



5 Must-Haves to Look for in
Fitness Management Software



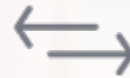
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You Are Bold

You put your life savings and career on the line to open a fitness business and improve people's lives. You want to be a beacon in your community, bringing people together and helping them live healthier, more fulfilling lives.

You knew starting a business would be hard, and if you've been doing this for even a few short months, you've learned just how difficult it really is. You've probably run into a number of business-related headaches, such as:



Finding effective marketing methods to advertise your business, especially in the face of much local competition.



Retaining clients who want more from your business.



A booking and transaction experience that meets the full needs of you, your staff and your customers.

At this point, you may have realized your choice of fitness business management software is a critical one. This guide will give you the low-down on exactly what to look for.

What Do You Need?

Whether you teach yoga, indoor cycling or weightlifting, knowing your customers' lifecycle is incredibly important. It goes a little something like this:

- Potential customers become casually interested in a new fitness routine.
- They search online through Google and social media or ask friends for great classes.
- They sign up for their first class.
- They're upsold on memberships and retail items.
- They become an advocate for your business and help you grow your company.

You need a business management software that meets your clients every step of the way, not just during checkout. Your software should anticipate their needs and actions, putting your business right in front of their eyes and granting them a frictionless experience.

If you want your business to thrive, here are five things to look for when choosing fitness management software:



No. 1: Expert Customer Marketing and Acquisition Capabilities

As a business owner, acquiring customers is probably the first thing on your mind. Great business management software knows this and has marketing capabilities built in. These include:



Letting customers book your services online.

Eight in ten Americans are now making purchases online.¹ The ability to buy services and book appointments and classes through the web or a mobile device has increasingly become an expectation. Make sure your software powers this functionality and integrates payment processing so that you can take full advantage of the opportunity to fill your open spots.



Connecting you with a network of active customers.

There are tons of people who want what your business has to offer, but it's not always easy to find them. Top-tier software puts you directly in touch with thousands of potential customers.



Giving customers the choice to book services through various channels.

Your customers find you through Google, Facebook, Instagram and your website. Listing your business on these properties is a great start, but letting customers book classes or services through them will drive more business to your door.



Offering dynamic pricing so you can maximise revenue.

If you're like most fitness studios, you've found that some of your classes are always sold out, and some are hard to fill. Pricing classes to meet demand will ensure you fill your emptier classes while charging what you should for the more popular ones.

No. 2: Point of Sale and Retail Services

Point of sale is the bread and butter of your business, so you should invest in software that makes these transactions as simple as possible. What's more, you need an application that provides multiple payment benefits, including:



Integration and data storage.

By securely storing payment information, customers can book online or make in-store purchases without going through the trouble of fishing for their credit cards. Integrated payments also helps your marketing efforts, allowing new customers to make purchases as soon as they discover your business.



Point-of-sale-solutions.

Poynt is perfect for those times when you are at the front station. The device is fast, secure and gives your customers total privacy. Poynt also has complete POS functionality, so you can take credit cards, print receipts and even scan products away from the front desk.



Business app and Mobile Swiper functionality.

If your software comes with a business app, you can accept payments from anywhere in the studio. A customer can, for example, approach you with a retail product and buy it right then and there—without having to return to the front desk.



Level 1 PCI compliance.

Make sure your software provider is adhering to the payment industry's highest security standards. You shouldn't have to worry about data security.

No. 3: Revenue-Boosting Features

It's a simple statement but one that is often overlooked: Software that makes it easier for customers to interact with your business helps you quickly establish and maintain revenue. You can then improve your services and build your studio, eventually growing enough to open new locations. Look for comprehensive business management software that seamlessly provides the following capabilities:



Membership set up, which helps retain customers, establishes recurring revenue and improves your tracking and forecasting data.



Comprehensive reports, which provide insight on customer behavior, revenue trends, seasonal changes and financial performance.



A business app, which allows you to stay on top of your studio's performance even when you're away, checking daily sales and revenue numbers, staff information and more.



Retention marketing tools, so you can send automated class and appointment reminders with email or 2-way SMS, anniversary and birthday emails, and referral program information.



A branded mobile app, that your customers can download to quickly access your schedule of classes and events. Your logo on their phone screens – along with push notifications – reminds them to come back in.



No. 4: Ease of Use for Customer Retention

Great software makes it easy for them to interact with your business. How?



Quick and painless point of sale reduces friction and improves service, making customers more likely to come back.



Stored payment data, automatic tracking and mobile swiping aspects free your staff to attend more acutely to customers' needs, increasing their satisfaction.



Memberships encourage customers to use your services more and more, bringing them into the store or studio where they can buy retail products.

No. 5: Opportunities for Expanding Your Business

Finally, a great business management software is there for you when you're ready to grow. With it, you avoid the struggle of switching payment processors when you open a second location. Instead, you're prepared for success with a business management solution that's already capable of expanding thanks to its studio-minded features.



Marketing capabilities like the ones noted earlier help you target a greater number of potential customers, providing the base and revenue necessary for another location.



An open and easily-integrated API makes it easy to scale the software across multiple locations.



MINDBODY: Fitness Management Software That Fits Your Needs

Running a business isn't easy, but you'll do whatever it takes to succeed. That's why you're looking for a robust business management software solution that does more than handle payments. You want technology that meets customers at any stage of their purchasing journey.

MINDBODY is more than business management software; MINDBODY is a marketing, acquisition, payments and educational platform with a growing community of customers worldwide. We provide ongoing training and insights to help you continually improve your business and expand into multiple locations. What's more, our MINDBODY app puts you in touch with thousands of customers looking for the special something that only your business provides.

To learn more about how MINDBODY can help you achieve your business goals, call today at 0203 514 1894 (UK) or 1800 817 161 (Ireland).

Sources:

1. December 2016, Online Shopping and E-Commerce, Pew Research Center,
<http://www.pewinternet.org/2016/12/19/online-shopping-and-e-commerce/>