

KPIs to Love

Not every number is meaningful. Here's what you need to track.

By Mary Laudati, CEO and founder of Mary Laudati Sales Consulting and REX Roundtables chair

To build financial success, you need to identify the best KPIs for marketing, membership, and PT sales. Choosing the most valuable KPIs allows you to set achievable goals and track your team's work productivity.

Key performance indicators, or KPIs, are quantifiable benchmarks that indicate success in achieving your goals. But not all KPIs are created equal. They vary based on your intended audience and objective. Therefore, executive KPIs will look very different from KPIs that your team members at the club level should be tracking.

If KPI reporting is new to your club team, think in general terms about data that is readily attainable from your CRM and POS systems. This first step is to work with your CRM support team to design reports to collect the data and train your sales team to enter their qualified leads (those that live or work in the area) with complete marketing information.

Data can be overwhelming. When it comes to KPIs, less is more, and, therefore, it's vital to identify and track only the *right* marketing and sales KPIs and metrics for your club. Keep it simple and informative, so you don't waste time on numbers that won't do anything to move the needle.

The right KPIs provide you with unique insights into your team's performance that help you identify training opportunities and pipeline issues, so you can maximize profit and optimize your sales process and daily sales tactics.

Analyze This!

After discussions with Rex Roundtable professionals, I've identified the most effective and popular REX Sales Leadership Roundtable KPIs:

- Number of new memberships sold;
- Percentage of memberships sold to sales goal;
- Percentage of net joins to goal (new joins – cancels = net joins);
- Percentage of monthly EFT revenue to goal;
- Number of unique (new) leads by lead source;
- Number of qualified new leads (opportunities) by lead source;
- Percentage of qualified new leads (opportunities) that have completed a club visit, by lead source;
- Closing percentage of new qualified leads (opportunities) by lead source;
- Cost per lead and cost per member acquisition by lead source;
- Number of sales generated from previous month's leads;
- Number of alumni joins;
- Number of member referral leads and the number of joins (e.g., 60 leads and 30 joins);
- Number of outbound and inbound sales calls (record calls for quality assurance and training);



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- New member PT sessions booked;
- New member PT sessions completed;
- New members converted to PT clients;
- Percentage of your memberships on freeze.

Establishing healthy KPIs will help you allocate a smart marketing spend and predict your future by archiving your past performances.

Evaluate your current marketing and sales reports and ask yourself if your team is prepared to understand how growth evolves and what it takes to succeed.

There is no better time to evaluate the *why* of your organization's growth.

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