

STRENGTHEN YOUR BODY.  
SOOTHE YOUR MIND.

*Reformer*  
**PILATES**

**TOOLKIT & SALES MANUAL**

FITNESS  
*fernwood*®



*Reformer*  
PILATES

## SECTION A

# FERNWOOD REFORMER SET UP & COMPLIANCE



FITNESS  
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# Reformer PILATES

## TOOLKIT & SALES MANUAL



## OVERVIEW

**Fitness and wellness in one class – welcome to Fernwood Reformer Pilates where fitness and wellness combine.**

**Reformer Pilates has taken the fitness industry by storm, growing significantly in popularity over the past few years, with a boom in Reformer Pilates studios opening up all across the globe.**

**Fernwood Fitness has a perfect opportunity to be competitively placed within this still growing Reformer Pilates market. Reformer Pilates studio goers, outside of Fernwood are looking for affordable Reformer without a compromised experience and this is where we believe Fernwood Reformer can shine and standout.**

**Reformer Pilates offerings vary from the classical technique method (founded in the 1920s by Joseph Pilates) for rehabilitation, alignment and core function, through to classes that focus more on high intensity strength, conditioning and cardiovascular fitness. Within the discipline of Reformer Pilates, there is something for everyone.**

### A FEW OF THE BENEFITS

- Strengthen your core
- Improve postural alignment
- Support coordination and flexibility
- Release stress and improve wellbeing



## BENEFITS TO YOUR BUSINESS

### REFORMER PILATES

- Is a great lead generator
- Increases member yield
- Strengthens member retention (clubs reporting reformer members ‘just don’t leave’)
- Offers something for every member interest: fitness, wellness, cardio, rehab, core and more
- Strengthens the Fernwood brand and ability to remain competitive in our community market

## THE REFORMER MEMBER

### WHO IS SHE?

**Some (not all) reformer leads may be from ‘die-hard’ reformer fans that are only interested in Reformer Pilates classes.**

However, Fernwood clubs with a reformer Pilates offering recognise that many (not all) of the woman submitting reformer leads have similar goals as woman submitting regular club enquiries. Some of these goals include:

- Tone up
- Gain fitness
- Lose weight
- Increase strength

So, ensuring a thorough needs analysis is key in serving your prospects in the most beneficial way for their overall health and wellness goals.



## REFORMER PILATES STUDIO SET UP

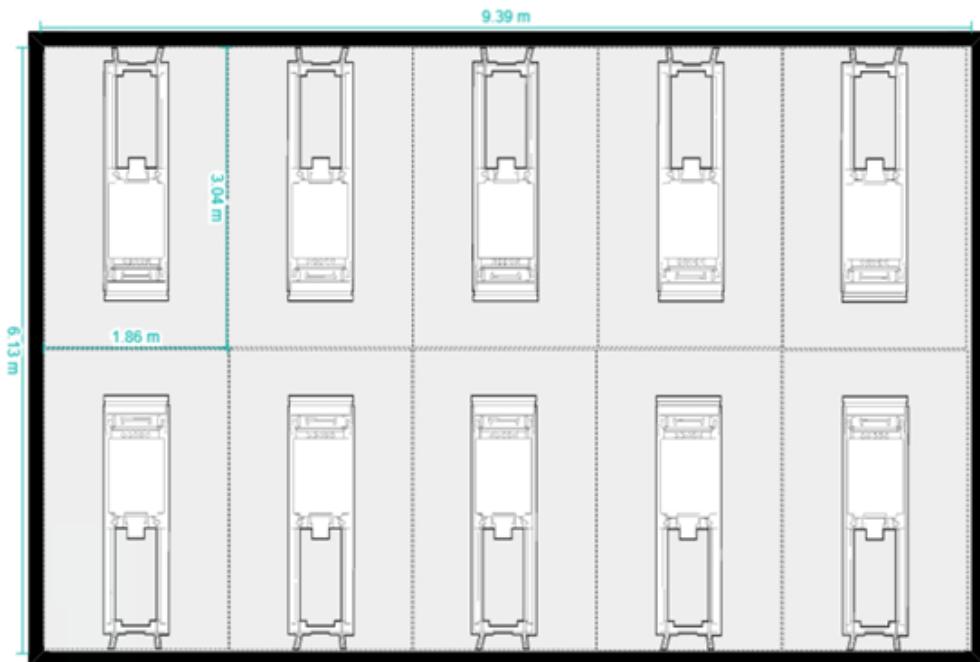
Your dedicated Reformer space should reflect the premium offering that is Reformer Pilates. The space should be well visible to members and if possibly passers-by in order to showcase the offering to existing and potential new members. The space must follow the look and feel outlined in the next section.

### REFORMER BEDS

We recommend a minimum of 8 Rialto (by Balanced Body) reformer beds, **with the ideal number being 10-12 beds for an unlimited offering.**

Below is an example of a 10-bed set up and the suggested minimum room size for such a space, which is approximately 9.4m x 6.2m.

Each Rialto Reformer bed will require roughly 1.9m x 3m of space for a safe and comfortable experience, as shown in Figure 1 below.



**FIGURE 1** This image was created using the Room Planner tool provided by Balanced Body - [here](#). We recommend using this tool to establish the best fit for your dedicated reformer space. The dimensions of the Rialto bed are detailed below.

**PLEASE NOTE** You can get creative with your reformer space, perhaps converting an area that is currently 'wasted space' within your club. This design tool can help you play around with making what you have workable.

# Reformer PILATES TOOLKIT & SALES MANUAL



## REFORMER BED SPECS & SUPPLIERS



### PREFERRED SUPPLIERS

#### 1. C8 or C8-S Pro by Align Pilates

[pilatesreformersaustralia.com.au](http://pilatesreformersaustralia.com.au)

**Contact** Dean Ziesler

Email [dean@thefitnesssolution.com.au](mailto:dean@thefitnesssolution.com.au)

#### 2. Rialto by Balanced Body

**Contact** Roy Cantrell at HF Industries

Email [roy@cantrellventures.net](mailto:roy@cantrellventures.net)

#### 3. Peak Pilates FIT Reformer

**Contact** Novofit [www.novofit.com.au](http://www.novofit.com.au)

### SPECIFICATIONS

COLOUR	Maple
LENGTH	96" (244cm)
WIDTH	26.5" (67cm)
HEIGHT	14" (36cm)
WEIGHT	140lbs (64kg)

CARRIAGE TRAVEL LENGTH Up to 42"/106.5 cm

## REFORMER PILATES ROOM FITOUT

When setting up your Reformer Pilates spaces there are a few key elements to consider that will make your members experience when doing a class as professional and premium as possible. Below is a list that needs to be checked off, if possible when building out your pilates space.



### KEY ELEMENTS TO CONSIDER

- Soundproofing
- Ceiling sprayed black
- Dimmable downlights
- LED strip lighting
- Sufficient storage spaces
- Clean, modern feel
- Large white wall for virtual projection

**PLEASE NOTE** - Depending on your room size, a TV screen is a viable option for virtual class streaming in smaller studios

# Reformer PILATES

## TOOLKIT & SALES MANUAL



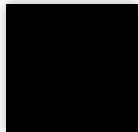
## STUDIO FITOUT GUIDE

Below is a list of stockists that you can contact to help set up your pilates spaces.



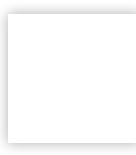
### FLOORING - VINYL PLANK

<b>Brand</b>	Karndean
<b>Collection</b>	Van Gogh Wood - Glue down
<b>Colour</b>	VGW132T Marron Elm
<b>Supplier</b>	<a href="http://www.karndean.com">www.karndean.com</a>



### CEILING - BLACK PAINT OR TILES

<b>Paint Code</b>	Dulux Theatre Black
<b>Finish</b>	Matt finish (interior paint)
<b>Supplier</b>	<a href="http://www.dulux.com.au">www.dulux.com.au</a>
<b>Tiles</b>	Black fine fissured
<b>Supplier</b>	<a href="http://www.armstrongceilings.com.au">www.armstrongceilings.com.au</a>



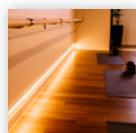
### WALL PAINT

<b>Colour</b>	Natural White™
<b>Finish</b>	Low sheen (interior paint)
<b>Supplier</b>	<a href="http://www.dulux.com.au">www.dulux.com.au</a>



### LIGHTING - DOWNLIGHTS

<b>Brand</b>	LEDLUX Dimmable Downlight
<b>Colour</b>	Black to match black roof
<b>Globe</b>	Warm Light
<b>Supplier</b>	<a href="http://www.lightbrokers.com.au">www.lightbrokers.com.au</a>



### LIGHTING - LED STRIP LIGHTS

<b>Product</b>	LED Strip Lighting
<b>Colour</b>	Warm Soft White 2700K
<b>Supplier</b>	<a href="http://www.modernlights.com.au">www.modernlights.com.au</a>



