Recruit, Educate, Onboard & Certify your entire staff!

smartfitness.com
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(844) 778-6060
We are changing the way you recruit, educate & staff your gyms.

Everyone from the front desk to the fitness staff should know how to best represent your company. Smart Fitness provides the education for your entire company to do just that. No more staff shortages. No more lost revenues from lack of certified trainers or lack of programming. No more misses on sales revenues or retention numbers because the staff was not trained to sell or service the members. Smart Fitness is your “magic wand” to do it all through consistent, relevant education created by club professionals. Smart Fitness - *Intelligent Solutions to Everyday Problems.*
Smart Fitness helps you educate, develop and motivate your entire staff. You’ll be able to reduce the cost of your onboarding process by providing a structured educational platform that can be viewed on any computer or phone vs requiring a manager to squeeze training into an already busy schedule, improve service and performance by ensuring all team members receive the same education and provide employees who want to move up with a clear path to their next position.

Smart Fitness makes “inspecting what you expect” easy and efficient. Automated reports on course enrollment, progress and certifications are sent right to your inbox so you spend less time managing reports and more time managing people.

Smart Fitness is also a powerful recruiting tool. With eleven Fitness Certifications, twelve Sales, Service, Marketing and Management courses, a New Hire Assessment module and over 120 Continuing Education Courses you can hire people for the things you can’t teach like attitude and initiative and provide training for the skills you can!

“If you take a [turtle] and train it to run fast you’re going to get a fast [turtle]. You’ll never convert that [turtle] to be a racehorse. If you want racehorses you have to hire racehorses. You can’t hire [turtles] and train them to run fast. You have to hire people for what they come to the table with.”

-Bill McBride, CEO, Active
“Smart Fitness is an educational platform that can make a huge impact on club PT profits.”

Bryan O’Rourke
MBA Global Fitness Industry Advocate & Business Leader CEO & Founder Integerus | CSO at Fitmarc | President at Fit-C

“A foundation in achieving that (exceptional member experience) is to have guaranteed standards set and exceeded by our Fitness Professionals. In our industry, Smart Fitness helps take care of that so that we can focus on taking care of our members.”

Tim D. Keightley
Industry Leader and Fitness Business Global Advisor
Certified Personal Trainer  
Group Exercise Instructor  
Indoor Cycling Instructor  
Yoga Instructor - Vinyasa Flow  
Kickboxing Instructor  
Senior Fitness Specialist  
Youth Fitness Specialist  
Strength Training Specialist  
Powerlifting Instructor  
Flexibility Specialist  
Weight Management Specialist  

Sales Training  
Customer Service Training  
Management and Social Media Training  
Certified Membership Sales Specialist  
Certified Member Service Specialist  
Certified Team Leader  
Continuing Education  
Prevention of Sexual Harrassment Training  
CPR/AED Training in English and Spanish
Certified Personal Trainer CPT
Powered by NCCPT®

The National Council for Certified Personal Trainers has certified thousands of trainers across the globe. Nationally recognized and accredited by the *NCCA, the NCCPT personal training certification presents the academic information of a health and fitness curriculum in a way that allows students to apply the subject matter in their daily sessions; delivering safe and effective exercise programs to their clients.

The NCCPT certification prepares students to work in a commercial facility which is a much different “animal” than a medical or community setting. Fitness Instructors in a commercial setting must strive to act professionally in an “unprofessional environment.” Personal trainers in a commercial facility are often required to sell personal training or “gross,” as opposed to both the medical or community setting where they are not required to do so. The NCCPT establishes a “code of conduct” which emphasizes the mindset of professionalism and service required to turn results into sales.

What you can expect to learn

- Exercise Physiology
- Flexibility
- Anatomy
- Anatomical Terms
- Special Populations
- Exercise Applications
- Basic Nutrition
- Program Design
- Business of Personal Training
Group Exercise Instructor Certification

What happens when a popular Group X instructor quits? Why not train your personal trainers, sales or Front Desk to teach Group X? Build your “bench” by cross training your staff. Never worry about a Group X instructor not showing. Do you have a popular Group X Instructor? Have them get certified as a Personal Trainer to increase your bottom line. Have a Personal Trainer with no clientele? Have them get certified as a Group X Instructor so they can gain the exposure they need to build their business increasing your bottom line again!

