

[HIT Business Membership - Patrik Meier - How to Become a Successful HIT Franchisor or Franchisee](#)

Lawrence Neal: Patrik, welcome to The Membership.

Patrik Meier: Thanks for having me.

Lawrence Neal: You're most welcome and thank you for taking the time out of your busy schedule to come on to The Membership Only Podcast, just to talk about the concept of managing a franchise system. As we discussed before going live on this, for those listening, this is going to be a podcast where we focus on how to manage [00:00:30] a franchise system successfully, but this will be useful whether you're planning on starting your own franchise system, becoming a franchisee for any brand, so in terms of the due diligence you may want to do, or if you're interested in becoming a franchisee for Kieser Training, who are obviously growing very fast and providing excellent opportunities there.

Lawrence Neal: So, Patrik, you're a wizard, obviously, when it comes to developing a strong franchise system and I know, for instance, there are a [00:01:00] few people in our industry who are flirting with the idea of starting a franchise system, maybe turning their existing business into a franchise, or starting one from scratch. So, I'm curious, shall we start with the principles and the fundamentals, the things you need to think about, from your perspective?

Patrik Meier: Well, in general, if you consider to enter into an existing franchising system as a franchisee, there are things [00:01:30] you have to think about which could be a little bit different to if

[HIT Business Membership - Patrik Meier - How to Become a Successful HIT Franchisor or Franchisee](#)

you think about franchising your idea and being a franchisor. So these are two different things. Both ways are very, very interesting and both ways base on one fundamental thing. And the fundamental thing is that if you choose to be part [00:02:00] of, or to build a franchising system, then you have to be convinced that you would like to be an entrepreneur, but it is some kind of a semi entrepreneur because it's not your idea. It is someone else's idea and you are more the one that executes the idea, and not that you are the person that innovates things. So you are somebody [00:02:30] that has very, very good execution skills. And if you are the one that says, "Well, I have a good idea, and I would like to grow fast, and I would like to grow together with other people, other entrepreneurs," then it's your idea and all the innovations have to come from your side. All the ideas, all the branding, all the how to build up a market, that has to come from your side. So there are two different [00:03:00] things.

Patrik Meier:

And as I just mentioned, execution, if you're a franchisee, is really key. So it's especially in the first one to two years, your strength needs to lie within what is the system, how to implement it, what do I have to do, and then focusing, let's say, 100% on just execute what is given. If you think too much about, [00:03:30] well, that's great what they tell me what to do but I think I would try to do it a little bit different, then most of the time you fail and it's hard to learn these lessons. And, as a franchisor, we learnt the lessons, so the idea is that you don't have to learn these lessons the hard way. You have enough challenges, of

[HIT Business Membership - Patrik Meier - How to Become a Successful HIT Franchisor or Franchisee](#)

building your market, of building your base of clients. You shouldn't [00:04:00] consider too much on, well, is that strategy right or not? Somebody thought about this and you get the rights to implement the idea of somebody that really had some strategic thoughts and has a lot of experience. So that's a very fundamental thing.

Patrik Meier: The idea behind franchising, when it comes to Kieser Training, as an example, is Werner Kieser, [00:04:30] our founder, he was convinced that to build up a market in a very... with a very high speed, he needs other entrepreneurs with their entrepreneurial spirit and their possibility of financing a business. So he was convinced that this is a faster way of building a network of Kieser Training studios or gyms.

Patrik Meier: So [00:05:00] it's a faster way, but it's also a way where you cannot control everything by yourself because you have business partners, and building up a partnership, not only based on a contract that you have, but building up a relationship with these business partners make them successful. This is key, this is key.

Lawrence Neal: Awesome. So let's dig into, for a moment, the role of the franchisor, in a bit more depth. [00:05:30] So you started talking about there some of the fundamental steps, building those relationships. What does the initial checklist look like? I suppose it's probably safe to think about this in terms of, you've got a studio, you're already fairly successful and you're looking to

[HIT Business Membership - Patrik Meier - How to Become a Successful HIT Franchisor or Franchisee](#)

grow. What would the checklist look like if your plan is to become a successful franchisor?