### WINDOW FRAMES

<b>Product</b>	Black Coated Aluminium Frames
<b>Glass</b>	Clear glass for top and bottom panels
<b>Supplier</b>	Contact a reputable supplier for window solutions



### SKIRTING BOARDS & ARCHITRAVES

<b>Colour</b>	Black or Endless Dusk
<b>Finish</b>	Semi-gloss finish
<b>Range</b>	Dulux Aquanamel (interior grade)
<b>Supplier</b>	<a href="http://www.dulux.com.au">www.dulux.com.au</a>



### FLUTED FROSTING (PRIVACY)

<b>Product</b>	Reeded or fluted frosting
<b>Size</b>	Covers the middle panel of glass
<b>Supplier</b>	Contact Signarama Kew



### DOORS - SLIDING WITH WINDOW

<b>Brand</b>	Polytec
<b>Colour</b>	Polytec Nordic Oak Woodmatt
<b>Supplier</b>	<a href="http://www.polytec.com.au">www.polytec.com.au</a>
<b>Design</b>	Please contact NSO for support drawings and suppliers for custom door solutions



### REFORMER PILATES BEDS

<b>Suppliers</b>	See previous page for option details
<b>Brand</b>	C8 or C8-S by Align Pilates
<b>Brand</b>	Rialto by Body Balance
<b>Brand</b>	Peak Pilates FIT Reformer



### DOOR - HANDLE

<b>Product</b>	Milos Flush Pull Handle
<b>Colour</b>	Matte Black
<b>Size</b>	550mm
<b>Supplier</b>	<a href="http://www.thelockandhandle.com">www.thelockandhandle.com</a>



### EXER-SOFT BALLS

<b>Brand</b>	Align Pilates
<b>Colour</b>	Pink & Grey
<b>Size</b>	7 & 9 inches
<b>Suppliers</b>	<a href="http://www.align-pilates.com">www.align-pilates.com</a>



### WALL MIRRORS

<b>Contact</b>	Contact your local gym mirror supplier
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### PRO SITTING BOX

<b>Brand</b>	Align Pilates
<b>Colour</b>	Black
<b>Size</b>	70CM (L) X 40CM (W) X 28CM (H) 9KG
<b>Suppliers</b>	<a href="http://www.align-pilates.com">www.align-pilates.com</a>



### LED SCREEN OR AV PROJECTOR

<b>Brand</b>	Epson EB-1100 Data Projector
<b>Supplier</b>	<a href="http://www.epson.com.au">www.epson.com.au</a>
<b>Option</b>	LED Screen Panel
<b>Supplier</b>	Ray Furphy - Vertex Technologies <a href="mailto:ray@vertextechnology.com.au">ray@vertextechnology.com.au</a> 0438 567 477



### PADDED PILATES RINGS

<b>Brand</b>	Align Pilates
<b>Colour</b>	Black
<b>Size</b>	14 inches
<b>Suppliers</b>	<a href="http://www.align-pilates.com">www.align-pilates.com</a>

Love the way you look © Fernwood | 87

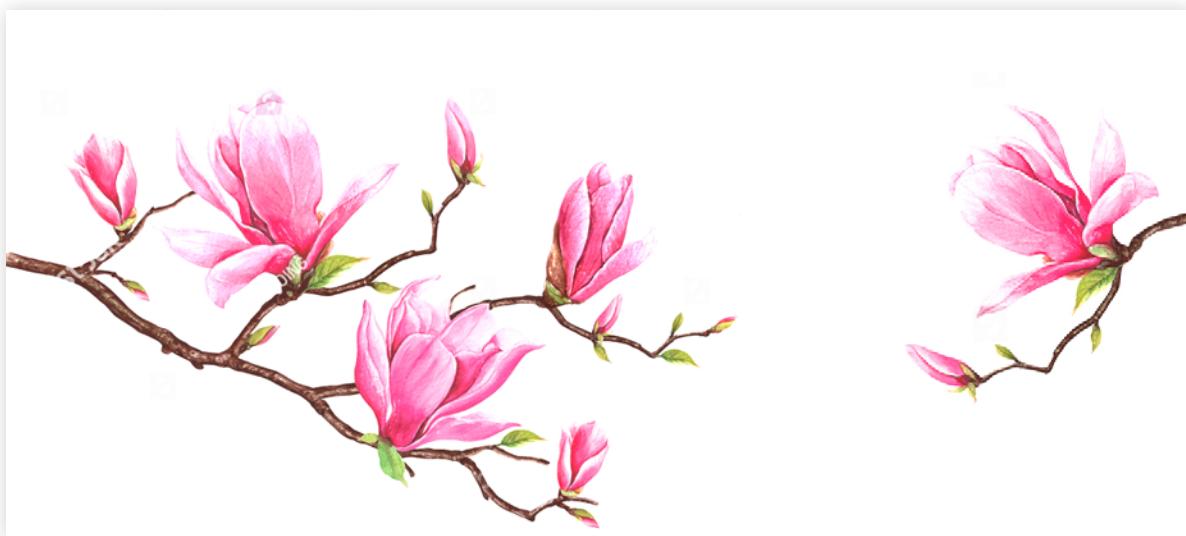
# Reformer PILATES

## TOOLKIT & SALES MANUAL



## WALL GRAPHICS

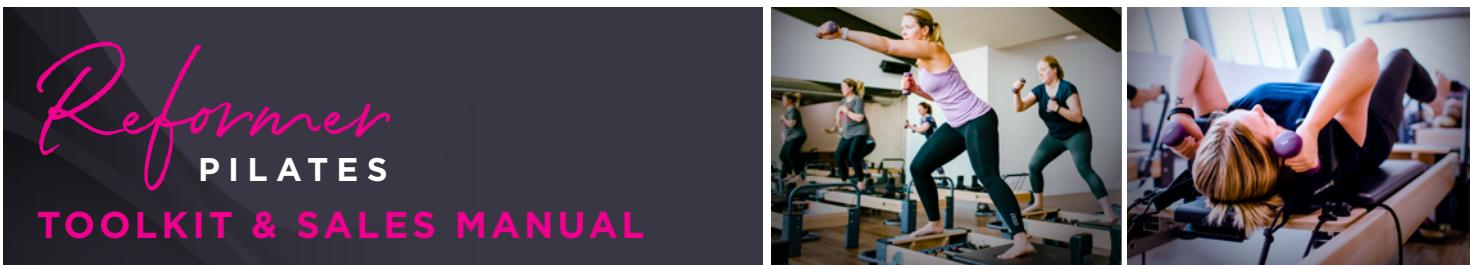
Below are options for wall graphics for your studio. Please contact the design studio with a custom request to have your space mocked up for approval. Email a clear and high quality image of your wall space to [designstudio@fernwoodfitness.com.au](mailto:designstudio@fernwoodfitness.com.au)



Artwork



Reformer Room Wall Graphics



# Reformer PILATES

## TOOLKIT & SALES MANUAL

**Reformer PILATES**

**STRENGTHEN YOUR BODY. SOOTHE YOUR MIND.**

**5 SESSIONS FOR \$40**

+ Mind-body balance  
+ Flexibility, strength & mobility  
+ Combine cardio & core  
+ Destress & boost wellbeing  
+ Poise & posture  
+ Develop core strength

FERNWOOD \*SUBURBNAME\*  
Phone (00) 0000 0000

**fernwood** FITNESS

A4, A3, A1 Posters

**Reformer PILATES**

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FERNWOOD \*SUBURBNAME\*  
Phone (00) 0000 0000

**fernwood** FITNESS

PRESENT THIS FLYER TO REDEEM OUR INTRODUCTORY OFFER. T&C'S APPLY

DL Flyer



- + Mind-body balance
- + Develop core strength
- + Flexibility, strength & mobility
- + Poise & posture
- + Destress & boost wellbeing
- + Combine cardio & core

BOOK YOUR PLACE AT RECEPTION

**fernwood** FITNESS  
- SUBURB NAME -

Pull Up Banner

**Reformer PILATES**

**FREE SESSION PASS**

This voucher entitles you to a complimentary Reformer Pilates session courtesy at Fernwood Maroochydore

TERMS & CONDITIONS: Valid until 31 March, 2021. One voucher per person. Not valid in conjunction with any other offer.

**CALL US 9087 0777**

FERNWOOD \*SUBURBNAME\*

**fernwood** FITNESS

Free Session Pass

Welcome to Fernwood

**\$129 ACTIVATION KIT**

- Unlimited Access to MyFernwood
- Initial Member Induction
- 24 Hour Access Key
- Virtual Reformer
- Unlimited Classes
- 1 Pair of Grip Socks

	COST	ADD GYM
► Reformer Results // 12 Months	\$45	\$9.95
► Fernwood Flexi // 6 Week Minimum	\$49	\$9.95
<b>GYM ONLY</b>		
► Healthy Living // 12 Months	\$27	
► Healthy Living // Flexi	\$29	

TERMS & CONDITIONS APPLY. ADD GYM prices apply to Reformer memberships only.  
Prices are per month.

