

Speaker 1: Hannah, welcome to Corporate Warrior.

Hannah S v H: Thank you for having me.

Speaker 1: You are most welcome.

So thanks for doing this, really appreciate you recording a piece for myself and for the membership. I'm sure the members will be excited to listen to what you have to say about some of the marketing concepts we're going to cover.

One of the things that you guys do really, really well, you do a lot of things very well, but is this [proven process](#), this process of which you bring new prospects into your machine, so to speak. Then you basically make their experience incredible. I'd love for you to just talk about that proven process, just add some color to that.

Hannah S v H: Yeah, absolutely.

So the proven process is really one component to our marketing strategy. So there's four components, I know Luke has talked about [uniques and target market quite extensively](#), so the other two components of our marketing strategy is our proven process and our guarantee.

So the way that we utilize our proven process, and what it really is, is it's to paint the picture of the customer journey for the new prospect. It's not just they're buying one session at a time, they're not just purchasing one strength training session with you, they're really buying this entire journey. You're able to, in a graphic or a storytelling way, able to show them what kind of value you can bring to their customer journey with us. So that's really what the proven process allows us to do.

The first time that the prospect really interacts with the proven process is in our [introductory workout](#). So we offer our free introductory workouts to all prospects coming in the door. I think that's one of our biggest ways to drive new clients, is offering a free introductory workout. We really want people to feel the difference of what a high intensity workout feels like, compared to any other HIT training or any other studio, or a personal trainer. So that's really why we offer that free introductory workout.

Within that free introductory workout, we ask them a few questions about their motivations and their goals, and then we take them over to a graphic. It's on all of our walls in our facility so it's very visual, and we actually walk them through each step of our proven process. So there's six steps in our proven process, and how you come up with these steps for your proven process is really just nailing down what aspects can you provide to that prospect or that client, that you feel like is really important in their journey to reaching their goals?

So a few things for us ... I'll walk through each step of our process if that's okay? Then you can ask questions along the way. Does that sound good?

Speaker 1: That sounds great.

Hannah S v H: Okay.

So the first step in our proven process, if we're explaining it to a client, is the introductory workout. So every single person goes through an introductory workout. It's really for them to feel the difference, just like what I said previously.

The second portion of our proven process is formulating an exercise prescription. So after the introductory workout, one of our educated expert trainers will sit down and actually write you a workout in accordance with your goals, okay?

The third step in our proven process is supervision and instruction. So every single time you come in for a workout, there is going to be an educated expert trainer supervising you and instructing you through each set, each rep of the entire workout. The reason why that's important is we know through research that by someone supervising you, you're going to get better results. So this is a journey for them to just reach their results quicker.

The fourth step is analyzing the experience. So we offer a five-star service experience guarantee which we can talk about a little bit later, but we also want there to be a two-way communication system between the client and the trainer. We want to get feedback from them on what their experience is like, and how we can always improve that experience, okay? So there's always this two-way feedback loop.

Speaker 1: How do you capture that feedback?

Hannah S v H: Yeah, so we do it in a couple of ways. In session, so we ask them questions within the actual workout itself. We have progress assessments that we do every 20 sessions, where we ask about their experience. Then we also get feedback through Listen360, which is NPS, so a [net promoter system](#).

Speaker 1: That second step, how do you deliver that to the client? Is that on email, is that in person?

Hannah S v H: The progress assessment?

Speaker 1: That's right.

Hannah S v H: It is actually ... it's a workout and then there's four questions that we ask within that workout.

Speaker 1: Okay, so it's quite seamless?

Hannah S v H: Yes.

Speaker 1: It's not like, "You're coming in for this appointment"?

Hannah S v H: Yeah, exactly. We will for sure get those answer from them. Yeah, yeah.

Speaker 1: Because I think some of this stuff sounds like, on the surface, as like, "Oh, that's a whole nother task for them to do," but quite often it's just a set of questions.

Hannah S v H: Yeah, it's just a set of questions. Just making sure that they feel like at any point in time, if something doesn't reach or something doesn't live up to that five-star service experience that we're guaranteeing, we want to know. I want you to personally come to me. So this isn't just for Luke to know, myself to know, leadership to know, it's not for a concierge to take care of. This is company-wide trainers are responsible for providing this five-start service experience, which is part of analyzing their experience for the client.

Speaker 1: Mm-hmm (affirmative), cool.

Okay, so what's next? I don't know whether ... I think you've probably finished talking about analyze experience and next is share progress, or am I moving too fast there?