Patrik Meier: Well, do you think [00:06:00] about, do you have your own facility and then you like to step into a franchising system, or do you think about, well, I am already in a franchising system, what do I have to do?

Lawrence Neal: So the former, so that you are looking to actually become a... something similar to Kieser Training, and with your own unique...

Patrik Meier: So one of the first big questions from a franchisor point of view will be, how will the [00:06:30] interested franchisee change his existing business to get it to fit into a franchise business? As an example, everyone knows McDonald's very well and it's a well described franchising system. Think about, you have a very small downtown burger shop and then you think, well, maybe the next step of growing will be to be part of a franchising system, [00:07:00] then everything from the concept, the product, the way you manufacture your product, the way your signage... your branding is made, everything has to be adapted. So one of the big questions from an existing business to step into a franchising business will be, how can I adapt and what are the costs to get these things adapted?

Patrik Meier: So the franchisor will do the same thing. He [00:07:30] will have a look and see, well, how is the studio performing? What kind of customers does the franchisee, or the potential franchisee,

[HIT Business Membership - Patrik Meier - How to Become a Successful HIT Franchisor or Franchisee](#)

have? How is he, as a person? How are his financial possibilities? What about his employees? Will they fit into the way the brand is behaving? Do they have the skills to [00:08:00] be able to execute the new system? But it's in the beginning a lot about who is the potential franchisee, what are his characteristics, what are his intentions, is he really motivated to go into a system, and especially, well, when he goes into a relationship with a franchisor and he's not the only [00:08:30] one deciding, how will he adapt, because it's a huge step. From a 100% entrepreneur to a semi entrepreneur, that's a huge step and a lot of people underestimate that it is a cultural change, but a lot of people really underestimate these changes.

Lawrence Neal: Yeah. Well said, and it makes me think about the purists [00:09:00] in high intensity training that we all know and love, various individuals who've really kept small, maybe they're the only trainer and they really have their own way of doing things and they, in some cases, can be very, very against a lot of the new tech you see on the scene right now. Do you think they would be like the worst example of someone you would try to promote a franchise to?

Patrik Meier: I would not say the worst example. It's just [00:09:30] when... because now I have the Kieser Training glasses on, and then, of course, I will judge with my Kieser Training glasses. If we look at the high intensity business that you are very familiar with, where the older services are, most of the time, one to one services, like

[HIT Business Membership - Patrik Meier - How to Become a Successful HIT Franchisor or Franchisee](#)

it's a face to face service that I provide, going into a system [00:10:00] where it's not only face to face, or one person to another, one coach or one trainer with one client, that could be a first big challenge because a franchising system, depending on the business model, could be a volume business, like Kieser Training, as an example, and you are from a main strategy more on a, let's have a personal training approach, [00:10:30] and that could... It's not worst. One is not good and the other is bad, but it would be a huge step, a huge change of mindset, to go into a more volume based business.

Patrik Meier: So that is as I see it. From the existing high intensity, small business to go into a higher growth business, that is a challenging [00:11:00] step, but it is possible. Maybe I forgot to tell you earlier that that's exactly what I did because I owned my own facility. I was not part of Kieser Training. I had my own brand, and I had to decide, should I build up a franchising system, which I started. I founded another company which could act as the franchisor and [00:11:30] I had all the documentation already in place, but then I had some critical questions like, where do I get the equipment, because I had all medics [inaudible 00:11:42] machines and I had a difficult time of getting the newest version of medics equipment. It was close to impossible. I had some issues with spare parts, services. So I saw, well, these Kieser Training guys, [00:12:00] they have everything, so maybe that would be one reason to not build up

[HIT Business Membership - Patrik Meier - How to Become a Successful HIT Franchisor or Franchisee](#)

my own system, or franchising system, and step into a dependence on another brand.

