you also keep regular contact with the Franchisor and whilst we don't need to know everything you do we do need the following information:

- Up to date and accurate management account records sent to head office by the 10th of the following month
- Up to date and accurate Key Performance Indicator Spread Sheet submitted via YZ45 Hub by the 10th of the following month.
- Up to date and accurate accounts on the YZ45 Operating System.

KEY PERFORMANCE INDICATORS (KPI'S)

WHAT IS A KPI?

A KPI is a **Key Performance Indicator**. It is any measurement or 'bench mark' used to assess the success or failure of any action, procedure, operation or business.

Within YourZone45 we use the KPI spreadsheet to help you analyse what's going great and what needs support within your club. Recording your KPI's within the club helps both us and you implement strategies for ongoing success whilst being able to forecast trends and financial expectations.

HOW OFTEN SHOULD I COMPLETE MY KPI SPREADSHEET?

This document should be completed monthly - (by the 10th of the following month!)

This will allow you to analyse whether your club succeeded in its expectations or not and how to rectify any issues in addition to what support and training might be needed from your Field Support Manager.

WHAT INFO DO YOU NEED?

Below is a list of all the information you'll need to gather, in order to complete your KPI spreadsheet fully.

- Total number of club enquiries/prospects.
- Total number of club/studio tours or trials.
- How much money you spent on marketing in the previous month?
- The total number of new members that joined your club last month.
- How many members joined via 'Pay-in-Full' memberships?
- How many members renewed their memberships with your club?
- How much money did you take in 'Joining Fees'?
- How much money is being taken through 'rolling DD payments'?
- Did you make any additional income through 'secondary spend'?
- How many members were 'non-attending' in the previous month?
- Did you have any membership cancellations/expiries?
- How many members 'trained' in your club in the previous month?

HOW DO I FIND THE KPI INFORMATION?

See below the directions for finding the correct information to populate your KPI spreadsheet.

System: **Club Manager**.

Home page heading/tab: **Accounting**.

Sub heading/tab: **Accounting Overview**.

Click on: **Detailed Account Summary. (DAS)**

IMPORTANT: Date correction – Ensure you remember to input the range/dates that you want your info calculated for. You'll find a 'drop-down' tab headed '**Time frame/period**' on the **Account Overview** page.

Usually you'll be looking to click on This Month, Last Month or Last 30 days, depending on exactly when you complete your KPI spreadsheet.

- **TOTAL NEW MEMBER SIGN-UPS.**

The Detailed Account Summary (DAS) can give you a lot of the information that you need to help you easily complete your monthly KPI's.

Once you've opened the DAS, you'll see at the top of the page is a list of members under the title of **New Members**. At the bottom of this list the total number of new members you have signed up last month will be displayed. This figure is to then be transferred into the **Total new member's signed-up** section of your KPI spreadsheet.

- **TOTAL ENQUIRIES.**

Next you need to look at the **New Prospects** list on the DAS page. At the bottom of this list will be displayed the total number of New Prospects last month.

REMEMBER: To achieve your **Total Enquiries** figure you need to add your **New Members** and your **New Prospects** figure together!

WHY? This is because as all **New Members** were previously **New Prospects**, but, they have now joined your club and therefore are 'moved' into the **New Members** list – and as a result they will no longer appear on the **New Prospects** list but should be included in the **Total Enquiries** section of the KPI spreadsheet.

- **JOINING FEES.**

In order to find this information you need to scroll further down the DAS page. Look under a heading of **Financial Information**. You'll see sub-heading Deposits.

At the bottom of this list will be displayed the total amount '£' you have taken in **Joining Fees** last month. This figure should be transferred into the **Joining Fees** section of the KPI spreadsheet.

- **PAY IN FULL - NEW MEMBERS OR RENEWALS.**

As you scroll further down the DAS page, you will next come across the list headed **Member Payments**. At the bottom of this list will be displayed the total amount '£' you have taken in both Paid-in-Full memberships (PIF's) and Membership renewals last month. This figure should be transferred into the **Pay in Full - New members or renewals** section of the KPI spreadsheet.

- **OTHER.**

Finally, towards the bottom of the DAS page you will come across a list entitled **Purchases**.

