



Avanti

HEALTH CENTRE

SALES LAUNCH

THE WHAT SETS US APART OFFER

APRIL - 2024



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STRATEGY SHAKE UP



Avanti
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**WE CARE ABOUT THE MEMBERS
HEALTH JOURNEY**



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**WE FOCUS ON THE CORRECT
MOVEMENT FOR THE INDIVIDUAL**



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**WE PRIDE OURSELVES ON THE
QUALITY OF OUR PROFESSIONAL
TEAMS**



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**WE PROVIDE SUPPORT TO OUR
MEMBERS AS MUCH AS THEY DESIRE**



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**WE USE TECHNOLOGY TO SUPPORT
AND PROVIDE EASE**



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WE BELIEVE IN OUR FACILITIES



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THIS IS WHAT SETS US APART



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*THE BELOW OFFER WILL BE OFFERED ACROSS ALL
OUR DIGITAL AD CHANNELS*

THE WHAT SETS US APART OFFER

APRIL 2024

1 X MOVEMENT ASSESSMENT

1 X PERSONALISED PLAN

2 X 30-MINUTE 1-1 SESSIONS

1 X FREE AVANTI SMART BAND

ACCESS TO FULLY SUPERVISED GYM FLOOR HOURS

UNLIMITED ACCESS TO FACILITIES

THE WHAT SETS US APART OFFER

APRIL 2024

THE COMBINED VALUE
OVER \$470

THE WHAT SETS US APART OFFER

ALL THIS FOR ONLY

\$49 for your first month of
training!

THE WHAT SETS US APART OFFER

BONUS OFFER

Upsell a bonus add on - 2 x Free Onero sessions for every member who purchases the intro offer April

THE WHAT SETS US APART OFFER

The best part if the member joins on a 12 month or 6 month membership from the offer we will credit \$49 towards the membership fees!

The fine print

- This is an intro offer so for first-time users of our facilities only
- The \$49 is non-refundable for cash or for lack of use
- The member must join on a 12 month or 6 month membership to claim the \$49 reimbursement towards membership
- The offer is set to expire 30.4.24 however the offer may extend tba
- Office use - you will need to manually credit the \$49 towards the first membership payment on the schedule

NEW MEMBER BONUS



If the lead converts to membership within the first 7 days of purchasing "The What sets up Apart offer" they will receive 15% off their membership for life!

Make sure we convert as many as we can early!! **These aren't counted as sales until they are converted to a physical membership!**



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*THE BELOW OFFER WILL BE OFFERED INTERNALLY
AND ACROSS OUR PRINT MARKETING*

THE WHAT SETS US APART OFFER

APRIL 2024

15% OFF ALL 12 MONTH MEMBERSHIP OPTIONS
2 X FREE 30-MINUTE 1-1 SESSIONS
2 X FREE ONERO CLASSES

WHY 2 SEPARATE OFFERS?

OUR DIGITAL OFFER WILL CREATE A HIGHER LEAD VOLUME WHEREAS OUR INTERNAL OFFER WILL CREATE A HIGHER CONVERSION TO MEMBERSHIP. IN PERSON YOU CAN OFFER WHICH OPTION WILL SUIT YOUR LEAD BEST - ASK QUESTIONS



