



ALIVE!
FITNESS STUDIO

Fitness Sales Associate Job Description

POSITION SUMMARY

The Fitness Sales Associate executes a marketing plan that successfully brings in new Clients sufficient to fill the Studio schedule to capacity. Also, the Fitness Sales Associate handles the tasks involved in creating great client relationships with the goal of retaining existing Clients.

The Fitness Sales Associate position is flexible, part time position.

ESSENTIAL FUNCTIONS

- In collaboration with Alive!'s management team, create and execute a marketing plan designed to fill the Studio's schedule to capacity
- Effectively and professionally follow-up with all existing leads on an ongoing basis while maintaining accurate records
- Maintain a Leads database by adding new prospects/clients, assigning/completing tasks, and fine-tuning it to make it an extremely effective marketing and client relations tool
- Actively develop leads through telephone, email, the internet, community outreach and partnerships, networking groups, referrals and special events
- Achieve or exceed sales goals by generating referrals, converting inquiries (phone/web/email) into demonstration appointments; following up with and closing prospects
- Conduct Studio Satisfaction Interviews; solicits Client Testimonials where appropriate
- Understand and use the MindBody Online (MBO) software system to add new Clients/Prospects to the system, schedule demonstrations, Initial Evaluations, and other MBO tasks as assigned
- Represent Alive! at community events such as health fairs, open houses, Chamber of Commerce events, etc. as necessary
- Prepare and present a weekly sales status report

MINIMUM JOB REQUIREMENTS

- High School Diploma -- Some college preferred
- Experience with a fitness, wellness or service business, preferably in the capacity of marketing and sales
- Flexibility to work day, evening and weekend hours as needed
- High-level verbal and written communication ability
- Strong working knowledge of Word, Excel, CRM software and email with general computer skills; Mac preferred
- Comfortable interacting with prospective and current Clients on the phone and in-person; experience with the 50+ demographic a plus

1556 Laurel Street
San Carlos, CA 94070

Phone: 650.641.3586
Fax: 650.226.3882

info@alivefitnessstudio.com
www.alivefitnessstudio.com



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SPECIFIC SKILLS

- Ability to communicate clearly, concisely, and effectively while building rapport
- Proficient in following a sales process and comfortable "Asking for the Sale."
- Skilled in computer use, database management, Mac computer systems, and MS Office applications
- Ability to build excellent relationships with prospects, clients, and the Alive! team

SPECIALIZED KNOWLEDGE

- Fitness & wellness, especially as it relates to Personal Training
- Proficient using MindBody software a plus, or the ability to become proficient in its' use
- Knowledge of and experience with slow motion, high intensity strength training desired but not required

ANCILLARY FUNCTIONS

- Assists in revenue generating activities as required
- Attends monthly Alive! Team Meetings/Training

COMPENSATION & BENEFITS

- Base hourly rate + Commission + Incentive Bonuses when sales goals are met
- Flexible Hours
- Employees may also purchase packages of SafeStrength® sessions at our discounted Employee rate after probationary period.