Yoga Instructor Certification

Vinyasa Flow

According to the Huffington Post, “American yogis spend an estimated $10.3 billion each year on their habit, between classes, equipment, clothing and other products.” Have your Group X instructors get certified as Yoga Instructors and don’t ever worry about losing a Yoga Instructor again!
What you can expect to learn

- The role of biomechanics in strength training
- Concepts of exercise physiology
- Concepts of flexibility
- Fitness assessments
- Exercise techniques
- The sport of weightlifting
- How to design a strength training program
- Recovery techniques
Senior Fitness Specialist

“For the past 15 years the Baby Boomer fitness market has been slowly growing.” says Colin Milner, CEO of the International Council on Active Aging. “But in the last several years it has really exploded, and it’s exploded in many segments including health club memberships.” Milner says that by 2012 “those numbers will increase even more dramatically.” This is a market that is going to grow more and more as time goes on. Tap into the baby boomer market! This course will educate your instructors with the latest information on how to safely and effectively help this growing demographic get the most out of your club and their fitness program!

Youth Fitness Specialist

Create Youth Fitness Programs and increase your bottom line! In the United States nearly 1 in 3 children (ages 2-19) are obese. PE hardly exists in our school systems anymore. Our goal is to provide fitness professionals with the knowledge, skills and abilities to safely work with youths. Upon completion of this course fitness professionals will be able to plan, design, implement and monitor safe and effective exercise programs for this population.

The course was created by Scott Roberts Ph.D., FAACVPR, FACSM, the Department Chair and Professor of Kinesiology at William Jessup University.
Powerlifting Instructor Certification

Maximum strength is one of the primary categories in health-related fitness. Powerlifting lifts have also become more mainstream due to the popularity of cross training and Cross Fit. Educate and certify your staff to implement this type of training and grow fitness revenues through the ability to reach a new demographic. Powerlifting is a strength sport testing maximum strength in three primary movements: squat, bench press, and the deadlift. These three movements are considered fundamental human movements; however, many trainers don’t use these movements based on false information that they are difficult to teach and dangerous. Your trainers/instructors will learn how to use these three fundamental movements efficiently and effectively increase their client’s overall level of strength, which will facilitate achieving individual fitness goals.

Weight Management Specialist

Are you confident with your staff’s knowledge of nutrition and how to get the results you want? If your members only spend a few hours a week in the gym, how can your company best educate and guide them towards their fitness goals without sound nutrition advice? Here’s the chance to learn information based on the latest research available. This course will empower your staff to create energy balance for your members; increase the value of your personal training sessions and open up new revenue opportunities for your club.
Recovery Modalities which include stretching have now become a prominent component in a fitness program. Market “Stretching” or “Recovery” sessions to your members or start integrating flexibility as a stand-alone session. Most people focus primarily on cardiovascular and strength training and neglect one of the most important components of an exercise program; flexibility. This course will teach your staff the benefits of stretching, how, when and how often to stretch, the anatomy of stretching, the different types of stretching and how to stretch major muscles. Flexibility sessions are a great way to expand your personal training department by offering a unique service to clientele that ranges from an elite athlete recovering from an injury to a Baby Boomer who is trying to retain range of motion.

Certified Kickboxing Instructor

Kickboxing is another hugely popular modality that will engage your members and keeping them coming back, lowering attrition. This kickboxing course is designed to prepare your staff to teach safe and effective kickboxing and martial arts fitness classes through the development of leadership and technical skills. This specialty certification provides a broad overview of this fitness modality and serves as an excellent foundation for anyone interested in teaching in this area. Have your Group X instructors and personal trainers increase and retain their students/clientele by broadening their skill set and integrating kickboxing into their practice.