Patrik Meier: The next step was education and training and development of people. It is quite challenging of multiplying something and making sure that all the new employees really get it. All the employees [00:12:30] can be systematically build it up on the level of skills and behavior that the brand needs. So they are on the human resources side, on the branding, marketing and sales side, on the product side, on the IT system side. They are quite some challenges. And it's the same challenge that small, high intensity business owners would face. [00:13:00] Just think about, you have your own IT system, or customer relationship management system, maybe a very small one, an easy one. Maybe you've developed something on your own, you've built up an app, and then comes along a franchisor and says, "Well, that's all fine but you know what? We have another system and you have to pay for it," but, of course, you get a great system which is proven on a lot of other... by a lot of entrepreneurs. These are challenges. These are [00:13:30] quite nice challenges and, let's face it, it is a huge step.

Lawrence Neal: Yeah. Before we move on, I suppose, to some ideas about things that franchisees needs to think about, or prospective franchisees, what are some of the common mistakes that Kieser Training have made, as a franchisor, which they've learnt from?

What are some of the biggest mistakes that come to [00:14:00] mind?

Patrik Meier: Let me explain it this way. Kieser Training grew to a certain level or number of facilities, and then it was stabilized, and then came the move from Switzerland to Germany. So from a small country to a bigger country, or, compared to Switzerland, huge country, with lots [00:14:30] of opportunities. And, as a franchisor, starting in a new country at that time, we said, "We have to build our own first facilities, prove that it works in that market by showing that it is successful as a concept, then attract interested franchisees." In the beginning, that was hard and then, at a certain [00:15:00] point, and we do not know exactly why, but then it really grew like hell, and at that time it was like, "Who likes to have a franchise contract?" And it was like, "You're interested? Here you go. You're interested? Here you go." And it did not take so much... or we did not look into, is location, is the facility at the right place, right location, is [00:15:30] the architecture... or is the building, does that fit to Kieser Training as a concept?

Patrik Meier: So we made contracts, long-term contracts, which is the foundation for a franchise contract, without checking everything, if it would work, in a much broader... or if it's like in one town having 10 different facilities. So [00:16:00] this was one big issue.

Patrik Meier: Another big issue, or learning, was, already in the beginning, you need to have a plan in a town, where do I think would be zones of security for a franchisee? So, which area is exclusively

[HIT Business Membership - Patrik Meier - How to Become a Successful HIT Franchisor or Franchisee](#)

prepared for one single franchisee and where are the limits to the next one? If you don't do that in the beginning, then [00:16:30] it could be that maybe something is too small and the franchisee does not have enough potential in his area, or everything is too big and you cannot, as a franchisor, have enough facilities in one single town, so you limit your possibilities. So this is also something you have to consider in the beginning, not knowing where it leads you. You never know [00:17:00] if a town has the potential for 20 or only two facilities, so that's a decision you have to take. If at one time you defined it, and you made one contract, it is hard to change things.

Lawrence Neal: Wow. So do you now have, in that case, from all of that experience, do you now have strong criteria, as in terms of demographics, population size-

Patrik Meier: Yes.

Lawrence Neal: ... psychographics within all the towns that you [00:17:30] deploy in, basically?

Patrik Meier: Yeah. Today we have applications, software applications, that help us. An interested franchisee can call us and say, "Well, we were in contact and you said I am an interesting potential partner. I've found a location." And with the address, we can use our system [00:18:00] and we can then do our analysis and say, "If it's at that address, we can tell you that the probability that you could be successful to have a facility with 1,000, 500, 3,000

[HIT Business Membership - Patrik Meier - How to Become a Successful HIT Franchisor or Franchisee](#)

members, we can tell that." But it is theory, but it is one very important decision criteria that we can prepare for [00:18:30] the interested potential franchisee. And then, of course, this is only one information.

Patrik Meier: Then, of course, he needs to know the town because a system can never, ever give you the truth, so it's just one indicator. But we have these systems in place, and if it shows us, well, that is difficult because it's not the right demographics, or the number of people that travel per day, in parallel, [00:19:00] by car, or they walk by, or they use buses, trains, trams, whatever, if that's too low, then we have the obligation to tell the interested person, "Listen, it will never work. And it is our obligation to tell you because otherwise you will not be happy and we will not be happy, and that's not good for both of our businesses."

