

Health Club SUCCESS STORY

Club Name: LifeQuest
Location: Pasco, Washington
Phone Number: 509.545.5191

An interview with Roger Sargent, General Manager of LifeQuest.

Background:

LifeQuest is a multi-purpose health and fitness club located in the southeastern part of Washington State. It is currently nine years old and is the leader for quality health club services in the city of Pasco. LifeQuest members have grown accustomed to receiving quality fitness training, both individual and group. LifeQuest's philosophy is to create programs in which their members are actively participating and referring new members. LifeQuest's success with group personal training prompted them to expand their facility.

1. What is a challenge you faced in adding more group personal training programs?

We wanted to get more members involved at the club. We were drawn to group personal training here at LifeQuest because much like tennis, we wanted to find programs that could deliver to the masses for less money out of our members' pockets. By doing so, our percentage of total membership serviced would achieve a much higher rate in the same time frame. By adding more group personal training programs that meant we would have to expand our facility.

2. What type of group personal training programs did you implement?

During the planning stages we focused the remodeling project on three areas: Speed School (Sports Enhancement Training), GRAVITY® Studio and Children's Programs. We decided to expand from one group exercise room to five with the new \$1 million dollar renovation project.

3. Who helped you implement group personal training at LifeQuest?

At the FISA Conference in February 2004 I met Tom Campanaro, President and CEO of efi Sports Medicine. His company's product, the GTS®, encouraged me to implement a new group personal training program. One month later at IHRSA, I actually experienced the GTS. Our philosophy at our club when looking for a new product is if we can program and market it, we will bring in that product or service. The GRAVITYSystem® by efi Sports Medicine was a "no brainer" for us. We decided to purchase seven machines and within two-and-half months of our launch to our members, my initial investment of \$18,000 was paid off.



4. How did you implement this new group personal training program?

After we purchased the GRAVITYSystem from efi Sports Medicine they trained us extensively on the machines and how to implement the group training program for profits. We spent the next 30 to 45 days on applying what we had learned and having our trainers build their own class routines using current members as test subjects. efi Sports Medicine virtually held our hand and walked us through the entire launch and implementation of the GRAVITYSystem which made it incredibly easy and profitable.

5. What impact has adding group personal training had on your club?

By offering group personal training we have created a win-win-win situation for our club, trainers and our members. The club wins because we receive more revenue per hour. The trainers win because they receive more revenue per hour, therefore they receive more commission. The members win because they see results from a personal trainer at one-fifth the cost of an individual session.

Many of our members have reached their personal goals for joining our club and participating in the GRAVITYSystem group personal training only. A wonderful example is one of our members, a 63 year old woman, who had been a pilot, had been grounded because of high blood pressure. After four weeks of three to four workouts a week, her blood pressure had dropped and she was able to fly again.

The Bottom Line:

- LifeQuest wanted to get more members involved at the club by offering programs that could deliver to the masses for less money out of their members' pockets.
- LifeQuest did a \$1million renovation to their facility by adding four extra group exercise rooms for their members.
- LifeQuest focused on adding three areas to their group training: Speed School (Sports Enhancement Training), GRAVITY Studio and Children's Programs.
- LifeQuest turned to efi Sports Medicine and their GRAVITYSystem at www.efisportsmedicine.com for one of their group personal training programs.
- By offering group personal training LifeQuest created a win-win-win situation for their club, trainers and their members.