



LEARN



TRAIN



LIVE

CLUB MANAGER

COURSE GUIDE



COURSE OVERVIEW

Who Should Attend?

- Club Managers
- Aspirant Club Managers | Future Leaders

Course Delivery Method

- Three days in-person classroom training initially delivered by IFA. Followed by accreditation of an AF Trainer / Presenter
- Interactive workshops and self-assessments
- Workbooks for self-study, assignment work and self-evaluation
- In-club observation and feedback

Assessment Techniques

- Self-study assignments
- Daily written assessments
- Live role-play assessments



WHAT YOU WILL LEARN

- Leadership
- Sales Management
- Operations
- Human Resources
- Finance for Non-Financial Club Managers



MODULE 1: LEADERSHIP

- **Chapter 1:** Introduction – To Become a Better Leader You Need to Become a Better Person
- **Chapter 2:** Emotional Intelligence and Building a Winning Attitude
- **Chapter 3:** How to Engage Everyone on Your Team
- **Chapter 4:** The 7 Factors that All Teams Look for in Their Leader
- **Chapter 5:** Situational Leadership
- **Chapter 6:** The A-B-C Model of Performance Management



MODULE 2: SALES MANAGEMENT

- **Chapter 1:** The 11 Sales basics for a Sales team
- **Chapter 2:** Setting Up an Effective Working Environment to Optimise the Sales Team
- **Chapter 3:** Sales Measurement Metrics and Minimum Performance Criteria
- **Chapter 4:** Performance Management of the Sales Team
- **Chapter 5:** Goal-Setting for maximum Sales Performance
- **Chapter 6:** Daily Action Plan (DAP) for each Brand Ambassador
- **Chapter 7:** Planning and Executing the “Morning Flow”
- **Chapter 8:** Ten Minute Meetings – Keeping the Team on Track
- **Chapter 9:** Daily, Weekly and Monthly Sales Reports
- **Chapter 10:** New Channel



MODULE 3

OPERATIONS

- **Chapter 1:** Member Retention – Creating Raving Fans®

- **Chapter 2:** The Advocacy Wheel – Sales-Through-Service®

- **Chapter 3:** Managing Effective Meetings

- **Chapter 4:** A Typical “Day in The Life of a Club Manager” – Setting Up the Club Manager’s Daily Action Plan (DAP)®



MODULE 4: PEOPLE AND CULTURE

- **Chapter 1:** Selecting and Recruiting the Best
- **Chapter 2:** Company Induction and Onboarding of New Employees®
- **Chapter 3:** Giving Effective Feedback – The G.R.O.W. Model
- **Chapter 4:** Succession Planning – Building Career Pathways



MODULE 5: FINANCE FOR NON-FINANCIAL CLUB MANAGERS

- **Chapter 1:** The Key Drivers to Building Revenue and Profits - The Growth Equation®

- **Chapter 2:** Understanding the Club's Profit and Loss Statement and The Key Performance Metrics





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www.internationalfitnessacademy.com

courses@internationalfitnessacademy.com