Lawrence Neal: Yeah. Well said. So, [00:19:30] I guess, from the franchisor perspective, you've touched on the importance of developing systems and we were talking a bit about that before this call, about systematizing every aspect of the business, that it can be replicated successfully and proving that in your own prototype first. Now, one of the things I've learnt recently is the importance of... and I guess this is sort of commonsense, is always being prepared to innovate on those processes, [00:20:00] and I'm curious. You're at a stage at Kieser Training where you have... forgive me, I can't remember the exact number, but I think it's over 150 franchisees at the moment, is that right?

[HIT Business Membership - Patrik Meier - How to Become a Successful HIT Franchisor or Franchisee](#)

Patrik Meier: Well, the number's lower. It is around 100 and with these 100... together with these 100 franchisees, we have more than 160 facilities worldwide.

Lawrence Neal: Yeah. Got it. And so how do you manage innovation in Kieser [00:20:30] Training, in terms of innovating on the systems that I suppose would then eventually trickle down to all of the different franchisees?

Patrik Meier: There's a different level of innovation. The first level is headquarters, or we call it the main system departments. These are our own people and they're part of the franchisor company. [00:21:00] It starts with marketing, product development, engineering, machine development, IT systems, you name it. So these people, all of them, they have the task of, within their function, within their special tasks, to innovate. As an example, the IT department, they have to innovate in terms of, well, [00:21:30] for our target customers, what kind of digital services are needed, but also to say, "Well, what is too much, which would be nice, but everyone thinks they need to have it, but it's not what our target customers need."

Patrik Meier: On the machine side, it's different. There we say, well, what are the issues around musculoskeletal pain or [00:22:00] challenges that we think we could solve with equipment, and that leads to innovation, from bigger innovations until existing equipment that we have, that we see, well, there is something that we have to

[HIT Business Membership - Patrik Meier - How to Become a Successful HIT Franchisor or Franchisee](#)

adapt a little bit, here is something that we have to make the accessibility or the training itself more efficient or more effective.

Patrik Meier: So that's something that we do on a, let's say, higher level, [00:22:30] at headquarters. And when we do this, we have two main streets to do it, or paths to do it. First is, using our own facilities because we, from all these, more than 160 facilities, we own quite a high number which is a little bit unusual for a franchising system. Right now, we own 42 of all the facilities we [00:23:00] own by ourself. So that is one way of looking at procedures, customers, technology, to innovate.

Patrik Meier: And then we have our franchisees. And what we use as the main information gathering tool, it is [inaudible 00:23:22] from Microsoft where all the more than 1,500 employees wearing the Kieser Training working [00:23:30] clothes, they can connect to [inaudible 00:23:33] and have discussion groups, from maintenance... all the maintenance managers from every facility, they are connected. They say, "Well, I have this issue. Did somebody else find a solution how to solve it?" Until marketing groups, logistics groups, education groups, you name it. So that's the second level.

Patrik Meier: And the third level is [00:24:00] that we do a hell lot of pilot projects where we say, "We have an idea. Let's test it somewhere." It could be in one of our own facilities or in one of the franchisee's facilities, to get the commitment from them and then we test, and test, and test. Most of the time we fail and we

[HIT Business Membership - Patrik Meier - How to Become a Successful HIT Franchisor or Franchisee](#)

have to say, "We've tested it, it doesn't work. Let's [00:24:30] have a look at the next thing." And that's, as a franchisor, we say more times "No" to things compared to how many times we say "Yes" to things because every time when you say, "Yes," you need to know that you have more than 160 facilities that have to implement it right away.

Patrik Meier: As an example, when we decide to have a new machine, [00:25:00] then it's not just, let's have it, because every entrepreneur, every franchisee, needs to have the money to buy these machines and integrate it into their facility. So, therefore, you have to be very, very patient or cautious what to implement so that the whole system can work with it because the more than 290,000 [00:25:30] customers, they would like to have the same experience in each and every single Kieser Training facility. If this is different, they let us know.