Hannah S v H: Yeah. No, so you're absolutely right. The next step is sharing progress. So we actually tell them how we share progress with them in three specific ways; in session; long-term feedback, which is through the progress assessment I just mentioned; then also via the [BOD POD](#). So any type of body composition test that you use within your facility, make sure that they know that that is a tool for them to help them reach their goals.

Then the last step in the proven process is modifying the plan. So we have the right to modify the plan whenever there is ... potentially you get an injury outside of your workout and we need to make changes on the fly to your workout. What if your goals are different from the time that you started to through your 20th session? We want to make sure that we modify your workout to help you stay engaged, increase your intensity if that's applicable, decrease it if that's what you need. We always want to be listening to the client after we receive their feedback and see their progress.

This is just a cyclical process. So if you're actually looking at the proven process itself, ours moves in a circular motion because people are continuing to train with us week in and week out. Now if you have an end date to where your client lifespan is shorter, then obviously you wouldn't move in a cyclical process, but most strength training facilities or high intensity studios will have a cyclical process.

Speaker 1: Mm-hmm (affirmative).

Yeah, and I suppose just looking at this, I guess it's happening all the time. I'm just trying to think when you ... let's say you formulate the exercise prescription, you get them in. You get them in, you get them supervised, you supervise a session. The analyzing part ... I'm just trying to understand.

Okay, the modification part, I'm guessing that's likely to happen when the client's away. The trainer is looking at their progress, looking at their workouts and then going, "Okay, how are things going? Do we need to change something? They're not ... " Like, "Okay, they've injured ... they've got an injury here, therefore we need to add this in and remove this," or, "You know what? They're plateau ... " let's say they've got no injuries, but they're just plateauing. "We need to change something up, we need to add an advanced technique, we need to throw in different exercise."

Does that happen offline, outside of this? Then when the client comes back in, it's just like they don't even know, the trainer will just say, "Hey, look, I modified this for this reason just so you know," but they're not doing that work while they're there. It's happening behind the scenes. Is that right?

Hannah S v H: Correct.

Speaker 1: Okay.

Hannah S v H: So then when we do ... So say we do modify their plan outside of their workout, and the client comes in the next time. We'll just simply say, "Hey, as part of our proven process, you told me you have this injury. So I made sure to modify your plan to make sure that you're always improving, okay?" So that's just part of our proven process, that's what you're getting here at Discovery Strength.

So there are three steps of that process, or four steps of that process, that happen simultaneously. It's not always like it goes directly in that cyclical process, but for the most part, formulating an exercise prescription is always going to be first, then those three will fall into place. Then it just keeps going round and round, especially when you have a progress assessment, we're providing long-term feedback. So we're making a new card for you or making a new workout routine for you, and then you go back into that loop.

Speaker 1: Mm-hmm (affirmative).

So tell me, why do you guys use ... I mean, I understand the proven process obviously is a proven process, and it makes sense. It's logical, I can see why it would get clients results. But tell me about some of the other reasons you use this. Is it to drive confidence into the client as well? Give me an understanding of what benefits this brings to Discover Strength.

Hannah S v H: Yeah, so one, during the sales process it really helps the prospect differentiate you from other studios that they might be working with. "Hey, I went in and Discover Strength showed me exactly how they're

going to get me to my goals. Other places have not told me how they're going to do that." So it's really our way of being able to say, "Here's your problem, here's how we're going to find your solution and how we're going to solve it." So it's really a selling point. As much it is part of the marketing plan, it's really, really useful in the sales process. I mean, that is where we utilize it the most.

It's also very, very beneficial for a retention tool for a lot of our trainers just because when you have clients that have been working with you for a long time, they can look back on that proved process and says, "Yeah, I've been doing this for 12 years and this process works. Every time they modify the plan I get a little bit more variety, I feel a little bit more engaged. They care about my experience. If they don't, I have someone to go to. I have a trainer that I can tell my concerns to."

So it allows us to have it be a retention tool, but also really, really highlight it in the sales process.

Speaker 1: When you say they have someone to turn to give feedback, would that be the trainer who's training them, or do they have another contact? So that for instance, let's say they're not happy with their trainer but they want to save face, can they then go to someone else, and are they given clear access to that person? Is that how you do that?

Hannah S v H: Yeah, absolutely.

So maybe some people know this, maybe they don't, but our trainers don't have their own clients. So we have our clients come in, and when you become a client with us, you're a client of Discovery Strength, not of a specific personal trainer. So there could be times when you're working with ... in a month's span of time, you could work with eight different trainers potentially.