**fernwood** FITNESS

Price Presentation Card - Front

Welcome to Fernwood

**Reformer PILATES**

	30 MINUTES SESSIONS	60 MINUTES SESSIONS
► 10 Sessions	\$475	\$890
► 5 Sessions	\$250	\$460
► 1 Session	\$55	\$100
► INTRO PRICE	\$49	

**fernwood** FITNESS

Price Presentation Card - Back



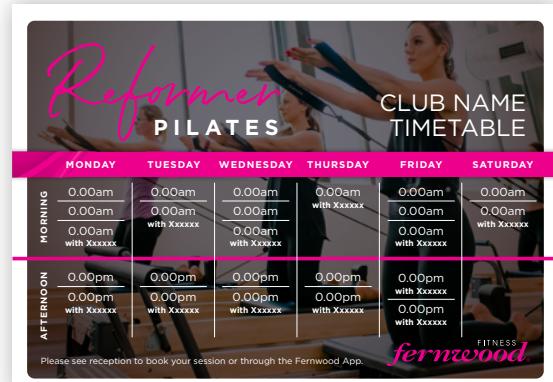
Social Tile 1\_1



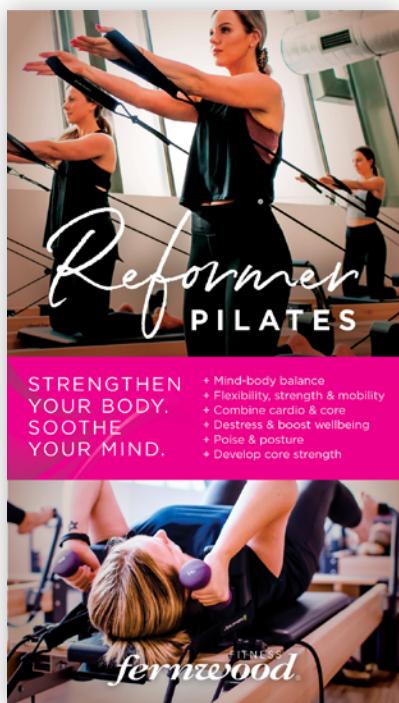
Social Tile 16\_9



Facebook Cover Image



Club Timetable



Social Tile 9\_16

REFORMER PILATES PACKS & ADD-ONS	
TERMS & CONDITIONS 2021	
Member Name	Date
Member ID	
Reformer Pilates Sessions Purchased	
Session Expiry Period (from purchase date)	
<b>Info:</b> Welcome to Fernwood Reformer Pilates. Your chosen number of sessions will automatically be allocated to your account.	
Please note that your sessions will expire if unused within the respective expiry timeframe of your session pack or add-on. Your session expiry period has been indicated above.	
Class bookings can be made easily via the Fernwood App, or simply by contacting reception. We have a 'fair-play' booking policy, whereby we ask that you provide at least 12 hours' notice to cancel a class or session booking.	
A cancellation within 12 hours will mean you forfeit that session. A fee may apply for 'no-shows' and late cancellations. If for any reason we are unable to provide an instructor for a class or session you have booked, we will make every effort to find another for you to attend and if not possible, we will honour that class or session at a later date.	
Any unused sessions will not be refunded and will expire after the period indicated above. Therefore, you will need to ensure your purchased sessions are used within the expiry period after purchase. If you cease any other membership agreement with Fernwood Fitness, your reformer sessions will automatically expire and will not be refunded.	
A safe and effective exercise program is dependent on accurate health and safety information. It is important that you tell us in writing all relevant personal health and medical information and any information your instructor should be aware of in the interest of your own health and safety. You are required to complete a Health Screen Questionnaire prior to engaging in any activity or service within your Fernwood Fitness Club.	
Member Signature	Date
Staff Signature	Date

Fitness fernwood

Terms & Conditions



# FERNWOOD REFORMER PILATES

**TAGLINE** STRENGTHEN YOUR BODY. SOOTHE YOUR MIND.

**It is important as with any Fernwood offering, that across the network, our look, feel and messaging stays on brand and compliant. We have created a list of benefits we can use in promotions of Fernwood Reformer Pilates. These include:**

- Promote overall coordination
- Improve strength
- Enhance flexibility and balance
- Ideal for core strength and postural alignment
- Release stress and improve wellbeing

Reformer is an incredible service that helps members gain exceptional results. However, we must be careful with any claims we make regarding the benefits of reformer Pilates, as different bodies will experience benefits in different ways and it is important that we refrain from using words such as 'cure' or 'heal'.

For example, in regards to the benefits that reformer Pilates may have for someone experiencing back pain we cannot say '**Get rid of back pain and sciatica**'. We may say '**Strengthen core muscles to aid in spinal stability**'.

## CLASSES & TIMETABLING

### SERVICING A GROWING MARKET

One of the key reasons we recommend Reformer Pilates within Fernwood has a dedicated space, is so clubs can accommodate for class demands throughout peak times, without being limited by a shared timetable.

### CONSIDER REFORMER SAFETY

Fernwood Reformer safety briefing from instructors should be standardised across classes. Similar to:

*"Welcome to your Fernwood Reformer Pilates class. Your health and wellbeing are of the utmost importance to us and so invite you now to consider if you have any injuries or conditions that I as your instructor may need to be aware of. If you have any joint, muscle or cardiovascular concerns or think you might be pregnant, please ensure you have sought clearance from your chosen practitioner, indicating that you are in the most optimal health before proceeding. Now it's time to prepare for a fantastic Fernwood class, enjoy!"*

For live class participation, we recommend at least one (if not more) Reformer Foundation class before progressing onto other classes. Consider progressive classes, always offering a foundation class through the week for new comers. Knowing basic reformer technique and repertoire before progressing is paramount for safety, enjoyability and the effectiveness of the practice.

For virtual reformer class participation, we recommend at least three live classes, one of which is Reformer Foundation, before participating in a virtual reformer class.

# Reformer PILATES

## TOOLKIT & SALES MANUAL



CLASS NAME	TEMP	INTENSITY	DURATION	DESCRIPTION	IMAGE
<b>REFORMER FOUNDATION</b>	AC	Low	30-45mins	<p>Reformer Pilates is a total body workout, designed to strengthen and tone the entire body while improving core strength and posture. This foundation class introduces the fundamentals of Pilates theory and the correct form and technique to gain the most benefit from all reformer classes.</p> <p><b>Main benefits:</b> Knowledge and understanding, strength and tone, core fitness and posture alignment.</p> <p><i>This is a pre-requisite class for all other Reformer Pilates classes.</i></p>	
<b>REFORMER BEGINNER</b>	AC	Low - Mod	30-45mins	<p>Building upon Reformer Foundation, this beginner class focuses on mastering correct movement patterns and technique. Really start to experience the truly amazing benefits of reformer Pilates in this full body workout, designed to develop core strength, muscle tone and definition and overall flexibility.</p> <p><b>Main benefits:</b> Strength and tone, core fitness and posture alignment.</p> <p><i>If you are new to reformer Pilates, we recommend first attending Reformer Foundation.</i></p>	
<b>REFORMER INTERMEDIATE</b>	AC	Mod - High	30-45mins	<p>Reformer Intermediate requires prior experience of the Reformer Beginner class and a sound understanding of the reformer Pilates method. Moving with increased pace and intensity, the intermediate classes will give you a full body workout, raising your heart-rate and further developing core strength, muscle tone, definition and flexibility.</p> <p><b>Main benefits:</b> Strength and tone, core fitness and posture alignment.</p> <p><i>If you are new to reformer Pilates, we recommend first attending Reformer Foundation.</i></p>	

# Reformer PILATES

## TOOLKIT & SALES MANUAL



CLASS NAME	TEMP	INTENSITY	DURATION	DESCRIPTION	IMAGE
REFORMER PRO	AC	High	30-45 mins	<p>This reformer Pilates class will enhance fitness and form, using techniques to strengthen, condition and tone the body from top to toe. The focus is on precision and control for efficient and effective results.</p> <p><b>Main benefits:</b> Strength and tone, core fitness and posture alignment</p> <p><i>If you are new to Reformer Pilates, we recommend first attending Reformer Foundation.</i></p>	
REFORMER CARDIO	AC	Mod - High	30-45 mins	<p>Reformer Cardio is a reformer Pilates class that includes all the elements and benefits of Reformer Pro with an added component of cardio. Perfect for anyone wanting to work their cardiovascular system at the same time as toning and conditioning the entire body.</p> <p><b>Main benefits:</b> Cardio fitness, strength and tone, core fitness and posture alignment.</p> <p><i>If you are new to reformer Pilates, we recommend first attending Reformer Foundation.</i></p>	
REFORMER JUMP	AC	All levels	30-45 mins	<p>Add more range and versatility to your reformer class with jumpboards. Padded jumpboards replace the foot bar of your reformer bed, offering a safe and low impact way to increase heart rate and create a whole new experience of reformer Pilates</p> <p><b>Main benefits:</b> Cardio fitness, strength and toning, core fitness and posture alignment. If you are new to reformer Pilates, we recommend first attending Reformer Foundation.</p>	
RESTORATIVE REFORMER	Room temp	All levels	30-45 mins	<p>Restorative Reformer Pilates supports injury rehabilitation and is an ideal class for beginners, pregnant women or anyone returning to exercise after long periods of inactivity. Improve posture and strengthen the whole body in this specialised slower paced reformer class.</p>	



### VIRTUAL REFORMER (VOD)

We now have a fantastic range of Fernwood Reformer Pilates classes on Video on Demand (VOD). For more information please go to the VOD folder on the intranet.



