



# **ATHLETIC HOSPITALITY LINE**

7 steps to increase  
fitness sales for hotels,  
condominiums and clubs

**Athletic**



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# *Introduction*

This playbook is designed to reach our distributors with the necessary tools and knowledge to effectively present and sell our new HOSPITALITY fitness product line to corporate clients, including hotels, condominiums, clinics, clubs, construction companies, coworking spaces, and multipurpose facilities. Our products have been developed with a strong focus on **durability, functionality, and design**, bridging the gap between professional and residential equipment to offer a comprehensive and high-quality solution for the hospitality sector.

# UNDERSTANDING THE TARGET MARKET

To effectively tailor your approach, understand the specific needs and priorities of each client segment:

- **Hotels:** Seek equipment that enhances the guest experience, optimizes gym space, requires low maintenance, and adds value to their amenities.
- **Condominiums:** Prioritize quality and durability for long-term use, ease of operation and safety for residents, and space optimization within shared facilities.
- **Clinics:** Require equipment that caters to diverse patient profiles, focusing on ergonomics, safety, and versatility for rehabilitation and wellness exercises.
- **Clubs (Sports, Leisure):** Look for robust, high-performance equipment capable of withstanding intensive use by regular members and meeting specific training needs.

- **Construction Companies:** Aim to add value to their developments with well-equipped and modern gyms that promote a lifestyle of well-being for future residents.
- **Coworking and Multipurpose Spaces:** Need versatile and space-efficient equipment that appeals to a diverse user base and can be integrated into flexible environments.



# POSITIONING THE ATHLETIC HOSPITALITY LINE



## **Superior Quality:**

Modern design, durable materials, and cutting-edge technology ensure longevity and a premium feel.



## **Versatility:**

Our product range caters to various fitness levels and needs, offering solutions for different types of users and training goals.



## **Cost-Effectiveness:**

Competitive pricing compared to full professional equipment, while offering superior quality to standard residential options, provides excellent value for investment.



## **Comprehensive Support & Service:**

Extended warranty, specialized technical assistance, and training resources ensure a smooth and reliable experience.



## **Space Optimization:**

Our products are designed to be adaptable to different physical layouts, maximizing the use of available square footage.

# SALES STRATEGIES

## CONSULTATIVE APPROACH:

- **Targeted Mapping:**
  - Identify key construction companies in the region.
  - Map relevant clubs (football, tennis, golf, etc.).
  - Identify major hotel chains and independent hotels.
  - Map significant condominiums and their management companies.
- **Needs Assessment:** Conduct a thorough diagnosis of the client's specific requirements, space constraints, and target user demographics.
- **Personalized Solutions:** Present tailored equipment packages and gym layouts that directly address their identified needs.
- **Benefit and ROI Demonstration:** Clearly articulate the advantages of our products, including enhanced user satisfaction, property value appreciation, and long-term cost savings due to durability and low maintenance.

## SALES CHANNELS:

- **Dedicated Webpage Offering:** Showcase the specific Hospitality line on your website with targeted messaging.
  - **Direct Sales to Corporate Clients:** Proactively engage with identified leads through direct outreach and presentations.
  - **Partnerships with Architects and Interior Designers:** Collaborate to integrate our fitness solutions into their project designs.
  - **Participation in Industry Trade Shows and Events:** Showcase our products and network with potential clients.
  - **Presentations at Condominium Meetings:** Engage directly with residents and decision-makers.
  - **Explore Participation in Buying Groups:** Assess the viability of leveraging group purchasing organizations.
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# CONTENT MARKETING

- **Market and Competitive Analysis:** Share insights into the fitness trends within the hospitality sector.
- **3D Gym Space Visualizations:** Offer visual representations of how our equipment can be integrated into their specific spaces.
- **Success Stories and Case Studies:** Showcase examples of successful installations and satisfied clients.
- **Educational Content:** Create relevant content highlighting the benefits of physical activity and the importance of a well-equipped gym in corporate settings.
- **Product Videos and Photos:** Produce high-quality visuals showcasing the products in various environments.
- **Social Media Engagement:** Utilize social media platforms to build brand awareness and promote the product line.

# SALES TOOLS

Equip yourself with these essential resources:

- **Product Catalog:** Comprehensive overview of the entire Hospitality line, including detailed descriptions, high-quality photos, and technical specifications.
- **Institutional Presentation:** Highlight our brand's strengths, success stories, and testimonials from satisfied clients.
- **ROI Calculator:** A tool to demonstrate the return on investment, considering factors like property value increase and user satisfaction.
- **Proposal Templates:** Customizable templates to create professional and tailored proposals.
- **Floor Plans and Modular Layouts:** Pre-designed layouts and the ability to create custom floor plans to visualize equipment placement and optimize space utilization.

# SALES MANAGEMENT

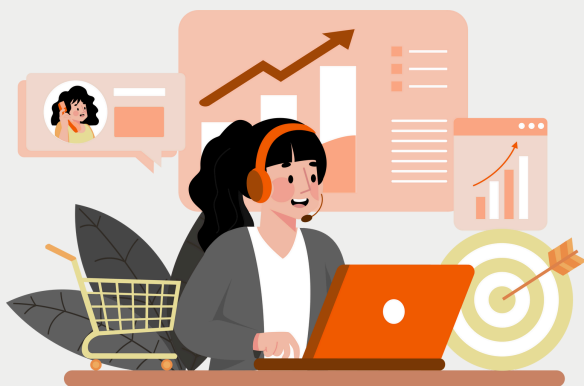
Effective management is crucial for success:

- **CRM (Customer Relationship Management):** Use a CRM system to efficiently manage leads, sales opportunities, and customer relationships.
- **Sales Pipeline Tracking:** Monitor the progress of sales at each stage of the process to identify bottlenecks and optimize efforts.
- **Goals and KPIs (Key Performance Indicators):** Define clear sales targets and performance metrics to measure team success.
- **Continuous Training:** Regularly train the sales team on product knowledge, sales techniques, and the effective use of sales tools.

# AFTER-SALES SUPPORT

Building long-term relationships is key:

- **Technical Support:** Offer specialized technical assistance for equipment installation, maintenance, and usage.
- **Preventive Maintenance:** Provide periodic maintenance services to ensure the longevity and optimal performance of the equipment, building trust and confidence.
- **Spare Parts Inventory:** Maintain an inventory of essential spare parts for prompt maintenance and repairs.



# ***Athletic***

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**[www.athleticvisionfitness.com](http://www.athleticvisionfitness.com)**

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