Certified Flexibility Specialist

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Integrate Smart Fitness into your hiring process. When a new applicant applies for a position, grant them limited access to the Smart Fitness portal and require them to complete a course prior to their next interview. If they don’t complete the course, then their commitment level isn’t there. Only hire applicants who are team players.

Hire passion and personality—not diplomas. Smart Fitness allows your company to offer a Career, not just a job. Certifications and continuing education is costly. You now can offer their certification as an “Employee Benefits Program.”

Recruit

- All your fitness staff will need continuing education to keep their certifications valid. Increase trainer retention by providing the education they need to keep their certifications valid as an Employee Benefit! Free education adds value for the trainer and empowers them to attract and retain clients by expanding their knowledge base.

- Educate your staff on sales, 5-Star Quality Customer Service, Phone Etiquette, CPR and Sexual Harassment along with any other content you would like to offer.

Educate
Supervisors often don’t have the time to efficiently onboard their staff because it often occurs on the job. They often are interrupted in the onboarding process and in many instances, can’t return to the onboarding session. Clubs’ operating hours are so long that it’s difficult for an owner/supervisor to address onboarding/training for all the different shifts.

Onboarding consistency can be a challenge across different regions/clubs. Coordinating the onboarding process through Smart Fitness improves efficiency, consistency and quality of customer service.

Hire passion and personality not certification. Smart Fitness just expanded your hiring pool!

Cross train your staff and build your “bench”. Front desk and Sales staff can become Personal Trainers and Group Exercise Instructors. Personal Trainers and Group Exercise Instructors can become Member Service Specialists, Membership Sales Specialist and Team Leaders. Don’t lose income and lower your attrition by having a multi-talented, multi-certified staff that can step in whenever and wherever you need them.
Quarterly Launches = $$!

Personal Trainers often see the same people each week and can’t repeatedly approach them to purchase their services without the possibility of alienating them from your club. How do you convert existing members into personal training clients? Each quarter, Smart Fitness develops exercise/programming education for your personal trainers and provides you, the club owner/manager with a variety of marketing materials to market this exercise/programming content to your members. Quarterly launches allow the staff to approach your members with fresh ideas and techniques that will motivate the member to train with a personal trainer and increase your member-retention in the process!
Here is what the Quarterly Launches Include:

• Online CEU course
• Online educational videos that go along with the course
• Marketing Materials 5x7, 8x10, 11x17
Continuing Education (CEUs)

Smart Fitness has over 120+ courses to help your staff continue their education. See the Smart Fitness course catalog for a complete list of our courses.

"Since then (signing with Smart Fitness), our ability to recruit top-level talent has grown exponentially."

Preston Petersen
Director of Personal Training, Genesis Health Clubs

Human Resources

What you can expect to learn

- Liability
- Hostile work environment
- Remedies available
- Final test

Prevention of Sexual Harrassment

Learn the laws and best practices to effectively prevent sexual harassment in the workplace.

New Gender Identity Training Module
Basic Fundamentals of Personal Training

“Smart Fitness has been PERFECT for us to get hungry, motivated and passionate fitness enthusiasts certified to work with our clientele.”

Barry Baumfalk
Director of Fitness & Sport
Jewish Community Center of Great Kansas City

Your front desk and sales staff will learn the fundamentals of exercise science and personal training. Knowing the basic concepts of exercise makes it easy to assist customers in need and keeps your staff on the same page!
CPR/AED Training in English and Spanish!

Smart Fitness has partnered with the American Safety Training institute to provide your staff with a resource for CPR/AED training and certification. Training covers adult/child/infant techniques for CPR, AED (automated external defibrillator), and conscious and unconscious choking.
“Smart Fitness is the smart way to get our trainers up and going quickly.”

Ralph S Rajs
Leisure Sports
Smart Fitness is much more than fitness!

Customer Service Training

5-Star Communication

- Learn to utilize communication skills to become better problem solvers and service providers
- Learn and use the nuances of verbal and non-verbal communication to improve interactions with clients
- Learn the right questions to ask to find out what your customers want and need
- Learn how to use tactics such as The Satisfaction Question to ensure that all your customer's needs have been communicated and resolved

The Art of First Impressions

What’s the most important piece of equipment in your facility?
YOUR PHONE!!! Turn every phone call into a live tour with this new course.