Now when you do start at Discovery Strength, we have a director of new client experience. Her name is Karen, we just started this position back in February. We really wanted to make sure that the onboarding process of our clients was exceptional from the beginning. There's a lot of education when it comes to high intensity training, and we wanted to make sure that your clients totally understood why we do what we do, and how it's going to help them. So Karen is also another point of contact who is not a trainer. She is purely there to make sure that they're educated, and she's also their client advocate, so any concerns that they may have as well.

Speaker 1: Excellent.

You must have this objection from clients and other personal training studios. Some people just want the same trainer. They like a certain individual, they want that person. How do you get around that?

Hannah S v H: So we allow clients to request trainers if they'd like, so we don't say no to that. If you like training with one specific person, we try to make that happen for you. A lot of our clients like a little bit of the variety of

personality differences between our trainers, and for the most part our clients don't really care who they train with.

Speaker 1: Really?

Hannah S v H: But we do have a select amount of clients that do like to train with one specific trainer, and that's okay with us.

Speaker 1: So do you ever have a situation where they say, "Look, I want to be trained by X." You say, "Well so and so's not available today, you're going to need to be trained by this person." Does that happen?

Hannah S v H: Yes, absolutely, whenever we have a trainer go on vacation. I mean, and that's the beauty of us allowing our clients to train with anybody, is, "Hey, your trainer went on vacation and so don't miss out on your workout this week. Still come in and train with X, Y and Z." They will still do that knowing that their trainer's going to be back next week. So we don't lose out on any of those sessions, which is excellent. It also allows our trainers to go on vacation. They want to go on vacation, have a little bit of time off.

Speaker 1: Yeah, I mean obviously, I mean it would seem to me that it makes a lot more business sense if they're not tied to a single trainer. It just makes it a lot simpler for obvious reasons.

Hannah S v H: Yeah.

Speaker 1: Talk to me about this guarantee you were alluding to earlier.

Hannah S v H: Yeah, so a guarantee is also another point of differentiation between you and your competition. So I know we talk a lot about uniques and that's really the selling point differentiation between you and competition, but I feel like your whole marketing plan should really be something that differentiates you in the market place and in the consumer's mind.

So our guarantee is a five-star service experience, and the reason why we chose that is because we want to be a customer service company first that happens to do strength training. I know Luke has said that before, and that's really our highlight. We want to be the best customer service company in the world.

So there's other guarantees out there like, I don't know if you've heard of Domino's Pizza, some of your listeners have probably heard Domino's Pizza. But their-

Speaker 1: I'm sure.

Hannah S v H: Yeah, their guarantee is 30 minutes or it's free. So it's just in the consumer's mind it says, "Okay, if I go to Discovery Strength, this is what I'm getting, guaranteed." Then you [inaudible 00:15:31] get feedback around that, that's the standard that you're giving yourself or setting yourself at.

So a guarantee can be something really beneficial in your marketing, it doesn't always have to be totally client-facing. Ours tends to be within our proven process.

Speaker 1: Mm-hmm (affirmative), okay.

So can you think of, I guess in a fitness context, other guarantees that people could provide? You obviously provide the premium five-star service. I'm wondering, is that not something that other companies can replicate, or are there alternatives that come to mind?

Hannah S v H: For sure, for sure.

So I would say that other high intensity or even strength training studios could say, "The most intense workout guaranteed." You could even use an efficiency one. You could say, "30 minutes or less, or your-"

Speaker 1: I love that one.

Hannah S v H: Your high intensity, right? You could say, "Full body workout guaranteed," or depending on what your uniques are and what you differentiate against your competition, you can make sure that your guarantee is geared around those as well.

Speaker 1: Mm-hmm (affirmative). Cool, that's good advice.

Okay, so we've got a few minutes left. I just wondered if you'd elaborate on the Body Comp Challenge that you pinged over to me?

Hannah S v H: Yeah, yeah.

So the Body Comp Challenge is a program that we run four times a year. The reason why I wanted to throw this out as a potential tactic via marketing or sales is really it drives revenue four times a year for you, that it isn't just a consistent training program. Typically, strength training studios will just sell workout, after workout, after workout. There's not a whole lot of programming that they're doing. This is the one program that we actually utilize, and it works for us.

So this is what our Body Comp Challenge is. It's eight sessions for a one month period of time, four weeks long. We do a body composition test at the beginning, a body composition test at the end. We also have captains that meet with each individual for a consultation. So it allows you to have clients try other services that you may be providing, such as body composition testing, we also offer cardio through those four weeks as well. It also increases their frequency potentially. So if you don't have clients training frequently, or training twice a week, it could increase their frequency as well.

