



SUCCESS STRATEGY: MAXIMIZE PREMIUM MEMBERSHIP SALES

Having worked with most major fitness brands on positioning HydroMassage and other premium amenities, we have a unique perspective as to what strategies have worked exceptionally well in the industry. Please allow us to share our insight and knowledge to help you maximize Basic-Fit's Premium Package success.

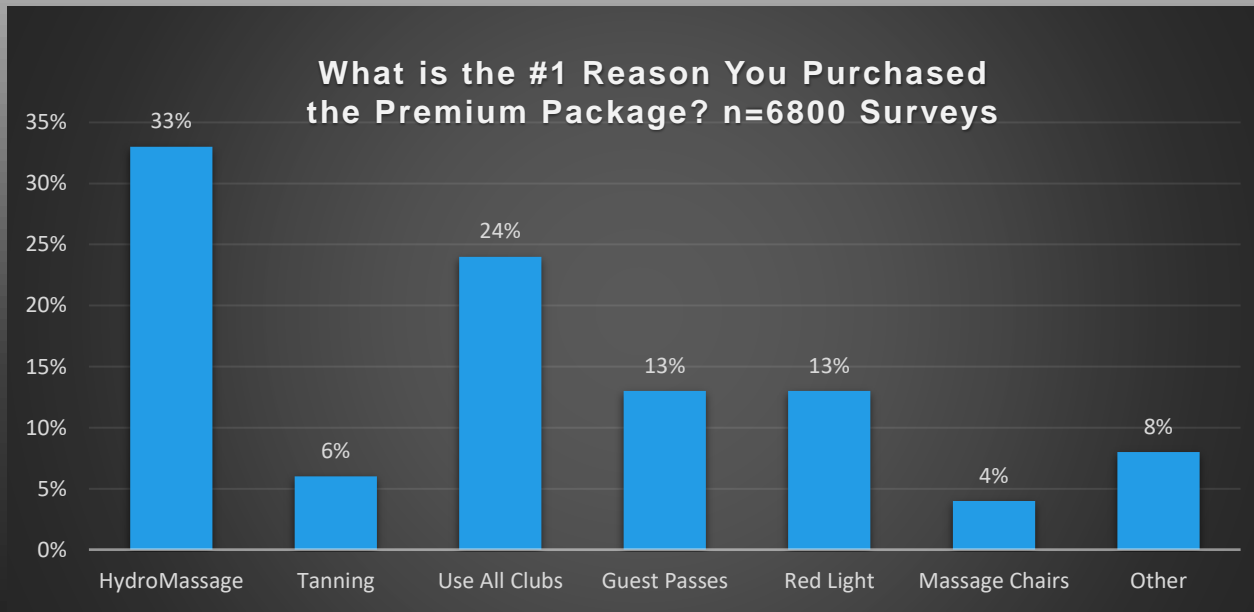
- Package as many services as possible into the Premium membership
- Show a clear and obvious gap in value between your Comfort and Premium Packages (ex. 3 Comfort benefits, 10 Premium benefits)
- Highlight / attract attention to the Premium Package (ex. banner, brighter colors, “Best Value”, etc)
- Waive any enrollment fees for the Premium Package (make it as easy as possible to enroll / upgrade)
- Provide a link to a page with more information / value on HydroMassage and other Premium recovery amenities





MEMBER SURVEY RESULTS

We surveyed over 6,800 members on why they upgraded to a premium membership. The results show the importance of a robust premium package that appeals to all members.



HydroMassage was cited as the #1 reason to purchase a premium membership. Sales associates have coined HydroMassage as “the closer” when it comes to upselling.

To reach 50-60%+ Premium sales, we strongly recommend at least at least 4-5 key services in the Premium package, plus ideally 2-3+ other low-cost benefits (t-shirt, etc).





BOB'S GYM – JOIN NOW

PRIME

\$29⁹⁹
/mo

SELECT

BEST VALUE

PRIME MEMBERSHIP



- ✓ WEIGHT ROOM & CARDIO
- ✓ BASKETBALL
- ✓ TURF AREA
- ✓ ALL LOCATION ACCESS
- ✓ GROUP CLASSES
- ✓ SPINNING
- ✓ POOL
- ✓ HYDROMASSAGE
- ✓ SAUNA
- ✓ WEEKEND GUEST PASS

CORE

\$19⁹⁹
/mo

SELECT

CORE MEMBERSHIP



- ✓ WEIGHT ROOM & CARDIO
- ✓ BASKETBALL
- ✓ TURF AREA
- ✓ ONE LOCATION ACCESS





CHUZE FITNESS – JOIN NOW



BASIC

PREMIUM

PRETTY MUCH EVERYTHING

- ✓ Access to Chuze Westminster
- ✓ 120+ pcs of Cardio Equipment
- ✓ 55+ pcs of Strength Equipment
- ✓ Free Weights
- ✓ Chuze Cinema
- ✓ Express Circuit
- ✓ Turf Training Area

