

Act! The ultimate 'fitness' tool for sales

act!

What does it take for one of Europe's premier health clubs to **stay on top form** when its membership is so fluid?

Reebok SPORTS CLUB

In London's highly competitive gym and fitness sector, staying at the top requires focus, particularly when you have a **fast membership turnover** of transient City bankers and financial professionals.

But with **8,000 members, 100,000 square feet** of space and the final phase of a multi-million pound refurbishment just completed, the Reebok Sports Club in Canary Wharf is clearly doing something very right.

In large part, that's down to Sales and Marketing Director Diane Kay and her team ensuring a steady stream of new members keeps flowing through the doors of what is one of Europe's largest and most luxurious health clubs.

And Diane is in no doubt that Act! plays a significant role in achieving that. "I know that if we didn't have Act!," she says, "we wouldn't come close to achieving the 5,000 new memberships we sign up every year".

So, for everything sales-related it's Act!

Now in her tenth year at the Reebok Sport Club, Diane was a devotee of Act! before she arrived. "I knew it was the best sales software in the world," she says, "so it made sense to stick with it when I moved here. I introduced it into the business right

from the start because it does everything we need it to. There was no question of considering anything else."

Given the club's fast moving membership, staying on top of marketing is essential to ensure that it's **kept topped up to its 8,000 capacity**. And while this does entail occasional mass mailings, most communication from the club to prospective members is through personalised phone calls, mail and email, tailored to each person's individual circumstances and requirements.

But that doesn't mean a lot of time spent creating a bespoke email every time. Act! also enables Diane's team to group data together so they can contact a target group of would-be customers with the right message, in the right format – phone, mail or email – at the right time fast and simply.

"We use it to keep a detailed record of every contact," says Diane, "which means we can build up a relationship that's as responsive as possible. So if someone doesn't want to join right there and then, we can log them as an Opportunity and schedule an appropriate time for a follow up. Or we can take them off our list completely."

As the club became more and more successful so Diane's sales team, grew, which meant upgrading to the latest version of Act!. At the same time, Diane also took the opportunity to get **additional training from Swiftpage**, so that all those who would be using Act! understood the system and what it could do for them.

As a result, not only are new members of the sales team fully up to speed with the system, but now for the first time the club can use Outlook to create **highly coordinated and focused email campaigns** fast and with minimal effort.

So while larger fitness chains may have bespoke database systems, Diane isn't looking any further than Act! for all the muscle she needs to make sure the Reebok Sports Club stays in tip-top shape.

“With a sales team of seven you get a lot of friendly competition. So Act! has become our bible when it comes to monitoring and managing new memberships, as it let's us trace the entire sales chain from initial contact, so we always know who's done what.”

Of course Act! wouldn't work as well if the team didn't use it properly, so we expect everyone to use it rigorously. So whenever anyone phones, emails or walks in but doesn't join immediately, we log their details for follow up ... no one 'escapes'.

I'd taught myself to use Act.! But with new people coming on board, it made sense to get the most out of the upgrade, so we organised training with Swiftpage so that staff fully understand and benefit from all the great tools that Act! gives them.

It's as simple as, 'if you follow the procedure that Act! gives you, you will be successful, if you don't you won't!'"

Diane Kay

Sales & Marketing Director, Reebok Sports Club

Results



Act! gives Reebok Sports Club a competitive edge. Diane knows from her 'mystery shopping' at other gyms and fitness centres, that half of those she contacts never get in touch with her again. Many don't even ask for her details. Percentage of prospects followed up by using Act! – **100%**

Time saved by a sales manager not having to resolve issues over individual sales figures – **half a day a month approximately**

Percentage of members who mistakenly receive a sales call after becoming members (an absolute 'no no' for the club) – **0%**

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