So you're getting more out of current clients, but you're also providing a program for clients that have maybe fallen of the bandwagon. So maybe a client hasn't been in for a long time, and you say, "Okay, we're doing this challenge. It's a four week challenge," and they say, "Okay, four weeks. That's palatable. I can handle four weeks period of time, I'm

going to give it a shot.” It seems more feasible in the consumer’s mind than just, “I’m going to strength train forever, week in and week out,” right? So, “Four weeks, I can handle that. It’s a challenge.” Then hopefully after that challenge, they will be retained.

Speaker 1: Love it, yeah. This is very interesting because I literally just finished speaking with the other day, finished speaking with [Richard Wolff at MEDFITNESS](#). Obviously he’s a huge fan of what you guys are doing, and he does something very similar. He does a 21 day ... I think it’s the slim down challenge. Very, very similar, same intension in that it gets people, it helps retain people, and also the 21 days, or in your case, the four weeks, it’s very, very short and achievable, and is a small quota, which is the whole point. I know that Richard also, he sells meal replacement, has a meal replacement service off the back of that which is incredibly profitable. But do you guys do that as well at the moment, or is it just the workouts for now?

Hannah S v H: It’s just the workout, the BOD POD test and we actually charge for consultations as well. So that is actual time from an educated expert trainer that they’re giving you protein goals, they’re setting a caloric deficit for you based upon your BOD POD results. So those are just 15 minute Body Comp Challenge consultations that we actually [crosstalk 00:20:12].

Speaker 1: How do you package this? Is this a one-off fee for the whole thing? How much is it, and how do you package it?

Hannah S v H: Yeah, so we charge at the beginning of the month for the Body Comp Challenge. If you’re including the cardio sessions, which is just one a week, it’s \$730 for the month. No [inaudible 00:20:31] cardios are involved, it’s \$582 for the entire month, for the entire package for one-on-one sessions, if you’re going to go that was. Typically, our clients are training twice a week and just strength training sessions, and that’s \$432 in a month.

So that’s increasing the client’s spend by almost \$100, or over \$100 if you’re not including the cardio sessions. So from \$432 to \$582 it’s a no-brainer, and a lot of people are like, “Well why would people pay more to do a challenge? Shouldn’t you discount it?” People don’t care about the price. They want a packaged ... when you market it out, it’s a package. It’s a four week program that people can hop on board with and they’re okay with increasing their client spend for that month and that month only, as opposed to increasing it for a lifetime period of time.

Speaker 1: Would I be right in assuming that this isn’t such a big win for you in terms of income, it’s more retention? Is that where the real pay off is, or is there a significant income for you too?

Hannah S v H: I would say that it’s both. Right now we just hit 136 people for our Body Comp Challenge this month, and it’s the highest Body Comp Challenge that we’ve had. Our trainers are very conscious about who they recruit for the Body Comp Challenge. So we have goals around people that don’t

train twice a week, getting them to do the Body Comp Challenge, which increases our revenue quite substantially for the month.

Speaker 1: Yeah, so it's just under \$14,000 if they're existing members, right? Around that?

Hannah S v H: Yeah, exactly. Exactly, so [crosstalk 00:22:32]

Speaker 1: So is that across the whole business, all of your studios?

Hannah S v H: Correct.

Speaker 1: Yeah, okay. Cool, okay. Interesting.

I guess that's probably all we've got time for Hannah, but that was really, really interesting and useful. I'm sure everyone listening is going to steal those concepts for their own, which I hope you guys don't mind. I'm sure you don't otherwise you probably wouldn't be doing this.

Hannah S v H: Steal away, steal away.

Speaker 1: I appreciate.

I'd love to get you on in the future to elaborate on some of the other things we didn't get to. I know you were busy with another meeting, but perhaps we could talk about other sales tactics in the future as well, though that was really, really useful.

What's the best way for the listeners to find out more about you, what you're up to?

Hannah S v H: You can email me at Hannah, H-A-N-N-A-H, @discoverystrength.com. Otherwise, you can follow me on Instagram, Facebook, [Hannah Stael von Holstein](#). It's a long last name I know.

Speaker 1: It's difficult. [crosstalk 00:23:31] But Hannah, if you just join the membership then people could just communicate with you in there.

Hannah S v H: That's right, that's right. That's your sales tactics right there. Beautiful.

Speaker 1: That was terrible, that was terrible. That was cringe. We call that cringe-worthy, that was pretty awful.

Hannah S v H: Is that part of the proven process?

Speaker 1: Yeah.

But no, look, thank you so much for joining we Hannah. Have a great day today, and I'll talk to you soon.

Hannah S v H: Thank you.