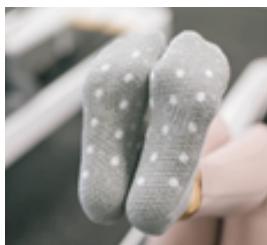
### HYGIENE SAFETY

It has never been more important to adhere to the highest of hygiene standards. You must allow time between classes for a thorough cleaning of all beds and equipment by staff/instructors and provide members with a hand sanitiser station upon entry to the space, as well as visible and accessible spray bottles and disposable paper towels or WOW wipes for use before and after class.



### HYGIENE MATS

Hygiene mats may be sold to members at the front desk (see 'Costings and Monetization' below). These, similar to yoga mats, are brought to class by members and used as an added hygiene measure.



### GRIP SOCKS

Many clubs are looking to make the use of socks mandatory for access to a reformer class for hygiene reasons and we are happy to support a 'no socks, no class' policy. Having socks in stock to sell at reception is a perfect solution for this should anyone forget their socks and a great way to add to reformer/yoga revenue (see 'Costings and Monetization' below)

### THE FERNWOOD WHOLESALE DEAL

Accessories such as grip socks and hygiene mats are available through MoveActive for Fernwood wholesale discounts. All Fernwood clubs receive a 15% discount on their first order placed. A unique 10% discount code for all Fernwood club orders can be used on each order placed. Minimum 10 pair order for grip socks. Option for Fernwood branding on socks (please speak to MoveActive for more details).

Visit the Intranet Our Programs > Reformer > MoveActive Pricelists for prices and order options

**Contact** Melissa - [melissa@moveactive.co](mailto:melissa@moveactive.co)

**Website** moveactive.co **Phone** 0402 482 748

# Reformer PILATES

## TOOLKIT & SALES MANUAL



## INSTRUCTORS

Deciphering the best Reformer qualifications can be a little confusing because the industry is currently unregulated and there are many different schools and training courses available. Most of these have equally great quality content, but the various course names and delivery methods make it difficult to know if what is being offered is of a high standard. No doubt some courses out there may not fully equip an instructor to create and deliver safe and enjoyable reformer classes.

**In order to teach Reformer Pilates in our Fernwood clubs, instructors must have:**

- ▶ Reformer Pilates specific training (see criteria below)
- ▶ Fitness Australia Registration
- ▶ Relevant Insurance

Reformer Pilates training varies from a short course in reformer repertoire, through to Cert IV and diploma level qualifications in clinical Pilates, which are much higher credentials that focus on injury pathology and rehabilitation.

**Therefore, the Reformer Pilates-specific qualifications that Fernwood Reformer instructors are required to carry are:**

- ▶ Cert IV (in Pilates) or a Pilates Diploma (including mat Pilates)
- ▶ Reformer Pilates short course in repertoire in addition to a Cert III in fitness and prior teaching experience

We **always** recommend a short class delivery (to staff) as part of the interview process. Be sure to audit your instructors for the appropriate qualifications for the kinds of classes/sessions they offer.

**The Reformer Pilates-specific qualifications that Fernwood Reformer Pilates instructors are required to have:**

- ▶ Cert IV (in Pilates) or a Pilates Diploma (including mat Pilates)

**OR**

- ▶ Reformer Pilates short course (in conjunction with a current Cert III in fitness, Fitness Australia Registration and prior teaching experience within the fitness/wellness industry).

# Reformer PILATES

## TOOLKIT & SALES MANUAL



## REFORMER PILATES INSTRUCTOR COURSES

See details below on our Fernwood Reformer Pilates instructor training courses.

Fernwood Fitness offers reformer Pilates courses to upskill our trainers and instructors to be competent and confident reformer Pilates instructors. These courses are offered throughout the year across a number of states and include:

- ▶ 2-day mat Pilates
- ▶ 3-day reformer Pilates (prerequisite – Cert III in fitness and mat Pilates qualification and teaching experience)

These courses are CEC approved and delivered in conjunction with a partnering RTO.

Details of upcoming courses can be found on the intranet > **Our Training > Reformer Pilates Instructor Training** [Here](#)

For more information, please contact [lisa-marie.gleeson@fernwoodfitness.com.au](mailto:lisa-marie.gleeson@fernwoodfitness.com.au) or [emma.robertson@fernwoodfitness.com.au](mailto:emma.robertson@fernwoodfitness.com.au)

# Reformer PILATES

## TOOLKIT & SALES MANUAL



## COSTS TO CONSIDER

### SET UP

- ▶ **Studio creation and fitout** (varies dependent on scope of work)
- ▶ **Mirrors:** length of one wall, ideally
- ▶ **Rialto reformer beds, including box** (by Balanced Body) (approx. \$4,700ea, excl GST and delivery). See [HERE](#).
- ▶ **Props:** speak to your instructors for 'must haves' and 'nice to have' props for launch. These will depend on the types of classes you offer initially. Work with your instructors to get an idea on what is required. Often, starting with minimal props is adequate. The following are commonly requested props, with links to examples. You are welcome to source props from the most economic sources.



**Pilates rings.**

See example [HERE](#)



**Toning balls.**

See example [HERE](#)



**Balance poles.**

See example [HERE](#)



**Jump Boards.**

See example [HERE](#)



**Pilates/barre balls.**

See example [HERE](#)



**Small hand weights/  
mini DBs (1-3kgs)**

- ▶ Promotions (social ads)
- ▶ Projector for virtual (Video on Demand) reformer Pilates. Fill your timetable with more classes, with reduced instructor costs. For more information on this offering, click [HERE](#).
- ▶ Restricted access - fobbed off studio

### RUNNING

- ▶ Instructors (approx. \$50-\$60 per class)
- ▶ Cleaning (time and staff)
- ▶ Ongoing promotions

# Reformer PILATES

## TOOLKIT & SALES MANUAL



EXAMPLE PRODUCT	EXAMPLE PRICE
<b>INTRO OFFERS FOR LEAD GEN &amp; TRADE INS</b>	
Intro offer (one time only) 3 sessions for \$40	\$40
Intro offer (one time only) 4 sessions for \$45	\$45
Intro offer (one time only) 1 week unlimited pass	\$47
<b>1:1 REFORMER ('Reformer Refined')</b>	
Reformer Refined - Single	\$95
Reformer Refined - 2 per week (recurring clips)	\$85/session (\$340/debit)
Reformer Refined - 1 per week (recurring clips)	\$90/session (\$180 per debit)
Reformer Refined - 5 pack	\$460 (\$92/session)
Reformer Refined - 10 pack	\$870 (\$87/session)
<b>REFORMER MEMBERSHIPS (Recommended)</b>	
Reformer Results+ (12-month unlimited reformer with gym)	\$55 - \$65 pw
Reformer Results (12-month unlimited reformer no gym)	\$45 - \$55 pw
Reformer Flexi+ (unlimited reformer with gym)	\$59 - \$69 pw
Reformer Flexi (unlimited reformer no gym)	\$49 - \$59
<b>REFORMER ADD ONS</b>	
Fernwood Reformer add-on (1, 2 or 3+ sessions pw)	Sessions starting at \$20 per session and discounting respectively.
Reformer flexi unlimited add-on	\$ = difference between weekly base membership and weekly Reformer Flexi Membership price.
<b>PACKS</b>	
Casual class	\$25
5 pack	\$115
10 pack	\$220
20 pack	\$380
<b>SELL ACCESSORIES</b>	
E.g., non-slip Pilates/yoga socks – Fernwood branded options available	RRP \$15-\$20 (MoveActive)
Reformer hygiene mats (MoveActive)	RRP \$15-20
	RRP \$70-\$80
<b>VIRTUAL REFORMER</b>	

Fill your timetable with more classes with reduced instructor costs by offering Virtual Reformer Pilates

**\*The number of beds you have will determine your offering of capped clip cards or unlimited access:**

- **6-8 beds:** capped sessions are recommended
- **10-12 beds:** unlimited is recommended



By 'gym' in the previous table, we refer to access to GF classes and gym floor. For many clubs it will be impossible to police the access to gym floor, but you can restrict booking privileges for GF classes, hence the incentive for the reformer member to pay an additional \$X per week to include 'gym' and gain access to reformer classes outside of staffed hours.

