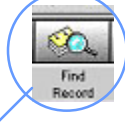




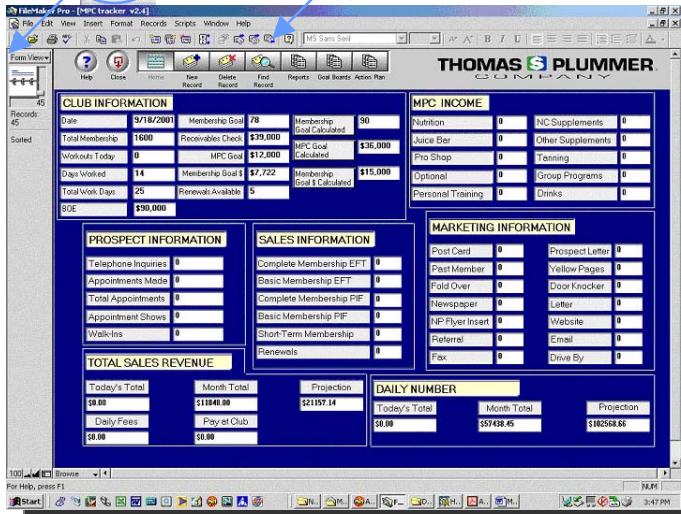
MPC TRACKER INSTRUCTIONS



(Figure 3)



(Figure 2)



Sample Data

The Tracker has a number of records entered to peruse as an example. To view them:

1. Click on "Find Record" at the top of the screen. (figure 2)
2. Enter "06/01/2001...06/30/2001 into the "Date" field. Each record is allocated to one day in the month of June. This will bring up all the records for the month of June.

3. Click on the rolodex on the left side of the screen to browse through each day of the month. (figure 3)

Entering Club Information in a New Record

1. Click on "New Record" at the top of the screen.
2. Enter today's date in "Date" field in the following format: 06/30/2001
3. Enter number of Active members in "Total Membership" field.
4. Enter the number of visits the club had that day in the "Workouts Today" field.

Total Work Days: Weekends are considered as one day because the number of visits is generally lower. Count the number of weekdays and then add one day for each weekend. For Example, June has 21 weekdays and five weekends, or five days. So, June has 26 working days.

BOE: Enter your Base Operating Expenses for the month.



(Figure 4)



| | | | |
|---|--------------------|----------|---|
| 1 | Membership Goal | 78 | M |
| | Receivables Check | \$39,000 | C |
| | MPC Goal | \$12,000 | M |
| | Membership Goal \$ | \$7,722 | C |
| | Renewals Available | 50 | M |

(Figure 5)

Membership Goal: Enter your membership goal for the month.

Receivables Check: Enter the expected receivables check for the month.

MPC Goal: Enter your multiple profit center revenue goal.

Membership \$ Goal: Enter your membership revenue goal.

Renewals Available: Enter the number of renewals that are available for the month. Go back to the same month last year and calculate the number of sales done. If you sold 60 memberships in June of last year, you would enter 60 in the field.

Calculated Fields

The Calculated Fields are automatically calculated based on your BOE utilizing specific formulas. These are your ultimate goals if you want to reach out top 20% clubs in the country. They are included as a guide. Refer back to Two-Day Workshop Manual for the formulas.

Membership Goal Calculated: BOE vs. Memberships needed formula.

MPC Goal Calculated and Membership \$ Goal Calculated: 60/40 Revenue Split formula.

Enter all the other daily data in their respective fields. Gather this information from your individual tracking systems. If you do not track these numbers or if you do not have a tracking system, we do have programs available.

Reports

There are four reports. These reports provide valuable information to enable you to manage your club by the numbers. They will also

| | | | |
|--|-------------------------------|----------|---|
| | Membership Goal Calculated | 90 | M |
| | MPC Goal Calculated | \$36,000 | N |
| | Membership Goal \$ Calculated | \$15,000 | J |

(Figure 6)



If the club receives 100 telephone inquiries per month and the staff makes 50 appointments, they have a 50% appointment ratio.

Of the 50 appointments, 35 show up and are toured.

Of the 35 tours, 17 join.

