



10 Essentials of a Great Spinning® Program!
Presented by Bob Esquerre, MA, MES, NSCA-CPT, NASM-CPT, ACE-CES, Star 3 Instructor
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Saturday, May 31, 2008 11:00 AM–12:00 PM

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Workshop Description:

The fitness industry does not yet recognize the untapped power that the Spinning® program can have on recruiting members, retaining members and getting satisfied members to refer their friends, family members and significant others to join their clubs because they want to share the Spinning experience.

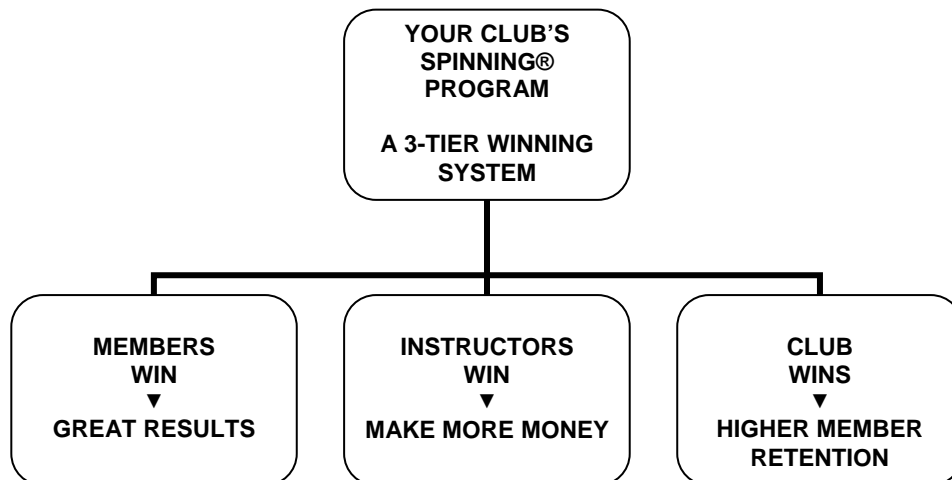
Bob's 3-Tier Winning System for Clubs is based on his assumption our Spinning program is a training program and not an exercise program. The member wins by:

- (1) gaining confidence in their new-found abilities,
- (2) building supportive relationships with other club members, and more importantly,
- (3) getting results by accessing the experience of professional coaching and guidance from the club's Spinning instructor team. This team includes both group exercise instructors and personal trainers.

The fitness team wins because:

- (1) they are able to touch and empower more members,
- (2) expand their business platforms, which will
- (3) increase their income potential. If the member "wins" by getting the results that they need and want, then the club will "win" financially.

Join Bob as he reviews for WSSC '08 how our Spinning program can be utilized to solve the biggest problem that clubs have today: losing money because of the inability to effectively and consistently recruit and retain members.



**Please remember to submit a session evaluation.
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