## OPERATIONS PROCESSES & BOOKINGS

### REFORMER PILATES MEMBERSHIPS

We highly recommend including gym with every reformer membership sale (Reformer Results +). However, we understand there may be the occasion where a Reformer Only membership is requested (Reformer Results). We now have the functionality to offer reformer Pilates memberships that include or exclude the gym. It is important to note that if the member on a 'reformer only' membership needs to gain access to the facility outside of staffed hours, they will still need to be given a FOB. These members will not be restricted to gaining access to the gym through the front door as they will need this access to attend the reformer class, however, keep an eye on their attendance to ensure they are not accessing the gym 24/7 when there are no reformer classes on.

### REFORMER FOR NON-MEMBERS

In rare instances, you may wish to enable Reformer packs purchases for non-members. We suggest in these instances you investigate their potential interest in other club services you offer.

### BOOKINGS FOR NON-MEMBERS

Non-members that wish to purchase an intro offer or a pack of reformer Pilates sessions can also then make their bookings via the Fernwood App. The non-member would need to have a lead profile in Exerp with their personal details. They will then need to register themselves an account via [www.fernwoodfitness.com.au/register](http://www.fernwoodfitness.com.au/register) using their first name, last name and email address. Once they have created their account, they can use these login details to log into the Fernwood App and make their bookings for reformer Pilates classes.

If the non-member would like to manage their purchases ongoing through the Fernwood App, on their lead profile in Exerp, you will simply need to add in a payment agreement on their profile in Exerp and they will be able to do so.

### CANCELLATION WINDOW

The cancellation window for reformer class bookings and Reformer Refined (1:1) is 12 hours. This can be overridden at a club level if required however, any cancellations inside this window cannot be done via the Fernwood App and the member would be charged their session as per the Reformer Pilates Cancellation Policy.

# Reformer PILATES

## TOOLKIT & SALES MANUAL



### SESSION EXPIRY

Reformer 'clips' (for add-ons and packs) are set to the default expiry periods as outlined in the table below. If you require adjustments to suit your business outcomes, please ensure you have requested your custom expiries timeframes for your reformer products via helpdesk.

Reformer clips product	Expiry period from purchase
Weekly recurring clips (1, 2 or 3 per week)	4 weeks
20 pack	12 weeks
10 pack	6 weeks
5 pack	14 days
4 for \$45 class intro offer	14 days
7- or 14-days unlimited intro offers	7 or 14 days respectively

There is an editable 'Reformer Pilates Packs & Add-Ons Ts and Cs doc available on the intranet [here](#) insert link to shared drive for members to sign at point of sale.

## EASY APP BOOKINGS & PURCHASES FOR MEMBERS

### BOOKING VIA THE APP

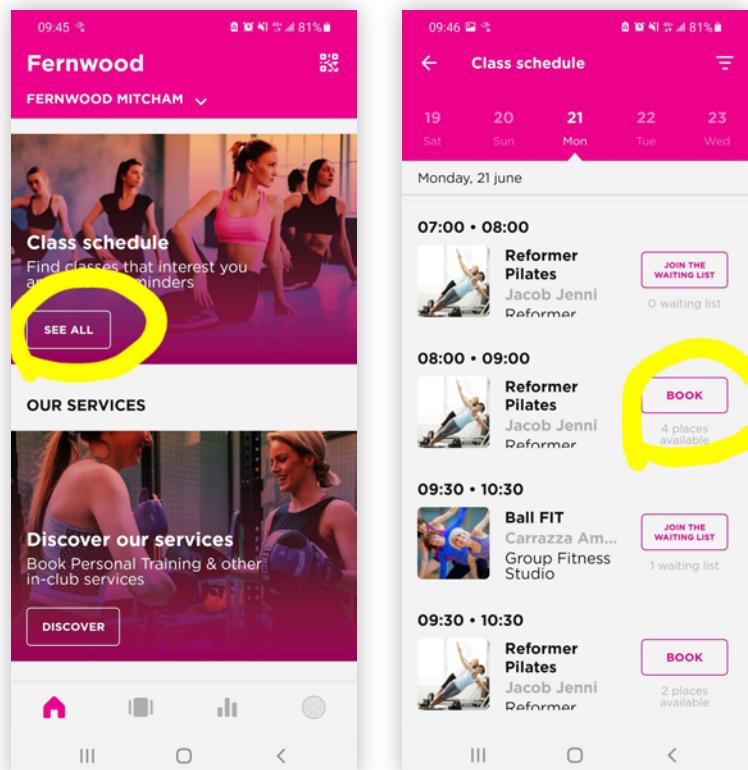
#### Step 1.

Open Fernwood App > Class Schedule > See All

#### Step 2.

Find the Reformer Pilates class you would like to attend select 'BOOK' or 'JOIN THE WAITING LIST'.

If member has permissions and available clips for this class they will automatically be booked on or added to the wait list.



# Reformer PILATES

## TOOLKIT & SALES MANUAL



### PURCHASING REFORMER SESSIONS VIA THE APP

If a member has a 0 balance of Reformer Pilates clips on their account, they will be prompted to purchase sessions via the App

**Confirm booking**

Reformer Pilates

Mon, 21 June 2021 08:00

Jacob Jenni

Balance 0

Reformer Pilates - 1 Session 1 classes A\$ 21.0

Reformer Pilates - 10 Sessions 10 classes A\$ 154.0

Reformer Pilates -

**Confirm purchase**

Reformer Pilates - 1 Session 1 workouts

Price A\$ 30.0

Discount A\$ 9.0

Total (VAT included) A\$ 21.0

Emma Robertson  
49, 3000, MELBOURNE

## PROMOTIONS & MARKETING

### OFFER EXAMPLES

### ALWAYS ON LANDING PAGES

1. The lead form captures lead details and syncs them with Exerp. The lead will enter Exerp CRM, and the club inbox will receive an email alerting them about the new lead (insert screenshot below as example).

REFORMER PILATES

Have you been looking for Reformer Pilates around Geelong City? Complete the form below to find out more about our Reformer Pilates VIP offer.

Please Enter Your Information Below

First Name\* Last Name\*

Email\* Phone\*

I agree to the Terms & Conditions \*

**FIND OUT MORE**

Terms & Conditions: By submitting your personal information, you agree for this information to be passed onto a Fernwood Fitness club where you will be contacted at a later date. We only collect information which is necessary for us to provide our goods and services to you. Your details will remain confidential and will not be disclosed to any third party unless you have given permission.



## 2. One-time intro offer examples:

- 4 sessions for \$45 (14-day expiry, one-time only purchase)
- 5 sessions for \$50 (14-day expiry, one time only purchase)
- 1-week unlimited pass (7-day expiry, one time only purchase)

One time frequency purchase (can be set up to limit purchase to one time only). One-off intro offers provide trade in opportunities once in club.

Select Number Of Sessions  
4 Sessions Intro Offer (\$45)  
Please Enter Your Information Below  
First Name\* [ ] Last Name\* [ ]  
Email\* [ ] Phone\* [ ]  
This is a secure SSL encrypted payment.  
We do not store any credit card information.  
[ ] I agree to the Terms & Conditions \*  
Order Total: \$45.00  
CONTINUE TO PAYMENT  
Terms & Conditions: Not valid in conjunction with any other offer. Four off classes per purchase. Purchased 14 days from purchase date. Offer available at Fernwood Ultra Darling City only. Fernwood Pilates clubs are women only fitness centres. By submitting your personal information you agree for this information to be passed onto a Fernwood Fitness club where you will be contacted at a later date. We only collect information which is necessary for us to provide our goods and services to you. Your details will remain confidential and will not be disclosed to any third party unless you have authorized us to do so.

**fernwod** FITNESS  
Fitness and wellness in one class – welcome to Reformer Pilates. You have successfully purchased our exclusive Reformer Pilates Intro Offer - 5 sessions for \$50.00.  
These sessions are for women who want to experience a moderate full body workout in a calm wellness setting. Our experienced trainers will guide you through a range of movements designed to make you stretch, sweat and strengthen your body and mind.  
You can activate this pack as soon as our club reopens if you are a Fernwood member, simply book in for each session via the Fernwood App.  
Available on the App Store   GET IT ON Google Play  
If you're not a member yet, don't stress. Simply register for a Fernwood account [here](#), using the same email address you used to purchase this pack. Once registered, download the Fernwood App and book into your Reformer Pilates sessions. Easy!  
Please arrive 15 minutes early on the day of your first session to fill out a health screen form. Expiration dates and terms apply. Please contact your club for specific details.  
We look forward to seeing you in our Reformer Pilates classes soon!