At the bottom of this list will be displayed the total amount '£' you have taken in any 'additional spend', 'secondary spend' or other income generation streams into the club e.g. Sales of heart rate monitors etc. This figure should be transferred into **Other** section of the KPI spreadsheet.

At this point you will no longer need the (DAS) Detailed Account Summary page, so return to the Home Page of Club Manager and prepare to find the other additional information you need to complete the rest of your KPI spreadsheet.

Next you'll need to find out the following information:

- **DIRECT DEBIT PAYMENTS.**

System: **Debit Finance Collections** www.dfcddata.co.uk

Home page heading/tab: **Payment Records**.

Click on: **Date range for that month 1st to 25th**

You need to calculate the amounts at the bottom of each collection date in the **total to split** section; this total amount will be the direct debit amounts for that month.

- **TOTAL FEES TAKEN.**

The Direct Debit, Pay in Full, Joining Fees and Other columns in the KPI spreadsheet just need adding up to give you the amount to enter in the Total Fees Taken.

Next you'll need to find out the following information:

- **STUDIO TOURS.**
- **SPEND ON MARKETING ACTIVITY.**

The above two pieces of information are not collected from the YZ45 Operating System.

Studio Tours can be representative of both studio visits by potential members, or appointments made by your Sales Manager. It could also include the number of Trial visits that potential members (New Prospects) have participated in (regardless of whether these be one day or week long trials etc.)

Spend on marketing activity you will know – as the Franchisee you will have allotted this money and designated it to specific advertising and marketing throughout the previous month. All Franchisees' must budget a minimum of £500 a month to marketing.

Finally, you'll need to find out the following information:

- **TOTAL NUMBER OF MEMBERS.**
- **NON ATTENDING MEMBERS.**
- **MEMBERS CANCELLED**
- **MEMBERS EXPIRED.**

System: **Club Manager.**

Home page heading/tab: **Members.**

Sub heading/tab: **Member Overview.**

- **NON ATTENDING MEMBERS.**

REMEMBER: This info will be affected by how 'active' your member's are with 'signing-in' procedures and how thorough your team are at reception with monitoring member entry.

IMPORTANT: Date correction! – Ensure you remember to input the range/dates that you want your info calculated for! You'll find a 'drop-down' tab headed '**Time frame/period**'.

For Non Attending Members we are looking for all Non Attending Members for the month that the KPI's refer to. So select that date range and open the Non Attending Members Report. The figure at the bottom of the report will be the number of members that haven't attended (or signed in) during that month. This figure should be transferred into **Non Attending Members** section of the KPI spreadsheet.

Now go to: **MISCELLANEOUS MEMBER REPORTS** (bottom right corner of **Member Overview** page).

Once you have found **MISCELLANEOUS MEMBER REPORTS** you will need to identify 3 Titles that you'll need to 'Click on' in order to get your information required and finish the KPI spread sheet.

These are:

- 1) **All Active Memberships.**
 - 2) **All Expired Memberships.**
 - 3) **All Cancelled Memberships.**
- **ALL ACTIVE MEMBERSHIPS.**

This will give you multiple small groups of differing types of 'membership clusters' E.g. You will see members are 'bunched' into groups such as Premier 3 or Premier 365 etc. Once you have 'scrolled' through to the bottom of this page, you will see there is a figure displaying the total number of active members that the club has currently. This figure should be transferred into the **All Active Memberships** section of the KPI spreadsheet.

- **ALL CANCELLED MEMBERSHIPS.**

These are memberships that you actually cancelled and terminated that had not completed its 'contractual agreement'. This would usually be for a determined factor outside of the member's control e.g. a member move out of the area or moves to live abroad because of work re-location. You should not have very many of these at all, if any!

REMEMBER: This list will include ALL cancelled memberships EVER, so remember to only take note of the cancelled memberships for the previous month!

This figure should be transferred into the **All Cancelled Memberships** section of the KPI spreadsheet.

- **ALL EXPIRED MEMBERSHIPS.**

This is the important number! These are the memberships that have ended their membership (because they don't want to be with us anymore!!) These members correctly ended their rolling contract with us or cancelled their membership at the end of their contracted agreement. They no longer continue their membership with us and we address this with our DD finance company as applicable.

This figure should be transferred into the **All Expired Memberships** section of the KPI spreadsheet.

REMEMBER: There is a difference between **Expired Memberships** and **Cancelled Memberships** – this is often confused.