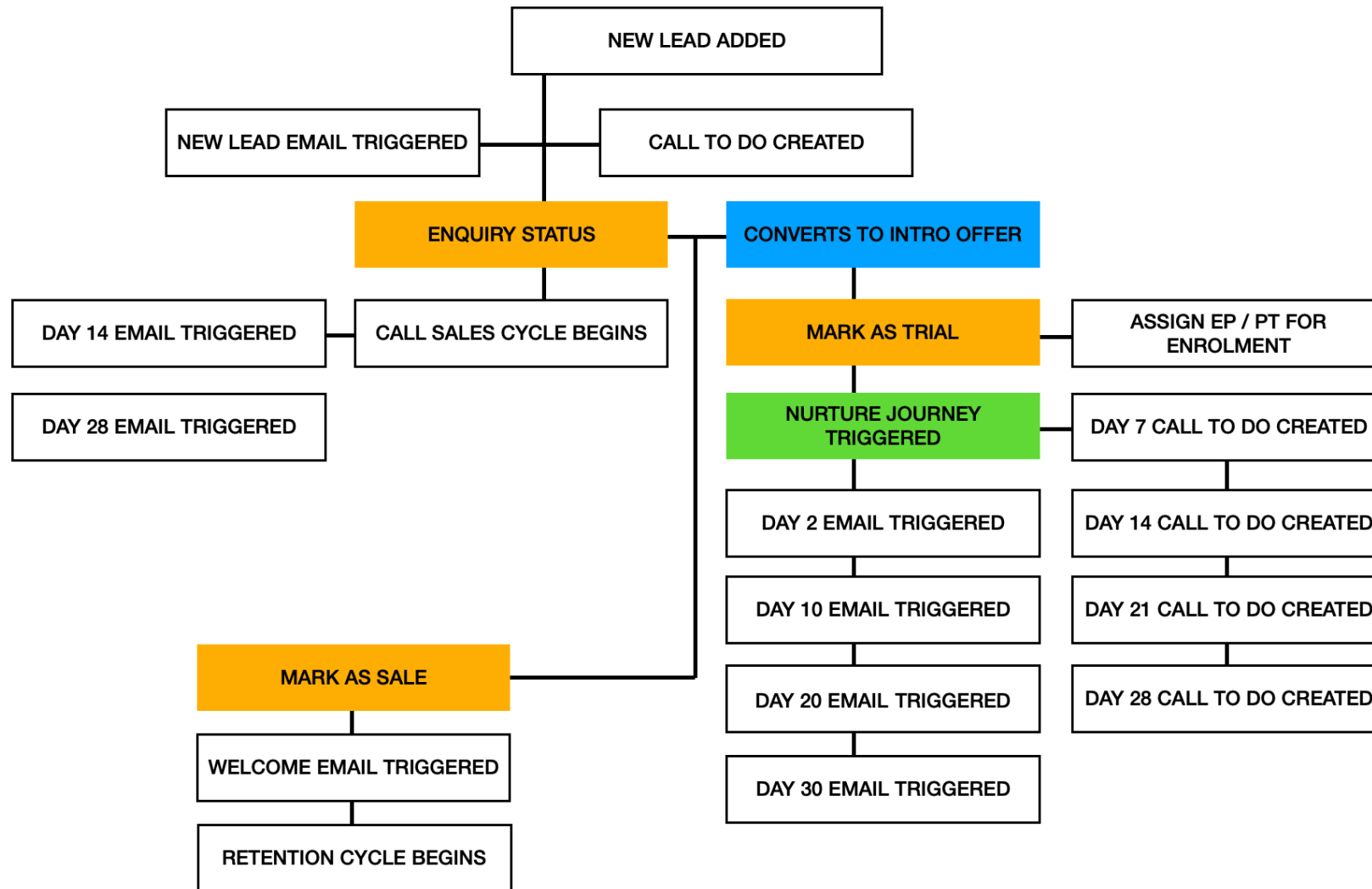
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GYMSALES AUTOMATION SUPPORT

DIGITAL TRIGGER FLOW



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Note: A status change in Gymsales will halt any triggered emails for the status of each member. I.e If a lead's status is changed from trial to sale any unspent triggered emails will automatically cancel and the sale-triggered emails will commence.

INTRO OFFER CONVERSION

DAY 2 - TRIGGERED EMAIL



Subject: Congratulations on Starting Your Movement Journey with Avanti [Location]

Dear [Name],

We wanted to take a moment to congratulate you on taking the first step towards a healthier and happier lifestyle. It takes a lot of courage to begin a fitness journey, and we are thrilled to hear that you have chosen Avanti [Location] to guide you on this path.

We want to assure you that we know starting something new can be tough at times, but we also know that the rewards are well worth the effort. Whether you are looking to lose weight, build muscle, improve your overall health, or simply feel more confident and energized, the team at Avanti [Location] is here to support you every step of the way.