Lawrence Neal: Yeah. That's funny you mention that because I was just, as we were talking about before we got started, I'm reading The E-Myth Revisited which is just an excellent book on much of what we're talking about on this call, and one of the [00:26:00] case studies in there... not case studies, but stories, was the writer, the author, went to this certain barber's to get a haircut, and when he first went, they gave him a coffee and then they didn't use clippers, they only clipped the scissors with his hair and he enjoyed that experience. And then the next time he went back, he didn't get a coffee, there was a delay. He eventually got a

glass of wine, and they didn't just use scissors. Now that sounds arbitrary but [00:26:30] because it wasn't exactly the same, and it was the third time he visited where the experience was slightly different, still nice but different, it just didn't click with him and he never went back. And it's this consistency. It's almost like human nature, we're looking for consistency in our experience in order to... I guess it comes out of trust, right, probably? It's a trust thing.

Patrik Meier: Yes. It is a trust thing. And maybe that leads us back to a question that you had from the current high [00:27:00] intensity, small business owner to the one that would like to grow more or maybe also says, "Well, I did that now for the last 10 years and it took me seven days a week, 10 to 14 hours, working hours per day. I would like to move into the next phase, having maybe more employees or having two, three, four, five more facilities. Then I can really step back a little bit and work on my company instead [00:27:30] of working in the company each and every day." When he is the only one providing a service on a personal training level, to multiply this is the challenge because when you, as the entrepreneur, give a service, the way you do it, because that's the way you behave, [00:28:00] that's the way you look, that's the way you think it's right, to make sure that the next one that you hire, or the next 10 ones that you hire, do it exactly like you do it, so that the client doesn't have to care if it's Johnny or Herbert, or whoever gives the service, it is always the same experience.

[HIT Business Membership - Patrik Meier - How to Become a Successful HIT Franchisor or Franchisee](#)

Patrik Meier: And that's the reason why you have to document things so detailed. [00:28:30] Like, well, how do we greet our clients? Do we greet them at all? Do we say their first name or do we stick to another name? When they enter the door, do we just move our upper body, have to have a look to them, or do we just say, "Hello"? These are small things but that's important. And that's [00:29:00] tough, that's really tough because all your employees, if it's employees and not franchisees, they have good days, they have bad days. So the only thing that gives you stability is that they know, even if I'm having a bad day, that's the way we do it, and that's the way I learned it, that's the way I had good experience with the brand. And that's brand consistency, from a single person that provides the brand, [00:29:30] with his name or maybe a logo, to having a lot of people that have to make sure that the brand experience is more or less always the same.

Lawrence Neal: Yeah. You're making me think of Discover Strength actually, when you talk about that. They seem to do what you say there so well, that it's always a consistency in all the tiny things, and maybe the tiny things are the big things, at the end of the day. This is a great segue to talking about those who are thinking [00:30:00] about starting... sorry, joining an existing franchise, as a franchisee. Maybe they're interested in a Kieser Training franchise. So clearly this is something that you're very experienced in, in terms of having those initial conversations with prospective franchisees. So tell me, if I was looking to start a franchise... I was looking to become a franchisee... There's all

[00:30:30] these different versions of the word franchise, it confuses me. How would that conversation go? What sort of questions would you be asking? Let's start there and see where that goes.

Patrik Meier: When it's Kieser Training, doing this, it always starts with a contact by phone, an email or another way of just approaching us, [00:31:00] and already the first approach helps us telling these people what they have to think about first, or to be prepared if we go into a first discussion. We have a certain questionnaire which has to be filled out, with very, very, let's say, rough indications of who is it, is there a company behind it, or is it a single person, how interested, and [00:31:30] how serious is it really. Already some things about financing. Just that we have first indication, does it make sense to meet.

Patrik Meier: When it makes sense to meet, then we meet in person because having a questionnaire and the checklist, what we have to go through, one of the most important things is the personal first contact and getting to know [00:32:00] each other. A lot of the time, to be honest with you, we find out this will never work because maybe there is a romantic thinking about what it's all about, or it's not serious business, or it's like, "Well, I just thought it could be something of interest." But the ones that you... that within that first two, three, sometimes five hours of [00:32:30] getting to know each other, you find them because you find out, well, there is... the way they look at you, the way

[HIT Business Membership - Patrik Meier - How to Become a Successful HIT Franchisor or Franchisee](#)

they are prepared, the way they talk about Kieser Training as a business, gets you confident that, okay, this is serious really.

