



SPINNING® PROGRAM SUCCESS

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OVERVIEW

Whether you are a fitness manager or not, creating a coherent and a safe Spinning® experience in your facility is a must to retain your members. In this lecture, we will review all the conditions to create a successful Spinning® program in your facility: Interactions before and after the class, the expertise and the skills of the Education team, the periodization or special events during the year. Moreover, we will cover various areas such as membership retention, management, quality assurance, and service, all in order to ensure the most incredible experience to the participants. We will emphasize both the instructor's point of view and the owner/fitness manager's view!

OBJECTIVES

Make the participants aware of the main points to consider in order to really understand the levers for creating a successful Spinning® program in the fitness clubs and the Spinning® studios.

We will analyze this subject according two points of view: the instructor's one and the manager's one.

SUMMARY

INSTRUCTOR'S POINT OF VIEW

1- Basics to master

- Know the essence of the Spinning® Program
Born from the Road, Mind/Body Connection, Sports Science
- Talk about the program in a way to attract new participants in classes
- Teach in a fantastic way to retain the participants
- Stay on the learning curve
Be a fitness leader (Rockstar)

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2- Retention

- First 3 months are crucial to make new comers hooked by the program
Proper bike setup – easy program to (start just cycling)
- Interactions: IHRSA studies show the more interactions you have with a new member, the more he/she will be retained!
- Before / After the class + During the class: Connection (Name, eye contact, music, ...)
- Community

3- Group dynamic in between instructors

- Create a group dynamic with instructor colleagues in the same facility if possible
#teamwork
- PERIODIZATION
- Special events to create the Spinning® community!

MANAGER'S POINT OF VIEW

1- COSTUMER SERVICE

- Welcoming – Greeting – Smile (Appearance)
- Sizzle – At your Service (Experience - EI)
- Advise, Help and Nurture (Expertise)

2- MANAGEMENT

- Quantify: Ranking
- Quality Assurance: Feedback / Mentoring / Continuing Education
- Meetings: Setting Goals

3- RETENTION & COMMUNITY

- Most Important Subject for the Manager

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