Getting the phone to ring is important. However, what happens after the phone rings is just as important as getting it to ring in the first place, and it is the potential for a ‘disconnect’ at this crucial point in the member-fitness center relationship that The Art of First Impressions is created to address.

Social Media 101: Instagram

- This course will teach your team to use the power of Instagram to engage your customers and create an amazing brand.

8-Week Communication

- Establishing Rapport
- Conveying Empathy
- Exuding Enthusiasm
- Asking the right questions in the right, way at the right time and listening for buying signals.

Anastasia Alexander

Anastasia is the COO for the National Council for Certified Personal Trainers. She has served in the capacity of Senior Management for Bodies in Motion, David Barton Gym, Spectrum Athletic Clubs, Life Time Fitness and the Bay Club Company and authored numerous courses on Customer Service. She has also worked as a management and operational consultant for clients ranging from small fitness studios to a Country Club.

Daniel Bobrow

Mr. Bobrow is a Certified mediator and arbitrator, and has worked pro bono for several agencies including the Better Business Bureau, Youth Justice Institute, Center For Conflict Resolution, Illinois Department of Human Rights, the Circuit Court System of the City of Chicago, Center For Conflict Resolution, and Loyola University School of Law.
Customer Service Training

Frontline Excellence
The 8 Disciplines of the Most Engaging Front Lines

Are we policeman, doormen, gatekeepers and policy guardians or are we friendly hosts and hostesses? Who’s the first person your members encounter at your facility? This information is essential for anyone in a service business.

Your staff will better understand the why and how to:

- Greet people
- Make introductions
- Solve problems
- Offer information
- Anticipate needs
- Gain insight
- Know names
- Fond farewell

Member Experience
What you can expect to learn

At the completion of this course, individuals will be able to apply their highest capabilities when delivering an exceptional member experience. From customer service to maintenance staff, one will also be able to find a purpose in their role and have an enhanced social awareness to maximize customer service delivery.

- Using highest capabilities
- Six levels of customer service
- Social proprioception
- Final test

Blair McHaney

Blair is a teacher, student and practitioner of Customer Experience Management. He is currently President of Club Works, Inc. a Medallia Partner Company specializing in Customer Experience Management (CEM) for the fitness industry, an educator for the Medallia Institute, and Medallia’s subject matter expert on operationalizing CEM.

He is President of Confluence Fitness Partners, Inc. operating two health clubs in the Wenatchee Valley of Washington State for over 30 years and is Director Emeritus of The Gold’s Gym Franchisee Association.

much, more than fitness!
Sales Training

10 Steps to Successful Sales:

Whether you like it or not---we’re always selling! Sales is the lifeblood of any health club.

In this course, learn the basic concepts of the sales process and how to:

- Conduct a needs analysis (NA)
- When to sell personal training and when to sell a gym membership
- The importance of product knowledge
- The difference between a feature and a benefit
- Prospecting/Networking
- Listening techniques
- How to present your product
- How to present prices
- How to close a sale
- Overcoming objectives
- How to follow up
- How to upsell and ask for referrals

Relationship Based Selling:

People that come to your gym, often come frequently. It’s not a one-stop shop! In the information age it’s very important to create relationships with your members/clients.

Through this course you will learn the value of building relationships and how those relationships will assist in not only increasing sales, but improving the lives of others.

What you can expect to learn

- How to create a good first impression
- How to set up the tour or “pre-tour”
- How to conduct a successful tour of your club
- How to “pre-close”
- How to create long-lasting relationships
Prospecting for Clients in the Gym Setting:

What you can expect to learn

• Learn the correct mindset and attitude to prospect
• Learn to project a vision of the profession
• Learn three tricks to prospecting

Three Most Common PT Sales Mistakes:

What you can expect to learn

• Rushing to book a “free personal training session” with a client
• Rushing through the assessment form to get to the workout
• Creating the “mall shopping” atmosphere when presenting programs

Three Steps to Making Great Money as a Trainer:

What you can expect to learn

• Cultivate the right philosophy for success
• Obtain specialist certifications
• How to put it all into practice
How to Be Successful as a Personal Trainer in a Commercial Health Club!