Patrik Meier: And then a lot of the discussion is also based on how do they see the business because with a concept like Kieser [00:33:00] Training, which is so different to the rest of the market, you have to find out, does he just tell everything what the classic gym fitness market talks about or does he understand, or she, what it's all about, because we are not in a fitness market, we are not in the medical market, we are between. It's Kieser Training made its own segment, [00:33:30] its own market segment. Because if we are not in line with that, we will always have tons of discussions, starting by, "Why should I not focus on teenagers because they have back issues already?" We say, "Sure, you can do that but, to be honest with you, they will never, ever pay you the amount of money that you need and they will never, ever appreciate the service that we give. What they would like to have is some barbell [00:34:00] somewhere. If it's possible, a showering system that gives you some hot water, and that's all. And that's not what we provide." So this is in the first contact, not based on a checklist, but just to find out how is chemistry. So that's the very first step.

Patrik Meier: And then we go into the next step where we sign a confidentiality agreement because then [00:34:30] we go deeper into the business. We exchange information, we show them example of business plans, we show them all the terms and

conditions, so that they can calculate if it is possible for them. It is a five year planning scheme which is very sophisticated and developed over the years and they can put in their figures and [00:35:00] then they will send it to us and we can have a look at it and we find out, well, ahhh, maybe this is too high, maybe this is too low, and we can really go into a deeper discussion and understanding of the business itself.

Patrik Meier: When that's done, we exchange, in the next step, all the information that are within the franchising contract; all the terms and conditions, [00:35:30] what is needed from their side, how much time does it need, how long is education, what do they have to pay. But also already some... what are the demands from an architectural point of view. All these kinds of things. And when we sign an agreement, to be honest, then things start, and, from our experience, from the time we sign a franchise agreement, it [00:36:00] takes one year to the opening event when we start from scratch. It is different, of course, if it is an existing facility where we don't have to do a lot of pre-work and studies and everything, but it normally takes one year. And the main reason why it takes so much time is because education and all the, let's say, practicing all the things, it takes six months.

Patrik Meier: [00:36:30] And then finding the right location takes, again, some time. And then, depending on the country and the community, it can take a lot of time... let's say, three to six months to get all the approvals, all the things that a community needs to give you that

[HIT Business Membership - Patrik Meier - How to Become a Successful HIT Franchisor or Franchisee](#)

you're able to build up a facility like the ones from Kieser Training.

Lawrence Neal: I would say, all things considered, one year is actually quite fast.

Patrik Meier: [00:37:00] Well, yes, but from the experience, I can tell you that a lot of franchisees, they think, well, if we have an agreement, then let's have an opening after three or six months. We say, "Well, it takes time. Really, it takes time." We also think that one year is fast and normally it doesn't take more than one year and I think that's also a sign of quality. [00:37:30] It is an existing, well-experienced business. We know all the single steps that are needed until the opening event where we expect hundreds of people showing up and we can sign the first memberships with these people.

Lawrence Neal: Yeah. So this has been awesome and we've got a few minutes so I just wanted to spend the last... the end of this call really... So there might be people listening to this who are maybe interested in starting a Kieser Training franchisee, [00:38:00] or becoming a Kieser Training franchisee, and applying for that. So what are the key advantages, or opportunities therein, in becoming a Kieser Training franchisee at the moment?

Patrik Meier: Well, let me explain the market because I think that's a very important first thing. What we see is, [00:38:30] we see developments in the classic gym fitness market and we see developments in the, let's say, the medical health based market,

or health system market. When it comes to the fitness market, we see two things. First, the low cost, discounted segment is growing like hell. Low prices, 24 [00:39:00] / 7 services, with a high degree of using digital technology instead of human resources. So that's one thing, and we think it's an interesting business model which we think it is... it will be the biggest driver of the number of people having a membership in a gym. As an [00:39:30] example, countries like Switzerland, 12% of the population has a membership and there are other European countries where we are on the level of 21%. So all the big discounters, they enter these markets with only 12 to 13 percentage of the population that have a membership because they see still opportunities to step into it. So that's one thing in the fitness market.