ADD EVEN MORE

- ✓ Access to All Chuze Locations
- ✓ 120+ pcs of Cardio Equipment
- ✓ 55+ pcs of Strength Equipment
- ✓ Free Weights
- ✓ Chuze Cinema
- ✓ Express Circuit
- ✓ Turf Training Area
- ✓ FUN CLASSES
- ✓ CYCLING
- ✓ TANNING
- ✓ HYDRO MASSAGE
- ✓ LAP POOL & JACUZZI
- ✓ INFRARED SAUNA
- ✓ STEAM ROOM
- ✓ WEEKEND GUEST PRIVILEGES
(access may vary by location)

\$9.99 PER MONTH

JOIN FOR \$1

OFFER EXPIRES 01/31/2018

\$1 Signup Fee ⓘ
 \$39.99 Annual Fee ⓘ
 12-month Commitment

JOIN NOW

\$21.99 PER MONTH

JOIN FOR \$1

OFFER EXPIRES 01/31/2018

\$1 Signup Fee ⓘ
 \$39.99 Annual Fee ⓘ
 12-month Commitment

JOIN NOW





CRUNCH FITNESS – JOIN NOW



Peak Results

\$24⁹⁵*

Monthly Recurring Payment

ACCESS TO 331 CLUBS **

SELECT

Peak

\$22⁹⁹*

Monthly Recurring Payment

ACCESS TO 331 CLUBS **

SELECT

Base

\$9⁹⁵*

Monthly Recurring Payment

ACCESS TO THIS CLUB

SELECT

INCLUDES

- Cardio, Weights & Machines
- Locker Rooms with Showers
- CrunchONE Kickoff
- Online Nutrition
- Power Half Hour Circuit Training
- Free T-shirt
- Group Fitness Classes
- Crunch Live Online Workouts
- Guest Privileges
- HydroMassage®
- Tanning
- Advanced HIIT Classes

AVAILABLE ADD-ONS

- Personal Training

INCLUDES

- Cardio, Weights & Machines
- Locker Rooms with Showers
- CrunchONE Kickoff
- Online Nutrition
- Power Half Hour Circuit Training
- Free T-shirt
- Group Fitness Classes
- Crunch Live Online Workouts

AVAILABLE ADD-ONS

- Personal Training

INCLUDES

- Cardio, Weights & Machines
- Locker Rooms with Showers
- CrunchONE Kickoff
- Online Nutrition
- Power Half Hour Circuit Training
- Free T-shirt

AVAILABLE ADD-ONS

- Personal Training





PLANET FITNESS – JOIN NOW



Select the right membership for you

Have a Promo Code?

Enter Promo Code Here

Apply

CLASSIC

SALE EXTENDED!

\$10.00/MO

No commitment!
Low \$1.00 Startup Fee.
Offer Expires January 18th!

Join Now

BEST VALUE

BLACK CARD

SALE EXTENDED!

\$21.99/MO

Low \$1.00 Startup Fee.
Offer Expires January 18th!

Join Now

Unlimited Access to Home Club



Free Fitness Training



Reciprocal use of all Planet Fitness® Franchise Locations



Unlimited Guest Privileges at All Planet Fitness Locations



Unlimited Use of Hydromassage



Use of Tanning



Unlimited Total Body Enhancement



Unlimited Use of Massage Chairs



1/2 Price Cooler Drinks (Restrictions may apply)



PF Black Card T-Shirt



PF Black Card Key Tag



20% off Reebok products



WiFi





VASA FITNESS – JOIN NOW

BASIC

*as low as

\$9.99/month

~~\$99.00~~ ENROLLMENT

~~\$79.00~~ ENROLLMENT FEE

[GET BASIC](#)

MOST POPULAR

FITNESS

*as low as

\$21.99/month

~~\$20.00~~ ENROLLMENT

~~\$0.00~~ ENROLLMENT FEE

[GET FITNESS](#)

MORE AMENITIES & ALL LOCATIONS

Access to all VASA locations
Unlimited Group Fitness Classes

STUDIO

*as low as

\$39.99/month

~~\$20.00~~ ENROLLMENT

~~\$0.00~~ ENROLLMENT FEE

[GET STUDIO](#)

UNLIMITED

Unlimited InBody Scans
(\$30 Per Scan Value)
Unlimited Studio Cycle Classes
Unlimited Studio Red HIIT Classes

- ✓ Access to Club of Enrollment
- ✓ Expansive Cardio Deck
- ✓ Free Weights
- ✓ Full Locker Room Access
- ✓ Functional Training Turf Area
- ✓ Performance Lifting Area
- ✓ Strength Training Machines