### Landing page provides lead capture and online purchase options:

- New leads go into CRM and club receives an email with the subject 'Enquiry' for a lead who requests more info. Page purchases sync to Exerp and an email with the subject 'join' is sent to club.
- Payments link to your Stripe account. Exerp welcome/ confirmation email from this purchase is below.

**Nathan Harber from Web Engage** is the recommended contact for landing pages: [nathan@webengage.com.au](mailto:nathan@webengage.com.au)



## SELLING TO MEMBERS

**It is our recommendation that reformer offerings focus on new leads/members however, we want to service existing members wanting to add reformer to their base membership too.**

Consider your number of beds and class capacity when planning your existing member offers. Keeping in mind your goal is to bring in new memberships, you may not want member upgrade offers to be hugely discounted (see Section B of the toolkit 'SALES - presale and launch for more details on sales and marketing new reformer offerings).

Our suggestion here is to direct the incentive towards adding value (complimentary 1-2 weeks) as opposed to discounting membership/reformer price during the pre-sale period.

**There are ways to do this without reducing the existing minimum term the member is already on.**

### OPTION ONE - RE-CONTRACT

**Example:** Member is on a 12-month minimum term gym membership at \$27 per week. They want to add reformer. If they are happy to add reformer to their 12-month membership, they can re-contract to \$59 (or the price of your 12-month reformer membership) per week for the remainder of their minimum term.

### OPTION TWO - OVERRIDE REFORMER ADD-ON PRICE

**Example:** If a member does not want to re-contract onto a 12-month reformer membership, you can take the rate you want/need to get for the total weekly rate (suggest your flexi reformer membership rate), and subtract what they currently pay weekly. I.e., \$59 - \$20 = \$39. This is their flexi add on rate.

You can override the reformer add price when processing the transaction for the member.

## DIGITAL ASSETS

Please see digital and social assets for Fernwood Reformer Pilates on Canva [HERE](#) and on the intranet [HERE](#)

Email template: Clubs can use the '2021 Reformer Pilates template' available in Talkbox. This is a blank template, where clubs can include their own messaging (regarding launch, information, memberships, pricing etc.) and a button link to a landing page (if a landing page is being used).

## CONTACT

For more information and advice on how to get reformer set up as an offering in your club, please email Emma via [emma.robertson@fernwoodfitness.com.au](mailto:emma.robertson@fernwoodfitness.com.au)

*Reformer*  
PILATES

## SECTION B

# REFORMER PILATES PRE-SALE & LAUNCH



FITNESS  
*fernwood*®



## PRE-SALE

Congratulations on adding reformer Pilates to your Fernwood club offerings. Offering reformer Pilates in club is fun and exciting however, strategic planning and a strong pre-sale will set a solid foundation to create ongoing success.

### PRE-SALE PERIOD

It is recommended that your pre-sale runs for 8 weeks to achieve maximize results.

- **Phase 1: 4 weeks' duration (weeks 8-5 pre-launch)**
- **Phase 2: 4 weeks' duration (weeks 4-1 pre-launch)**
- **Phase 3: 1-4 weeks' duration (opening offer)**

More information about phasing your approach is available further on in this document.

### PRE-SALE OBJECTIVES

- To create and launch a premium and competitive Reformer Pilates Studio
- To build community awareness and drive reformer enquiries
- To accelerate lead generation and convert leads at a rate of minimum 20% (1 in 5) into reformer and/or gym memberships
- To improve the club's absorption rate of user-pay activities, therefore strengthening yield and retention
- To cover set up and launch costs by opening with enough paying members

### LAUNCH & PRE-SALE CHECKLIST

- Watch the 'Reformer Launch and Pre-sale' webinar on Velpic
- Identify bed capacity and create cash flow forecast for pre-sale and first 12 months (group classes and 1:1 Reformer Refined)
- Set pre-sale budget
- Order reformer beds and equipment (and set delivery date)
- Create reformer studio in line with Fernwood branding and compliance
- Reformer training booked/completed for existing Cert III staff in Mat and Reformer Pilates. See Fernwood Reformer Pilates Instructor courses in section A
- Consider incentivising current team members with subsidy of Pilates training course costs
- Recruit additional reformer instructors (ensure you have enough staff including covers)
- Strategically include mat Pilates classes on club timetable



- Install 1 or 2 reformer beds visible in club as early as possible to raise awareness and to facilitate reformer inductions during pre-sale**
- Plan and budget timetable**
- Work out your full/standard reformer offerings and work backwards to reach your 3 phased pre-sale prices and offerings.**
- Request reformer products and memberships to be set up in Exerp via helpdesk before you start selling.**
- Ensure you have a solid marketing plan to achieve your business outcomes**
- Plan your LAM and communications: social, email, call lists, SMS, outreach etc.**
- Order and print collateral where required.**

### TARGET AUDIENCE

**Tip:** Plan to attract new members into the reformer studio and not only existing members.

#### Why?

If your club had 10 beds and 15 classes on the timetable you would be catering for 150 visits in the reformer room each week. If reformer members were attending 2 classes per week, you would be capped at approx. 75 paying members.

- **75 current member upgrades @ \$30 per week= \$2,250**
- **75 new members paying \$59 (inclusive of gym) per week= \$4,425**

#### The difference!

- **Weekly difference \$2,175**
- **Annual difference \$113,100 (almost double the revenue)**

#### Recap - Who is the reformer lead?

Some (not all) reformer leads may be from 'die-hard' reformer fans that are only interested in reformer Pilates classes. However, Fernwood clubs with a reformer Pilates offering recognise that many (not all) of the woman submitting reformer leads have similar goals as woman submitting regular club enquiries. Some of these goals include:

- **Tone up**
- **Gain fitness**
- **Lose weight**
- **Increase strength**

Reformer is certainly one avenue to help achieve these goals. The many products and services offered within our Fernwood clubs will also help to achieve these goals. Ensuring a thorough needs analysis is key in serving your prospects in the most beneficial way for their overall health and wellness goals.



### YOUR REFORMER OFFERINGS & PRICES

Before deciding on your offers for pre-sale, establish which reformer products and memberships will be available in your club including standard (full) pricing. Not all reformer offerings need to be promoted or discounted in pre-sale, but it is important that you ensure your products and memberships are set up in Exerp well before pre-sale begins (email [helpdesk@fernwoodfitness.com.au](mailto:helpdesk@fernwoodfitness.com.au) to get these set up).

Your reformer pricing should be calculated with the following in mind:

- ▶ Your business objectives
- ▶ Your studio and class capacity
- ▶ Your local competition

## REFORMER MEMBERSHIPS

We suggest your sales focus is on direct debit style memberships, rather than packs. Keep your offering clear, simple and streamlined. Conduct a quality needs analysis to guide the membership presentation but, always lead with options for reformer that include gym access as the first point of offering (be that as a small add-on price or bundles).

The price points in examples 1 and 2 and 3 are the same – they are just presented differently.

### EXAMPLE 1 - UNLIMITED REFORMER + ADD GYM

Membership	Commitment	Unlimited reformer	Full gym access
Reformer Results	12-month minimum term	\$45 pw	+ \$9.95 pw
Reformer Flexi	Flexi (6-week minimum)	\$49 pw	+ \$9.95 pw

### EXAMPLE 2 - UNLIMITED REFORMER WITH 'FREE' GYM

Membership	Commitment	Unlimited reformer with 'free' gym
Reformer Results	12-month minimum term	\$55 pw
Reformer Flexi	Flexi (6-week minimum)	\$59 pw

### EXAMPLE 3 - UNLIMITED REFORMER WITH 'FREE' GYM

Show value cost of gym membership and waive it

Membership	Commitment	Unlimited reformer	Full gym access included today!
Reformer Results	12-month min term	\$55 pw	\$27
Reformer Flexi	Flexi (6-week min)	\$59 pw	\$29

The above three examples are displayed on price presentation cards alongside explanations on 'how to' use in the 'Sales process' section below. You can also refer to this section in the webinar training 'Reformer Launch and Pre-sale'.



## PACKS

**Controlled income such as direct debit-style memberships assists cash flow management however, there may be times where packs can be used as a final drop close. See more information on general reformer Pilates pricing in Section A: Products and Pricing.**

### EXISTING MEMBER UPGRADES TO REFORMER

It is our recommendation that reformer offerings focus on new leads and new members however, we of course want to service any existing members who wants to add reformer to their base membership. Our suggestion is to direct the incentive towards adding value (complimentary 1-2 weeks) as opposed to discounting membership/reformer price during the pre-sale period.

