

## Business Development

Performance Psychology provides a consultancy service to the health and fitness industry focused on analysing, predicting, measuring and shaping customer health behaviour. We use our extensive experience in social science research and organisational psychology to help you understand and *influence* your customers and potential customers. With the skills and resources to maximise your membership base, improve customer relationships, and enhance client outcomes, your business will be in the best position to move to the front of the competition.

Retention has emerged as the biggest challenge to the survival and profitability of health and fitness centres. And it's no wonder, given that it costs 7 to 10 times more to gain a new client than to keep an existing one! We support and advise business managers, armed with industry trend data, the latest membership retention research, and an analysis of their customers' behavioural history and intentions.

Performance Psychology offers a range of staff skills training and development services based on proven psychological theory and applications. Our aim is to give your people the professional and personal edge to get great results for their clients and deliver exceptional customer service.

Having your customers feeling understood and valued establishes a strong foundation for excellence. You also set your staff up as your best advertisement for new and existing customers, whilst establishing your business as an employer of choice.

As an additional service, we are able to work directly with your clients, on request, to fast track their progress through group and personal health and fitness programmes, and through educational workshops and presentations.

We look forward to helping you *get aHead in your business.*

### Our Business Development Services

We can help your business through:

#### Management Consulting

- Programme evaluation
- Customer feedback systems
- Retention building

#### Staff Development

- Personnel management enhancement
- Professional skills training and development
- Personal development

#### Client Services

- Personal consultations
- Group fitness support
- Educational services