- ✓ Access to all VASA locations
- ✓ Basketball
- ✓ Expansive Cardio Deck
- ✓ Fitness Cinema
- ✓ Free Weights
- ✓ Full Locker Room Access
- ✓ Functional Training Turf Area
- ✓ Group Fitness Classes
- ✓ HydroMassage Lounge
- ✓ Indoor Pool
- ✓ Light Therapy
- ✓ Performance Lifting Area
- ✓ Racquetball
- ✓ Spa, Sauna, Steam
- ✓ Strength Training Machines
- ✓ Tanning

- ✓ Access to all VASA locations
- ✓ Basketball
- ✓ Expansive Cardio Deck
- ✓ Fitness Cinema
- ✓ Free Weights
- ✓ Full Locker Room Access
- ✓ Functional Training Turf Area
- ✓ Group Fitness Classes
- ✓ HydroMassage Lounge
- ✓ Indoor Pool
- ✓ Light Therapy
- ✓ Performance Lifting Area
- ✓ Racquetball
- ✓ Spa, Sauna, Steam
- ✓ Strength Training Machines
- ✓ Tanning
- ✓ Unlimited InBody Scans
- ✓ Unlimited Studio Cycle Classes





WORKOUT ANYTIME – JOIN NOW

BASIC

Get in the Best Shape of Your Life

\$15

PER MONTH

24/7 Access to ALL Locations (130+ Nationwide)

Month-to-Month with No Long-Term Commitment

Complimentary Success Session with Trainer

Basic Guest Privileges Available During Staffed Hours

[JOIN ONLINE NOW](#)

PREMIUM

Take Advantage of Unlimited Amenities

\$25

PER MONTH

24/7 Access to ALL Locations (130+ Nationwide)

Month-to-Month with No Long-Term Commitment

Complimentary Success Session with Trainer

Tanning Included

HydroMassage Included

Basic Guest Privileges Available During Staffed Hours

[JOIN ONLINE NOW](#)



HYDRO
MASSAGE



CLUB4FITNESS – JOIN NOW



PREMIUM PLUS

\$35
/month

24 Hour Access

Access to All Clubs

Fitness Floor & Cardio

Studio Fitness - Les Mills
Classes

Unlimited Tanning

Hydromassage / Red Light
Therapy

50% Off Guest Passes &
Bottled Water

1 Complimentary 30 Minute
Fitness Consultation with a
Certified Personal Trainer

Unlimited Club360 Classes
- 30 Minute HIIT Class
Taught by Certified
Trainers

Kid Care for 2 children
included



PREMIUM

\$25
/month

24 Hour Access

Access to All Clubs

Fitness Floor & Cardio

Studio Fitness - Les Mills
Classes

Unlimited Tanning

Hydromassage / Red Light
Therapy

50% Off Guest Passes &
Bottled Water

1 Complimentary 30 Minute
Fitness Consultation with a
Certified Personal Trainer

1 Complimentary Club 360
Class



BASIC PLUS

\$15
/month

24 Hour Access to Home
Club

Fitness Floor & Cardio

1 Complimentary 30 Minute
Fitness Consultation with a
Certified Personal Trainer

1 Complimentary Club 360
Class



BASIC

\$10
/month

Staffed Hours Only

Fitness Floor & Cardio

1 Complimentary 30 Minute
Fitness Consultation with a
Certified Personal Trainer

1 Complimentary Club 360
Class





FITNESS CF – JOIN NOW



-- 1 PREMIER--

\$34⁹⁹
/mo

SELECT

PREMIER MEMBERSHIP - SPECIAL !!

JOIN FOR \$1

\$39 \$1 ENROLLMENT / \$34.99 MONTH

- ✓ Unlimited Use of Strength and Cardio Equipment
- ✓ Full Locker Room Facilities
- ✓ Ladies Only Area
- ✓ Unlimited E-mail Support
- ✓ Unlimited use of Cardio Theater
- ✓ **Unlimited Multi-Club Access**
- ✓ **Unlimited Group Exercise**
- ✓ **Unlimited Spinning Classes**
- ✓ **Unlimited Tanning**
- ✓ **Unlimited Hydromassage**

-- 2 BASIC --

\$19⁹⁹
/mo

SELECT

BASIC MEMBERSHIP - SPECIAL !!

JOIN FOR \$1

\$59 \$1 ENROLLMENT / \$19.99 MONTH

- ✓ Single Club Access
- ✓ Unlimited Use of Cardio and Strength Equipment
- ✓ Ladies Only Area
- ✓ Unlimited E-mail Support
- ✓ Unlimited Use of Cardio Theater