- **NUMBER OF MEMBERS TRAINED.**

System: **Club Manager.**

Home page heading/tab: **Dashboard.**

To see how member members you trained / signed in that month, go to the dashboard on club manager and scroll down to the seasonal attendance graph, hover over the correct month and year and the number of members trained will be shown. Input this figure in your KPI's

WHAT TO DO WITH THE KPI'S

These are the key performance indicators that need to be sent to your Field Support Manager on the first working day of the month. These figures will drive your business and understanding these figures will give your business every chance of success.

Your Field Support Manager will discuss these figures with you to help you improve the areas at your Studio that are necessary to make it a success.

WHERE DO I INPUT THE INFORMATION?

1. Log into the Franchisee YZ45 HUB using your log in details.

The screenshot shows the 'Franchise360: Login' page. At the top left is the 'franchise 360' logo, and at the top right is the 'YOURZONE45' logo. The page has a yellow header bar. Below the header, there is a login form with the following fields: 'Username' (containing 'mjones@yourzone45.co.uk'), 'Password' (masked with dots), and a checkbox for 'Remember me on this computer'. Below the form are two buttons: 'Login' and 'Forgotten Password'.

2. Locate 'Performance Manager'

The screenshot shows the 'YourZone45 (Head Office)' dashboard. At the top left is the 'franchise 360' logo, and at the top right is the 'YOURZONE45' logo. The page has a yellow header bar. Below the header, there is a navigation bar with links: 'Home', 'Settings', 'Reports', and 'Logout'. The main content area is divided into three columns: 'Links', 'CRM', and 'Internal'. The 'Links' column contains 'Xero', 'Marketing Portal', and 'Club Manager'. The 'CRM' column contains 'Tasks', 'Stock', and 'Helpdesk'. The 'Internal' column contains 'Franchises', 'Recruitment', 'Forums', 'Document Library', and 'Performance Manager'.

3. Your studio's open reports will be listed here. The latest report is opened automatically at the start of the month.

The screenshot shows the 'Performance Manager: Home' page. At the top left is the 'franchise 360' logo, and at the top right is the 'YOURZONE45' logo. The page has a yellow header bar. Below the header, there is a navigation bar with links: 'Home', 'Settings', 'Reports', and 'Logout'. The main content area is titled 'Performance Manager: Home' and contains a search bar with 'From', 'To', and 'Status' fields. Below the search bar is a table with the following columns: 'Franchise', 'Period', 'Status', 'Submitted On', 'Submitted By', and 'Notes'. The table lists 10 reports for various franchises, with the latest report being 'YourZone45 - Bingley' for the period '01/11/2017 - 30/11/2017' with a status of 'Draft'.

Franchise	Period	Status	Submitted On	Submitted By	Notes
YourZone45 - Bingley	01/11/2017 - 30/11/2017	Draft			
YourZone45 - Braintree	01/11/2017 - 30/11/2017	Draft			
YourZone45 - Colchester	01/11/2017 - 30/11/2017	Draft			
YourZone45 - Colliers Wood	01/11/2017 - 30/11/2017	Draft			
YourZone45 - Woking	01/11/2017 - 30/11/2017	Draft			
YourZone45 - Bingley	01/10/2017 - 31/10/2017	Overdue			
YourZone45 - Braintree	01/10/2017 - 31/10/2017	Overdue			
YourZone45 - Colchester	01/10/2017 - 31/10/2017	Overdue			
YourZone45 - Colliers Wood	01/10/2017 - 31/10/2017	Overdue			
YourZone45 - Woking	01/10/2017 - 31/10/2017	Overdue			

4. Select the draft report for the previous month

Notes							
<div>Edit</div> <div>Submit</div> <div>Cancel</div> <div>Refresh</div> <div>Preview</div>							
	This Report	Previous Report	Variance	Goal	Variance	Network Average	Variance from Network
Financials							
Direct Debit Payments	-	-	-	£18000.00	-	-	-
Paid in Full Memberships	-	-	-	£1500.00	-	-	-
Additional Spend	-	-	-	£1000.00	-	-	-
Marketing							
Facebook Posts	-	-	-	15	-	-	- ⓘ
Total Facebook Reach	-	-	-	1000	-	-	- ⓘ
Flyers Delivered	-	-	-	0	-	-	- ⓘ
Adwords Click-Throughs	-	-	-	0	-	-	- ⓘ
Sales							
Prospects Generated	-	-	-	60	-	-	- ⓘ
Studio tours completed	-	-	-	40	-	-	-
New members	-	-	-	20	-	-	-
Operations							
Active Members	-	-	-	330	-	-	-
Non attenders	-	-	-	50	-	-	- ⓘ
Members Lost	-	-	-	2	-	-	-
Attendance	-	-	-	1800.00	-	-	- ⓘ