This course is the essential onboarding tool to help your personal trainers become successful in your club(s).

It will answer every question they should know before hitting the gym room floor. In fact, it will answer every question you may have even forgotten to answer! Every personal trainer in your facility needs to view this course.

What you can expect to learn

- How sales is essential
- How to attract clientele
- The organizational structure of a commercial facility
- How to be professional in an unprofessional environment
- How to walk the floor and approach people on the floor
- How to find the member pathway and how to best interact with it
- How to add value to a first session and increase your closing ratio
- Why the phone is your friend
- How to sub for another trainer
- How to manage your own stress

John Platero MSS

John is the CEO for the National Council for Certified Personal Trainers, Smart Fitness and the author of over 30 educational books and videos. He was the National Director for Personal Training at LA Fitness and Bodies in Motion as well as an owner of two personal training centers and 20,000 sq. ft. gym.
Management Training

Building your Dream Team

“Teamwork Makes the Dream Work”
Employees can make or break a facility. In this presentation, learn how to ensure that your staff is making and not breaking your facility! The key is having a high-functioning team, driven toward the same goal. This presentation will demonstrate the entire journey of taking a new hire and making them the best team member possible. After watching, viewers will have tangible tools for implementing proper interview techniques and training protocols. They will also receive tips for recognizing and promoting peak employee performance, as well as how to do evaluations that reflect the company mission statement. This course is essential for all managers!

Part 1: Recruiting and hiring
Part 2: On-boarding
Part 3: Recognizing and evaluating”

What can you expect to learn?

• Learn best practices for finding candidates
• Learn how to design an effective interview process
• Learn the techniques that great leaders use to manage their team
• Learn how to engage team members through gratitude and recognition
• Learn how to create evaluations that fit your company culture

Chris Stevenson
Chris Stevenson is the owner of Stevenson Fitness in Oak Park, California, and the founder of Stay Strong Consulting. Stevenson Fitness has flourished since its 2010 opening, exceeding all goals and expectations. Their customer service is unparalleled, and is reflected in their consistent NPS scores in the mid to high 80s. Chris is a current faculty member at the California Health & Longevity Institute, a published author and recognized wellness consultant. Chris presents regularly to Fortune 500 companies as well as at IHRSA, Club Industry, California Clubs of Distinction, SCW Fitness events, and the Fitness Leaders Alliance.
### PERSONAL TRAINING STAFF
- **NCCPT NCCA Accredited Personal Trainer Certification**
- **How to Be Successful as a Personal Trainer in a Commercial Health Club**
- **10 Steps to Successful Sales**
- **Member Experience**
- **CPR / AED**
- **Gym Etiquette**
- **CEU’s**
- **Sexual Harassment Prevention**
- **Specialty Certifications**

### GROUP EXERCISE STAFF
- **NCCPT Group Exercise Certification**
- **Indoor Cycling Certification**
- **Kickboxing Certification**
- **Certified Yoga Instructor - Vinyasa Flow**
- **Member Experience**
- **Sexual Harassment Prevention**
- **Specialty Certifications**

### SALES STAFF*
- **Relationship-based selling**
- **10 Steps to Successful Sales**
- **Frontline Excellence**
- **5 Star Communication**
- **Member Experience**
- **Sexual Harassment Prevention**
- **Gym Etiquette**
- **Social Media 101 Instagram**
- **CPR / AED**
Smart Fitness can create a custom educational track for each department based on your goals and requirements, making enrollment, tracking and reporting automatic.

*Certified Team Leader Certification available!

*Certified Membership Sales Specialist Certification available!

*Certified Member Service Specialist Certification available!
Changing the lives of Health Club Owners/Operators and Fitness Professionals, one body at a time.

www.SMARTFITNESS.com

info@smartfitness.com

Our sales representatives are available to speak with you Monday through Friday, 8am to 5pm (PST).

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