Patrik Meier: And the other thing is, all the single or two location [00:40:00] family owned businesses, they are forced, based on the discount level trends, to be a quality service provider. Without this, they will never be able to survive. So what they do is, they try to move a little bit more in the medical approach, integrating physiotherapy or integrating some more [00:40:30] therapy pain oriented things.

Patrik Meier: On the medical market what we see is that, due to high competition with hospitals, medical practitioners, they like to grab a little bit of the membership market, in terms of health services. So what does that mean for Kieser Training? It means

[HIT Business Membership - Patrik Meier - How to Become a Successful HIT Franchisor or Franchisee](#)

that with the changing in demographics due to [00:41:00] the part of population that is old, that's increasing, which is perfect for Kieser Training because the average Kieser member is 59 years old. So they're not 25, they're not 30, so everything we do fits the development of the population gets older, with all [00:41:30] the health issues they will have, and we have solutions that we do not have to develop from scratch because that is our core business. So everything that moves in that direction helps us. So that's a big advantage of Kieser as a brand and Kieser as a concept. That's the first point.

Patrik Meier: The second very important point is, it is a proven concept, with some variables. [00:42:00] In Europe, it is a membership business, high volume, medical, science based, but, again, it's a volume business, and it works perfectly fine. In Australia, we have a more physio approach, under the same brand, and it works perfectly well. So that means if, in a new country that we are not in, but we decide [00:42:30] to step in, we have different possible approaches. If it's a country where physio services need to be part of a successful business, we know how to do it. If it is a country where we say, "No, physio is a different market, but you need to have this medical approach, but on a membership base," we know how to do it.

Patrik Meier: And the third thing is, when it comes to high intensity business, we own [00:43:00] the technology that is needed and we have the method how to have the most efficient and effective health

[HIT Business Membership - Patrik Meier - How to Become a Successful HIT Franchisor or Franchisee](#)

success with the demographics or the target customers that we are aiming for.

Patrik Meier: So as we see it, these are three very important advantages. If you decide, well, I need to have a look at Kieser Training, maybe that [00:43:30] gives me, or allows me to make the next step after having put a lot of effort into this business that I have, but maybe I need to have access to all these developments within marketing, IT systems, machines, methods, whatever.

Lawrence Neal: Yeah. Excellent pitch. I'm sold, Patrik!

Patrik Meier: That's good. So we will open a facility in the UK, right?

Lawrence Neal: Well, possibly [00:44:00] that, or Ireland because I'm living in Ireland currently.

Patrik Meier: Oh, yeah, right.

Lawrence Neal: But, no, maybe. But, yeah, I mean, there's so much more questions I could ask. I know you need to shoot off, you've got an important phone call. But if people do have more questions, I will put a link in The Membership to contact Kieser Training, the franchise section, and they can ask those questions because obviously there's tons of details to be explored.

Lawrence Neal: But thank you so much for joining me. This has been-

Patrik Meier: You're welcome.

[HIT Business Membership - Patrik Meier - How to Become a Successful HIT Franchisor or Franchisee](#)

Lawrence Neal: This has been amazing [00:44:30] and I think it will be really helpful for people.

Patrik Meier: Cool. And I really wish all the high intensity guys good luck because it is the way to do it. It is the way that you will have success. We are convinced that high intensity mindset is really key for the future, and the good thing is, all the things that Werner said in the past, everything now is [00:45:00] coming from the science side and says, everything he said we have scientifically proven, what we do. So high intensity is so much proven scientifically and medically so we don't have to worry about it. So good luck all of your people listening to The Membership part of your podcast.

Lawrence Neal: Thank you, Patrik. And I completely agree. It's a huge opportunity. And take care of yourself and hopefully we can speak soon.

Patrik Meier: Cool. Thanks. Have a good time.