In this example, the club's average enrollment fee is \$175.00 so 17 memberships x \$175.00 equals \$2975.00.

The club has generated \$2975.00 per month just by being more effective on the phone. Management can afford to give the front desk staff a bonus of \$300.00 for increasing the appointment ratio 25%.

You can set up staff training and bonus programs for:

- TI Appointment Ratios
- Show Ratios
- Closing Ratios
- Renewal Ratios
- Referral ratios

(Figure 7)

provide you with information that will enable you to analyze your staff to determine their effectiveness in their respective positions and to determine staff training. For example, if I want a 75% appointment ratio from telephone inquiries and my front desk staff is currently at 50%, then I want to implement an extensive telephone-skill training program. Knowing these numbers will also give you the ability to develop a bonus structure for this position to lure better-quality employees. (figure 7)

To access the reports enter the dates that you want to search. For example, enter 06/01/2001...06/30/2001 into the "Date" field. This will bring up all the records for the month of June.

Prospect Totals Report: This report provides information from the Prospect Information.

MPC Report: This report provides information from the MPC Income.

Sales Report: This report provides information from the Sales Information.

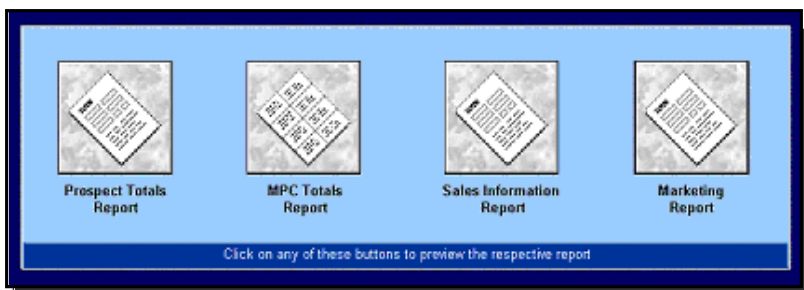
Marketing Report: This report provides information from the Marketing Information.

Goal Boards

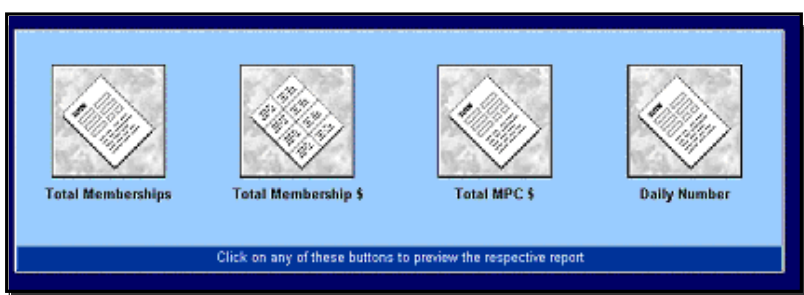
There are four goal boards. They are based on the goal boards outlined in the Two-day Workshop. (figure 9)

The software will calculate on a daily basis whether the club is plus or minus for the day compared to the daily goal set at the beginning of the month. For example, if the daily goal for memberships is three, and two were sold, then the club is -1. It will also give you a running total for the month.

These goal boards should be up on the wall so the staff has a visual of how the club is doing on a day by day basis.



(Figure 8)



(Figure 9)



DATE: 6/01/2001 **Manager's Action Plan**

| PLANNED INCOME | | MONTHLY GOALS | |
|-------------------------------|------------|---------------|--------------------|
| _____ PIF Renewals | | 62.9 | Membership Goal |
| _____ Membership Appointments | \$4,796 | | Membership Goal \$ |
| _____ Apex \$ | \$21,120 | | MPC Goal |
| _____ Events | \$2,504.00 | | MTD |
| _____ Promotions | | | |
| _____ Total | | | |
| THINGS TO GET DONE | | | |
| _____ | | | |
| _____ | | | |
| _____ | | | |
| UNPLANNED INCOME | | | |
| Nutrition Goal | \$185.24 | | |
| Personal Training Goal | \$121.03 | | |
| Pro Shop Goal | \$109.66 | | |
| NC Supplements Goal | \$159.05 | | |
| Other Supplements Goal | \$186.44 | | |
| Drinks Goal | \$92.90 | | |
| Tanning Goal | \$50.36 | | |
| Group Programming Goal | \$41.43 | | |
| Juice Bar Goal | \$230.13 | | |
| Membership Goal | 2.1 | | |