5. Select edit and enter your KPIs. How to find details for each KPI has been explained above.

Financials							
Direct Debit Payments	<input type="text"/>	-	-	£18000.00	-	-	-
Paid in Full Memberships	<input type="text"/>	-	-	£1500.00	-	-	-
Additional Spend	<input type="text"/>	-	-	£1000.00	-	-	-
Marketing							
Facebook Posts	<input type="text"/>	-	-	15	-	-	- ⓘ
Total Facebook Reach	<input type="text"/>	-	-	1000	-	-	- ⓘ
Flyers Delivered	<input type="text"/>	-	-	0	-	-	- ⓘ
Adwords Click-Throughs	<input type="text"/>	-	-	0	-	-	- ⓘ
Sales							
Prospects Generated	<input type="text"/>	-	-	60	-	-	- ⓘ
Studio tours completed	<input type="text"/>	-	-	40	-	-	-
New members	<input type="text"/>	-	-	20	-	-	-
Operations							
Active Members	<input type="text"/>	-	-	330	-	-	-
Non attenders	<input type="text"/>	-	-	50	-	-	- ⓘ
Members Lost	<input type="text"/>	-	-	2	-	-	-
Attendance	<input type="text"/>	-	-	1800.00	-	-	- ⓘ
<div>Save</div> <div>Cancel</div>							

6. Select submit

FINANCIAL STATEMENT REVIEWS

You are required to have a quarterly and annually financial statement review at YourZone45 Head Office.

YourZone45 HQ will contact you in advance to arrange a date and time for the review. We will require you to bring with you certain information and will give you adequate time to prepare such information.

The purpose of the review is to further monitor your progress as a Franchisee and to make sure you are on track and making your business a success.

Other

As a YourZone45 Franchisee we also need you to

- Contact us within 24 hours (Mon-Fri) if we have tried to contact you
- Contact us immediately if you experience problems or issues
- Contact us if you experience any conflict or disagreement with any members or business associate
- Keep your YZ45 Operating System up to date
- Pay all invoices on time
- Respect the time we put into supporting your business by doing all you can to ensure communications made as simple and effective as possible.

APPROVED SUPPLIERS

From time to time we may appoint approved suppliers.

An approved supplier is a business or person who must supply franchisees with goods and / or services under the terms of the agreement we have with them.

The terms of the agreement will vary between suppliers but the objectives of having approved suppliers are the same for all. These are in general terms to benefit the Franchisee and more specifically to ensure that you can purchase supplies at competitive prices, reliably and with the least amount of time and effort expended.

We use approved suppliers because of one or more but not limited to the following reasons:

- A price that we know to be competitive
- High and consistent quality
- A quick and efficient ordering system
- Reliable delivery
- Pre-approval of designs and logos
- Mistakes rectified without quibble
- Long standing professional relationship
- A commitment to service
- An understanding of YourZone45

In return, the supplier is expecting us to be a good account.

All franchisees must use our approved supplier system. Some approved suppliers must be used through Elms Fitness Group Ltd, some must be used directly.

You will be notified as and when approved suppliers are appointed.

For a full up to date list of what we have approved suppliers for with who to contact please refer to the 'contacts' section of this manual.

NON APPROVED SUPPLIERS

Under exceptional circumstances you may need to use a non-approved supplier.








We accept that such a situation might arise, but it is important that you deal with this situation in the right way. This is to ensure continuity of the brand – if we do not police this area diligently we might soon end up with a network of franchisees with little in common and a brand image that the customer does not value.









If you think there is a company that should be an approved supplier, please notify us and we will discuss the possibility with them.

If you intend to use a non-approved supplier you must seek approval first. In particular this would apply to products or services used in a YourZone45 Franchise in any way.

