



Your \$5,000. Investment in Gym Care

I have had a great year of presenting Gym Care ideas to the gymnastics club market at USA Gymnastics regional events and varying other gymnastic club business symposiums. Regardless of where I am or who the audience is, the response is the same..." makes sense". No one disagrees with either the need for cleaner, safer gyms or the process of inspection and reporting. So, problem solved! Right? Uhm... not so fast. We agree on the solution, but we don't always act on it.

We tend to procrastinate until we can figure out a way to make new tasks into habits. I'd like to make a case (a financial case) for creating that habit now. There's a story that Simon Sinek, of Ted Talk fame, tells of his experience following a 10k road race. He and a friend finished the race and past the finish line there were tables of bottled water and free bagels. Simon said to his friend, lets get a free bagel. His friend replied, "Nah, look at the long line" Simon repeated "free bagel". And the friend said, "yea, but look at the line". They never did agree, and the point of the story is that there are two kinds of people or two positions to take in any situation. One person could only see the free bagel, and the other could only see the line! Sometimes we need to change the focus.



That may be a long way around to talk about gym care, but some people can only see the time and expense of gym inspections, gym cleaning, and equipment maintenance. Others can see the benefits of a cleaner safer gym. Let's put some numbers to it.



In a recent informal survey, parents of gymnasts 12 and under listed their priorities for choosing a gym in this order.

1. Location or proximity to home.
2. Referral from friend or family stating child has fun.
3. Cleanliness of gym and/or apparent concern for safety
4. Class schedule

These four were chosen over, level of coaching expertise, cost, success of gym at competitions, gymnastics experience of club owner, or amount of equipment available. Parents want a clean safe environment for their child. Let's assume that 10 out of 100 rate your gym as untidy or unsafe and you are signing up 50% of the children that consider your gym, you are still losing 5 out of 100. If those 5 would have come once a week at \$20 per class, that's \$100 per week you are investing in just the appearance and assumed safety of your gym. In business, money not received is a cost of business. If you have all systems in place and a clean neat gym and you are doing it for less than \$5,000 per year,

you are getting a good return on investment and you're ahead of the game. If not, then you are investing that money anyway without the added results.

If you are still undecided on launching an inspection, cleaning, and safety program, perhaps you should consider the compound effect. Like the investment strategy of compounding interest, unsafe gyms face the effect of compound disinterest as one negative prospect tells two others who each tell two more. Very quickly, the lack of definitive maintenance plan can be eating away at your business.

Lastly, if you are doing all the right things then be proud of it and tell everyone what you are doing for them. Put it in your brochures, on your web site, and in your sales pitch when showing your gym.

Implement your plan today. It makes sense.... and cents!



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