(Figure 10)

Manager's Daily Action Plan

The Daily Action Plan is run first thing in the morning by the manager. It outlines the goals for the day based on the goals set at the beginning of the month and the revenue generated up to that point in the month. (Figure 10)

It sets the daily goals for:

- MPCs broken down for each profit center separately
- Memberships
- Membership \$

It breaks revenue down into two categories, Planned Income and Unplanned Income.

Planned Income

Planned Income is based on the tracking numbers and appointments set for that day. For example, the sales team has five appointments set for that day.

| | | |
|---|----------|----------------------------|
| | 5 | Appointments |
| x | .70 | Show Ratio |
| = | 3.5 | Tours |
| x | .50 | Closing ratio |
| = | 1.75 | Memberships |
| x | \$175.00 | Average Enrollment |
| = | \$306.00 | Planned membership revenue |

Before the day begins, the Manager should know what the planned income for the day will be.

DATE: 9/18/2001

| PLANNED INCOME | |
|-------------------------------|--|
| _____ PIF Renewals | |
| _____ Membership Appointments | |
| _____ Apex \$ | |
| _____ Events | |
| _____ Promotions | |
| _____ Total | |

(Figure 11)

Unplanned Income

Unplanned Income is based on the number of visits. For example, if the club typically has 400 visits on a Monday and the club does \$1 per visit in supplements, the planned Income for supplements will be \$400.00.

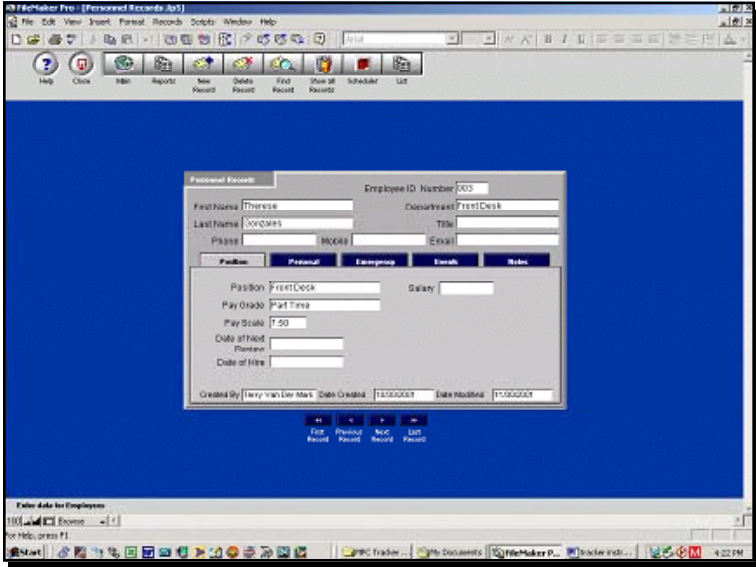
For more information on our monthly goal-setting program and increasing MPC Income, membership revenue, and your receivables base, please feel free to call me.

| UNPLANNED INCOME | |
|------------------------|----------|
| Nutrition Goal | \$185.24 |
| Personal Training Goal | \$121.03 |
| Pro Shop Goal | \$109.66 |
| NC Supplements Goal | \$159.05 |
| Other Supplements Goal | \$186.44 |
| Drinks Goal | \$92.90 |
| Tanning Goal | \$50.36 |
| Group Programming Goal | \$41.43 |
| Juice Bar Goal | \$230.13 |
| Membership Goal | 2.1 |

(Figure 11)



STAFFING



The Staffer has a number of sample records to peruse as an example. To delete, click on "Delete Record."

Click on "New Record" to add a new employee.

Enter all info regarding employment. Each tab will allow you to enter information. e.g. Personal, Emergency...

In order to calculate payroll in the Scheduler, the payroll or Salary fields must be entered. Enter payroll in this format: \$7.50 and enter Salary as: \$2000.