If you do seek approval and you have not heard back within 30 days of you seeking approval then you must deem it that it has not been approved.

13. CONTACTS/ APPROVED SUPPLIERS

Supply	Company	Contact Name	Address	Tel No /Email
Cardio Fitness Equipment	Star Trac / Core Health and Fitness 	Ian Daniell	Star Trac UK Ltd. The Gateway Centre, Unit 4 Coronation Road, Cressex Business Park High Wycombe, Bucks, HP12 3SU	T: 07810 125464 E: idaniell@corehandf.com
Other Fitness Equipment		Jacob Ede	Escape Fitness Ltd Eastwood House Cygnets Park The Office Village Hampton Peterborough Cambridgeshire PE7 8FD	T: 01733 313535 E: Jacob.ede@escapefitness.com
Other Fitness Equipment		Lewis Hollings	Jordan HQ 56 Old meadow Road Hardwick Ind Est Kings Lynn Norfolk PE30 4PP	T: 01553 763285 E: lewis.hollings@jordanfitness.co.uk
Interior Flooring Suppliers		Andy Turner		Tel: +44(0) 1706 260 220 Fax: +44(0) 1706 260 240 Mobile: 07775 428 838 E-mail: at@totalvibrationsolutions.com
Interior Suppliers / Fitters		Luke Clifton	24/7 Interiors Limited Unit 31 Park Farm Ermine Street, Buntingford Hertfordshire SG9 9AZ	T: 01763 274 247 01279 422535 E: feedback@247interiors.co.uk luke@247interiors.co.uk
Marketing Agency		Andy Kidd / Helen Dorado	Hattrick Marketing The Blue Building White's Grounds Bermondsey Street London SE1 3LA	Phone: +44 (0)870 609 3216 hattrickmarketing.com hello@hattrickmarketing.com
Design & Website Agency		Rich With	1807 London Road Leigh-on-Sea Essex SS9 2ST	Phone: 01702 552918 hello@justgrow.co

YZ45 Operating System (until Jan 2018)		Brett Porter		T: 01245 807360 E: brett@clubmanagercentral.com
YZ45 Operating System (until Jan 2018)	 Designed by Gym Owners. For Gym Owners.	Wayne Heath		+44 0203 884 9777 enquiries@clubright.co.uk
Insurance	 Our Business Covering Your Business	Dominic Jervis	UKi Direct, Trinity House, Market Place, Easingwold, York, YO61 3AD	E: djervis@ukidirect.co.uk M: 07939 082 391 T: 01347 822922 F: 01347 822988
Washroom Services	 HYGIENE SERVICES	Julia Ferrant	Liberty House Totman Close Brook Road Industrial Estate Rayleigh Essex SS6 7UZ	DDI: 0203 7000928 M: 07825 778318 T: 01702 483 833 F: 01268 779 503 E: julia@libertyhygiene.com W: www.libertyhygiene.com
Signage		Colin Hector	Claydons Lane, Rayleigh, Essex, UK SS6 7UU	T: 01268 777333 M: 07855863847 E: colin.hector@johnanthony signs.com
Bookkeeping	 POCKNELLS LLP CHARTERED ACCOUNTANTS & REGISTERED AUDITORS	John Holliday	Pocknells LLP Henry Brake House 46 Hullbridge Road South Woodham Ferrers Chelmsford Essex CM3 5NG	T: 01245 322808 \ 01245 321267 F: 01245 328365 E: john.holliday@pocknells.co.uk
Audio Suppliers		Sam Beckett		01773 828486 samb@@sound-dynamics.co.uk
Finance		Hezron Bowrage		DDI :01924 248 827 M : 07966 335863 E:hezron.bowrage@bluestoneleasing.com

14. DOCUMENTS

All documents and manuals can be found on our franchise YZ45 HUB
These will be changed and added to from time to time.

A selection of the forms / templates you will find (but not limited to) on the intranet system are as follows...

- **Contract of Employment**
- **Company Policies and Procedures**
- **Induction Process Form**
- **Holiday Request Form**
- **Record of Verbal Warning Form**
- **Absence Due to Sickness Form**
- **Members Self Booking Sheet**
- **Equipment Check List**
- **Risk Assessment**
- **Membership Terms and conditions**
- **Approved marketing material**
- **Operations manual**