

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Certificate in Fitness Sales & Member Services

Foundation Level



LAPT — London Academy of Professional Training

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Reference FT-FBC-F • Health & Fitness Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	FT-FBC-F
AWARD	Certificate
ASSESSMENT	440 marks — 264 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1 Analysing Member Feedback 0 chapters65 marks	
2 Building Membership Plans 0 chapters65 marks	
3 Customer Service Excellence 4 chapters · 20 classes90 marks	• 1 Understanding the Basics of Customer Service in Fitness — 5 classes › 1.1 Defining Customer Service in the Fitness Industry › 1.2 Recognizing Different Customer Needs and Expectations › 1.3 Developing Effective Communication Skills › 1.4 Implementing Strategies for Positive Customer Interactions › 1.5 Evaluating and Improving Customer Service Practices • 2 Building Effective Communication Skills — 5 classes › 2.1 Understanding the Principles of Effective Communication › 2.2 Developing Active Listening Skills › 2.3 Mastering Non-Verbal Communication Techniques › 2.4 Practicing Clarity and Conciseness in Speech › 2.5 Applying Effective Communication in Customer Interactions • 3 Implementing Customer Relationship Management Strategies — 5 classes › 3.1 Understanding the Role of CRM in Fitness Sales › 3.2 Identifying Customer Needs through CRM Tools › 3.3 Developing Personalized Customer Engagement Strategies › 3.4 Utilizing CRM Data to Enhance Customer Satisfaction › 3.5 Evaluating the Success of CRM Strategies in Fitness Environments • 4 Handling Complaints and Creating Positive Member Experiences — 5 classes › 4.1 Understanding Member Feedback: The Key to Improvement › 4.2 Identifying Common Complaints in Fitness Facilities › 4.3 Effective Communication Techniques for Resolving Disputes › 4.4 Strategies for Turning Negative Experiences into Positive Outcomes › 4.5 Implementing Continuous Improvement from Member Feedback

• 1 Understanding the Fitness Market Landscape — 5 classes

- › 1.1 Exploring the Fitness Industry: Key Players and Trends
- › 1.2 Analyzing Target Audiences: Identifying Fitness Customer Segments
- › 1.3 Evaluating Competitors: Understanding Market Positioning
- › 1.4 Assessing Fitness Consumer Needs and Preferences
- › 1.5 Applying Market Research to Develop Effective Fitness Marketing Strategies

• 2 Developing Targeted Fitness Marketing Campaigns — 5 classes

- › 2.1 Understanding Fitness Market Segmentation
- › 2.2 Identifying and Profiling Ideal Fitness Customers
- › 2.3 Crafting Compelling Fitness Marketing Messages
- › 2.4 Selecting Effective Channels for Fitness Campaigns
- › 2.5 Evaluating Success in Fitness Marketing Campaigns

• 3 Digital Marketing and Social Media for Fitness Clubs — 5 classes

- › 3.1 Understanding the Basics of Digital Marketing for Fitness Clubs
- › 3.2 Identifying Target Audiences through Online Platforms
- › 3.3 Crafting Engaging Social Media Content for Fitness Enthusiasts
- › 3.4 Implementing Cost-Effective Digital Advertising Strategies
- › 3.5 Evaluating the Success of Your Digital Marketing Campaigns

• 4 Analyzing Marketing Performance and ROI — 5 classes

- › 4.1 Understanding Key Performance Indicators in Fitness Marketing
- › 4.2 Assessing Campaign Effectiveness Through Data Analysis
- › 4.3 Evaluating Return on Investment in Fitness Marketing
- › 4.4 Comparing Marketing Channel Performance
- › 4.5 Applying Performance Insights to Future Marketing Strategies

• 1 Understanding the Fitness Market Landscape — 5 classes

- › 1.1 Identifying Market Trends in the Fitness Industry
- › 1.2 Analyzing the Needs of Diverse Fitness Customers
- › 1.3 Evaluating Competitor Offerings and Strategies
- › 1.4 Understanding the Role of Technology in Fitness Sales
- › 1.5 Applying Market Knowledge to Tailor Sales Approaches

• 2 Building Effective Client Relationships — 5 classes

- › 2.1 Understanding the Importance of Client Relationships in Fitness Sales
- › 2.2 Identifying Client Needs and Preferences in Fitness Consultations
- › 2.3 Building Trust and Rapport with Fitness Clients
- › 2.4 Communicating Effectively to Engage and Retain Clients
- › 2.5 Applying Relationship-Building Strategies to Enhance Client Satisfaction

• 3 Sales Techniques and Closing Strategies — 5 classes

- › 3.1 Understanding the Psychology of Fitness Sales
- › 3.2 Building Rapport with Potential Members
- › 3.3 Identifying and Addressing Customer Needs
- › 3.4 Presenting Fitness Solutions Effectively
- › 3.5 Mastering the Art of Closing the Sale

• 4 Leveraging Technology in Fitness Sales — 5 classes

- › 4.1 Understanding the Role of Technology in Fitness Sales
- › 4.2 Exploring Digital Tools for Client Engagement in Fitness
- › 4.3 Analyzing Data to Drive Fitness Sales Strategies
- › 4.4 Implementing CRM Systems for Enhanced Member Services
- › 4.5 Leveraging Social Media for Fitness Sales Growth

• 1 Integrating Digital Tools into Member Services — 5 classes

- › 1.1 Exploring Digital Tools for Enhanced Member Services
- › 1.2 Navigating Fitness Apps for Personalized Member Engagement
- › 1.3 Utilizing CRM Software to Improve Member Interactions
- › 1.4 Implementing Online Communication Channels for Effective Support
- › 1.5 Analyzing the Impact of Technology on Member Satisfaction

• 2 Utilizing Customer Relationship Management (CRM) Systems — 5 classes

- › 2.1 Understanding the Basics of CRM Systems
- › 2.2 Navigating Common Features of CRM Software
- › 2.3 Leveraging CRM for Enhanced Member Interactions
- › 2.4 Customizing CRM Tools for Personalized Member Engagement
- › 2.5 Analyzing CRM Data to Improve Member Services

• 3 Leveraging Mobile Apps for Member Engagement — 5 classes

- › 3.1 Exploring the Role of Mobile Apps in Fitness Services
- › 3.2 Understanding Key Features of Fitness Mobile Apps
- › 3.3 Assessing User Engagement Strategies via Mobile Platforms
- › 3.4 Implementing Personalized Member Journeys through Apps
- › 3.5 Analyzing Data to Enhance Member Engagement on Apps

• 4 Analyzing Data for Service Improvement — 5 classes

- › 4.1 Understanding Key Data Metrics in Member Services
- › 4.2 Collecting and Cleaning Data for Accurate Analysis
- › 4.3 Interpreting Data to Identify Service Improvement Opportunities
- › 4.4 Utilizing Data Visualization Tools to Present Findings
- › 4.5 Implementing Data-Driven Strategies for Enhanced Member Services