Our knowledgeable Exercise professionals and team are dedicated to helping you achieve your goals, and we do not doubt that you will see amazing results no matter your goals with their guidance. Remember, every small step counts, and even the smallest progress is still progress. Be proud of yourself for taking this first step.

Once again, congratulations on your decision to start your fitness journey with Avanti [Location]. We wish you all the best and look forward to seeing your progress along the way.

Best regards,

Team Avanti [Location]

INTRO OFFER CONVERSION DAY 10 - TRIGGERED EMAIL



Subject: Keep up the Good Work!

Dear [Name],

We hope this email finds you well and that you are enjoying your new journey at Avanti Health Centre [Location].

We just wanted to reach out and let you know how proud we are of you for taking the initiative to start your training with us. We understand that staying motivated can be challenging at times, but we want to assure you that you are not alone in this journey.

Have you had your first training session with one of our team? Our Exercise professionals provide guidance, motivation, and support to help you achieve your fitness goals and improve your overall health and well-being. It is also a chance to provide education on exercise techniques and lifestyle habits that can contribute to a healthy and active lifestyle, which in turn can help you feel more comfortable in our facilities.

We encourage you to celebrate your successes along the way, no matter how small they may seem. Each accomplishment is a testament to your hard work and determination, and we want to celebrate those milestones with you.

Please do not hesitate to reach out to us if you ever need any support or guidance. We're always here for you and want to help you succeed. Keep up the good work, and we look forward to seeing your progress in the days and weeks ahead.

Best regards,

Team Avanti [Location]

INTRO OFFER CONVERSION DAY 20 - TRIGGERED EMAIL



Subject: Join us at Avanti Health Centre's Member Events

Dear [Name],

We wanted to take a moment to invite you to participate in our upcoming member events. You can view all upcoming events here [insert link]

At Avanti, we take pride in fostering a sense of community among our members, and we believe that participating in our member events is a great way to meet new people and connect with others who share your interests. Our events range from social walks to educational seminars, social sips and more. Please let our team know if you would like to meet new people, we can help!

We understand that attending events and engaging in social activities can be daunting, especially if you are new to our community. However, we want to assure you that our events are designed to be inclusive and welcoming to everyone. It's a great opportunity to get to know other members, share your journey, and learn from others.

We encourage you to attend our upcoming events and join us in building a strong and supportive community. We assure you that you'll have a great time, and we look forward to seeing you there.

If you have any questions or concerns, please don't hesitate to reach out to us. We're always here to help.

Best regards,

Team Avanti [Location]

INTRO OFFER CONVERSION DAY 30 - TRIGGERED EMAIL



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Subject: Make the Most of Your Membership and Reach Your Fitness Goals

Dear [Name],

We are very excited to see you have made it to 30 days at Avanti and we hope you are enjoying your trial membership at Avanti [Location]. We are writing to encourage you to take the next step and become a full member of our community.

As you know, our gym is much more than just a place to work out. We offer a variety of classes, personal training sessions, and social events designed to help you reach your fitness goals while having fun and making connections with other members. We hope you have had a taste of all we offer!

We understand that the decision to become a full member may seem daunting, but we want to assure you that we are committed to helping you every step of the way. Our Exercise professionals and staff are always available to answer any questions you may have and provide you with the support and guidance you need to stay motivated and on track.

We believe that investing in your health and fitness is one of the best decisions you can make, and we are confident that Avanti Health Centre is the right place for you. You've already taken the first step by trying out our gym, and we encourage you to take the next step and become a part of our community.

We look forward to helping you reach your fitness goals and supporting you on your journey to a healthier, happier you.

Best regards,

Team Avanti [Location]



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OUR CENTRES RELY ON YOUR EXCITEMENT TO HELP US GROW, ARE YOU IN?

WE NEED A COMMITMENT THAT AS A TEAM YOU
WILL ACTIVELY PURSUE LEADS FROM WITHIN THE
COMMUNITY AND ACTIVELY FOLLOW UP ALL
DIGITAL LEADS.



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Q&A

For any questions reach out to
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