There are many ways to do this without reducing the existing minimum term the member is already on.

#### EXAMPLE 1

Member is on a 12-month min term gym membership at \$27 per week. They want to add reformer. If they are happy to add reformer to 12-month membership, that's easy, they can re-contract to \$49 (or the price of your 12-month reformer membership) per week for the remainder of their minimum term (see how to process this below). Or, you may wish to start the 12 months again (depending on how far along they are on existing minimum term). Same applies for a flexi gym member wanting to re-contract onto a Reformer Flexi Membership.

- 1. Go to the member's profile in Exerp**
- 2. Find their membership tab and select their current membership**
- 3. Select the Change button.**
- 4. This will bring up a new window with all the membership options for the club. From here, select the reformer membership you wish to upgrade the member to.**
- 5. On this screen, you have the option to choose if you renew the binding period of the new membership or not. If you choose to re-contract the member and have their binding expiry extended to take on the new term of the membership i.e., Reformer Pilates 12-month Membership, then make sure you tick that box.**

**If you want the member to keep their existing binding period whether they are inside or outside of their contact term, you simply need to untick the 'renew binding period' box.**

- 6. Depending on the start date of the new membership type, you may be prompted to charge a pro-rata for the higher rate membership, so please keep that in mind.**
- 7. Once you have completed this process, a new contract will be generated for the member.**

**Note:** If a member is on a lower priced 12-month weekly rate – for example \$20 per week, but they don't initially want to re-contract onto a 12-month reformer membership, you can take the rate you want/need to get the total weekly rate (suggest your 'Reformer Flexi' membership weekly rate), and subtract what they pay weekly currently – i.e. \$59 - \$20 = \$39. This is their flexi add on rate.



You can override the Reformer Add price when processing the transaction for the member. Please note, this will depend on the staff member access. Any staff member with Club Admin access and above will have the ability to do this pricing override.

Show your member your reformer price card and work out which option they want. Is it flexi or 12-month minimum?

Once that is decided, you may something such as: "That is wonderful we are adding reformer Pilates to your membership. Your weekly membership rates will now become \$59. There is a minimum 6-week commitment to your Reformer Flexi add on as we spoke about earlier."

### PHASED PRESALE OFFERS

**Once you have your full prices set, you can workout your phased presale offerings. We highly recommend emphasising urgency and scarcity on the availability of your offerings per pre-sale phase. With each offering, ensure you are still able to meet your business objectives. You may wish to discount a percentage of your full price, or keep pricing the same but add a high value incentive such as 'join now and get X weeks free'.**

### PHASING EXAMPLE:

- Phase 1: 4 weeks (weeks 8-5): 10% discount or get started with get 4 weeks free.
- Phase 2: 4 weeks (weeks 4-1): 5% discount or get started with get 2 weeks free.
- Phase 3: launch week (open days, free taster classes): No price discount, get started and get 1 week free.

3-7 day 'soft launch' for members: Limited time only, 1-2 weeks unlimited reformer for free when they get started (as per above suggestion for upgrading existing members).

## LEAD GENERATION

### OUTREACH

**As with any sales strategy, boost lead generation by stepping out into the community to raise awareness and gather contact details:**

- Clear messaging: 'Reformer Pilates is coming soon to Fernwood (insert location)'
- Secure leads by using printed assets with QR codes
- Local community stands/stalls
- Secure appointments by having quality conversations with women in your local community.



### DIGITAL

#### Advertising via your social pages (essential)

##### ► REGISTER YOUR INTEREST

- Set up a Facebook/Instagram/Google ad campaign with copy around Fernwood [location] Reformer Pilates coming soon and to register interest. Franchisee to contact them either immediately or once sale starts.

##### ► PRE-SALE

- Similar to the 'register your interest' stage however, this will only take place once you're ready to start selling reformer memberships with your pre-sale offerings. Ad copy will state that reformer memberships are on sale now with a price discount (with more urgency to join)

##### ► LAUNCH

- Once your reformer program has launched, advertise your launch offer for a few weeks. This will attract anyone that was waiting to trial reformer first before making their decision. Depending on lead numbers, a secondary lead gen campaign (such as a competition to win a reformer pack or free trial reformer class) may also be introduced to pull in as many extra leads as possible.

#### Creating new social page or group for reformer (optional)

- If you have the internal resources to manage, your club may choose to create a new Facebook and/or Instagram page or Facebook group specifically for your reformer studio. If you decide to do this, this page must be kept as up-to-date as your other social pages, with regular high-quality posts and community engagement. If you are unable to facilitate this, a highlight reel on your existing Instagram page may be a better option for your club.
- Boost likes/followers using a paid ad campaign. Ad copy simply states that Fernwood [location] Reformer Pilates Studio is coming soon and to like the page/join the group to be the first to hear about pre-sale offers.
- Franchisee should send Facebook and/or Instagram page or Facebook group to their friends and family to build likes organically (not paid)
- Your page likes ad campaign may continue for the duration of the pre-sale period or as necessary to build as much interest/following as possible prior to opening.

**Nathan Harber from Web Engage** is the recommended contact for setting up your local social + Google ad campaigns and landing pages: [nathan@webengage.com.au](mailto:nathan@webengage.com.au)

Speak to Nathan about what advertising options will best suit your pre-sale plan and budget. You may wish to include a link to 'online join' for your stage 1 pre-sale membership prices.

### QR CODES

QR codes can be displayed on printed collateral or digital assets to link to your landing page/online join. Speak to Nathan regarding the inclusion of QR codes.



# SALES PROCESS

## OUTGOING PHONE CALLS TO REFORMER LEADS

**The recommended script below does not differ greatly to a regular outgoing phone script.**

**Objective:** Build rapport and book an appointment for within 48 hours (same as with any lead).

Refrain from offering pricing or membership styles over the phone. The appointment will allow for a face-to-face opportunity to provide further information.

### EXAMPLE SCRIPT

"Hi Emma, it's Belinda calling from Fernwood Maroochydore. This is just a quick call as I can see that you have expressed some interest in our brand-new Reformer Pilates Studio, which is opening soon, is that right?"

**Listen and respond.**

"We are all super excited Emma and it's great to hear that you are too!! Have you done reformer Pilates before?"

**Listen and respond.**

"Do you mind if I ask are you doing any exercise at the moment?"

**Listen and respond.**

"If you were to get started with us what are your top health and wellness goals?"

**Listen and respond.**

"I would love to invite you in to have a look around and learn more about our soon to open (change 'insert' to 'brand new' once open) reformer studio. Do mornings, afternoons or evenings work best for you?"

**If they say afternoons are best, you may say:**

"Great, I am looking in our calendar for this afternoon and we have some time at 2pm or 3.30pm. Which one suits you better?"

**Add strong closing techniques:**

"Do you know exactly where to find us?"

"Would you like to bring a friend?"

"When you arrive, head to reception, introduce yourself and we will be ready and waiting to show you around."

**Use your GTKY form (intranet) when speaking with a prospect on the phone and booking the appointment. Jot down all relevant information, add notes to Exerp and ensure there is a seamless follow through to the appointment. See Velpic learnings for outgoing phone call revision.**



### MEET & GREET

**This is an opportunity to strengthen rapport and explain the plan for today's appointment.**

"Thanks so much for coming in today Emma. It was great to speak with you on the phone yesterday. I am looking forward to learning more about your health and wellness goals and then showing you around the club and the reformer studio. After that I'll make some package recommendations and help you take the first steps in getting started. "How does that sound? Great, come and take a seat..."

### NEEDS ANALYSIS

**As we know, the needs analysis is a vital part of the sales process. When conducting your needs analysis, you may likely realise that the goals and aspirations of your prospect are common goals that we are accustomed to discussing with woman daily.**

Create a fantastic conversation using the prompts on your GTKY form (intranet). Just because this woman has enquired about reformer in the first instance, it does not mean that she is not interested in other areas of the club. As always in a needs analysis, listening is vital so as we can provide the best recommendation and pathway to success.

### TOUR

**Now that you understand your prospect's goals, you can tailor the tour accordingly. Our recommendation is for a full club tour (unless there is a reason to not do so) including the reformer studio. By the time you are touring you will know if reformer is the best option for this prospect or if you think PT would be more suitable. On the tour, be sure to recommend whichever option you feel is most suitable. This will tie into your price presentation.**

"After speaking with you today, I know that you have enjoyed the few reformer Pilates sessions you have tried. I know that you are wanting to strengthen and tone, and you enjoy working in a small group environment. For that reason, I definitely recommend that you get started on one of our Fernwood reformer packages."

"After speaking with you today, I know that you have not exercised for a few years, and you are wanting to increase your fitness level and lose up to '10 kilos'. For that reason, I definitely recommend that you get started with one of our personal trainers who can help to get you into some great exercise habits."

# Reformer PILATES

## TOOLKIT & SALES MANUAL



### PRICE PRESENTATION:

The price points in cards 1 and 2 are the same, they are just presented differently.

#### CARD 1.

Welcome to Fernwood

**\$129**  
ACTIVATION KIT

- Unlimited Access to MyFernwood
- Initial Member Induction
- 24 Hour Access Key
- Virtual Reformer
- Unlimited Classes
- 1 Pair of Grip Socks

	COST	ADD GYM
► Reformer Results // 12 Months	\$45	\$9.95
► Fernwood Flexi // 6 Week Minimum	\$49	\$9.95
<b>GYM ONLY</b>		
► Healthy Living // 12 Months	\$27	
► Healthy Living // Flexi	\$29	

TERMS & CONDITIONS APPLY. ADD GYM prices apply to Reformer memberships only.  
Prices are per week.

*Reformer PILATES*  
**fernwood** FITNESS

#### CARD 2.

Welcome to Fernwood

**\$129**  
ACTIVATION KIT

- Unlimited Access to MyFernwood
- Initial Member Induction
- 24 Hour Access Key
- Virtual Reformer
- Unlimited Classes
- 1 Pair of Grip Socks

	COST	ADD GYM
► Reformer Results // 12 Months	\$55	\$27
► Fernwood Flexi // 6 Week Minimum	\$59	\$29
<b>GYM ONLY</b>		
► Healthy Living // 12 Months	\$27	
► Healthy Living // Flexi	\$29	

Prices are per week.

*Reformer PILATES*  
**fernwood** FITNESS

In the above card, the ‘add gym’ is used as a reward for getting started today.

“When you get started today you will receive gym access for free”.\*

\*Comp reformer sessions included in conversation around gym only.

#### BACK OF CARD

Welcome to Fernwood

*Reformer PILATES*  
**fernwood** FITNESS

	30 MINUTES SESSIONS	60 MINUTES SESSIONS
► 10 Sessions	\$475	\$890
► 5 Sessions	\$250	\$460
► 1 Session	\$55	\$100
► INTRO PRICE	\$49	

Final drop close to a pack or two-week option.



### POS REFERRALS

"Welcome to Fernwood. Now that you are a member, I would love to offer you the member privilege of complimentary Reformer Pilates sessions for your friends or family members. Who will be most interested in coming down and trying out a class?"

### GRAND OPENING - THE LAUNCH

**Celebrate your opening. Make sure every woman in your local community knows and is invited to the 'party'. This could be an open/launch day, weekend, week or even a whole month dedicated to celebrating your Launch.**

**Include activities such as:**

- ▶ Open days
- ▶ Taster classes
- ▶ Class passes
- ▶ Reformer inductions
- ▶ Special reformer technique intro workshops
- ▶ Competitions and raffles – win memberships, or 1:1 Reformer sessions etc.
- ▶ Special promotions, examples such as:
  - Get started now, get X weeks free
  - Get started now, pay for reformer only and get the gym 'free' (bundle cost into price)
  - Get started now and receive 2 complimentary reformer 1:1
  - Activation kit discounts/incentives
  - Free pair of grip socks when you join today

## COMMUNICATIONS GUIDANCE

### BUILD A DATABASE

**Marketing communications via TalkBox is a great way to drive offers to existing leads and communicate with your new leads and members. As noted in the pre-sale and launch checklist, before commencing a communications plan, start building your database. These contacts will come through via landing page lead forms, advertising, social media pages and other digital marketing efforts.**

By being 'specific' in your marketing approach (e.g., targeting women interested in reformer Pilates).

### CONFIRM YOUR LAUNCH OFFER

**Before starting a communications plan, confirm your pre-sale phase 1 and phase 2 offers. Each phase offer should run for a limited time (refer back to 'phased pre-sale offers'. Clearly communicate the offer (what is the service, what is the discount/added value). Ensure to include terms and conditions within your communications, including the date (DD/MM/YYYY) the offer ends and any limited numbers available.**



### CREATE COMMUNICATIONS PLAN

**Create a calendar of all planned communications in the lead up to, and post, launch. The number of communications (emails and SMSs) you send prior to launch is very dependent on:**

- When you first begin the communications plan
- How quickly your database of leads is growing
- Phased offers and expiry

Best practice outlines no more than three communications on the same topic to the same target audience group within a short timeframe, as this will likely lead to unsubscribes.

Some people may not want to commit to a membership until the studio officially opens (see the ‘Sales Process’ section for how to get leads in and signed up before the studio opens). Invite them to come into the club to take a tour and get started on the promotional rate prior to the studio opening. It is important to ensure your communications plan includes a post-opening timetable and class schedule as well as ‘full’ standard prices, to target prospects sitting on the fence about the current offer.

### EMAIL TEMPLATES + IMAGERY

A Fernwood reformer template is available in all club Talkbox accounts. Ensure you update copy and links etc. to reflect your launch offer. Contact the Fernwood design team at [designstudio@fernwoodfitness.com.au](mailto:designstudio@fernwoodfitness.com.au) to request custom imagery for your launch.

### AUTOMATIONS

To reduce some of your workload during the launch period, you may wish to set up automated emails. For example:

- A phase 1 offer email sent X days after enquiry date

This would target every person who enquires (who is subscribed and has an active email account) within a set timeframe. Once the offer expires, you simply turn the automation off and can set up an automation for phase 2.

### SEGMENTING

Segmenting your audiences is an ideal way to ensure you send targeted communications. A few options for this could be:

- Segment by date (enquired 6 weeks pre-launch, enquired 2 weeks pre-launch, etc.)
- Segment by type (contact, lead, prospect, etc.)

Your communications plan should also include communications to members who have joined reformer prior to the launch to keep them engaged and drive potential referrals. Keep a list in Exerp that you can export and upload to TalkBox.



You could consider running a referral campaign for members who sign up during the launch period and existing club members to build connection and loyalty with the member, drive more sign ups and generate positive word of mouth reviews.

### OTHER CONSIDERATIONS

- **Sunday, Monday, Tuesday and Thursday usually garner the best open and click rates**
- **Segment your audiences by enquiry date to ensure you do not saturate the same target groups with offer messaging – this can lead to unsubscribes before you have converted leads to members**
- **Keep members engaged with launch events information**
- **Review Reports in your TalkBox account for open and click rates to gather data about which audience groups are most/least engaged**
- **Use merge field [first name] in the subject line for personalised content**
- **Refer to the TalkBox Manual for best practice advice on sending communications**

## MARKETING COLLATERAL

There is a folder for Fernwood Reformer Collateral on Canva [HERE](#). Should you want custom requests you can submit these using the [Custom Design Request](#) form on the intranet.

Once you have completed your custom request form, this can be lodged with our design team by emailing it to [designstudio@fernwoodfitness.com.au](mailto:designstudio@fernwoodfitness.com.au)

Please allow a 14-working day turnaround for your custom requests to ensure you have everything you need in time for your pre-sale.

Here is a recommended list of creative assets you may require for your 'Reformer Pilates Coming Soon' pre-sale campaign:

- **Pull up banners for club and any outreach displays (shopping centres, etc.)**
- **Outdoor banners for the local area**
- **Reformer Studio plan poster to highlight what the studio will look like – these can be displayed in and outside the club**
- **A4 posters for noticeboards and shop windows in and out of club**
- **DL fliers for letter box drops in your local area**
- **Social media images: Facebook post, Facebook cover image, Instagram post, Instagram story post**
- **Email banners**

## ONLINE JOIN

During your reformer pre-sale period (and once your studio has launched), you can promote new reformer membership sales via the online join form on our website [www.fernwoodfitness.com.au/join](http://www.fernwoodfitness.com.au/join). Online membership prices can be updated to reflect the phase of pre-sale you are in. If you would prefer to create a campaign code (i.e., Enter the code FERNWOOD10 at checkout for 10% off), this can also be coordinated by the NSO team.

# Reformer PILATES

## TOOLKIT & SALES MANUAL



To promote online sales for your new reformer memberships, we recommend generating a URL that opens the online join page with your club pre-selected from the dropdown menu.

To create your unique club URL, simply add your **club's Exerp ID** where highlighted in the link below.

**<https://www.fernwoodfitness.com.au/join?club=301>**

This custom online join URL can be used in your social posts and/or in your Instagram bio. Do not forget to shorten your URL first using a tool such as **bitly** before posting on socials (so it does not take up as much room in your caption). Some users may complete the online join form, however, other may not proceed with the final membership purchase ("abandon cart") or reach an unknown error. These unsuccessful online joiners will appear in your clubs Exerp CRM under 'open leads > assigned to > all'.

## CONTACT

For more information and advice on how to get reformer set up as an offering in your club, please email Emma via **emma.robertson@fernwoodfitness.com.au**