THE ROLE | Sales & Studio Manager

The Sales and Studio Manager is responsible for the overall experience of the *Gym & Juice* customer as well as driving the profitability of the business, in particular through retaining existing clients and attracting new clients (net gain) at each of the locations within your area.

In parallel, th**e Sales and Studio Manager** will execute effective leadership management practices to ensure that every team member feels supported and looked after whilst delivering best practices for classes and sessions, and efficient operational management to maintain day to day operational output.

By delivering the highest quality of service to our clients, promoting a sense of belonging amongst our clients and creating a culture that exceeds expectations, the **Sales and Studio Manager** will ensure that every client receives a memorable experience for the longest possible duration.

Through absolute dedication to detail, operational efficiency, delivery of brand standards and compliance, this role will ensure that all company and statutory requirements are met.

Relevant experience in the fitness industry, along with a current personal training certification and the ability to lead both fitness and strength-based classes, is essential.

RESPONSIBILITIES

SALES AND RETENTION

- Development and implementation of new business strategies to ensure monthly, quarterly and annual sales and revenue targets are achieved.
- Process all bookings and payments.
- Present, promote and sell products and services to existing and prospective clients.
- Handling all client and prospect enquiries via the telephone, email and face to face; including intentional intakes, intro pack conversions, consultations and upsales of service.
- Proactively pursue and develop a strong pipeline of new business and lead generation opportunities.
- Management of the full sales process to include lead generation, recognising clients needs and requirements, presenting our services and closing sales.
- Ensuring that pipeline, lead, loss and acquisition data is recorded in the company tech stack.
- Reducing the number of client cancellations through efficient communications, creative solutions to requests and delivering exceptional customer service.
- Identify and implement opportunities to surprise and delight clients.

- Proactively manage all cancellation requests and ensure each one is called prior to processing the cancellation.
- Maintain an attrition rate below 5%

CUSTOMER SERVICE

- Deliver world class service for every client, every time. Promoting a sense of belonging amongst our clients and creating a family culture that exceeds expectations and ensures a memorable experience for every client.

TEAM MANAGEMENT

- Build and lead an industry-leading team, by continually inspiring and motivating them to deliver better results and customer experience.
- Feed the company culture into everything the team does.
- Manage the studio rota ensuring adequate cover is achieved at all times and all health and safety requirements are met.
- Perform studio team appraisals, probationary reviews and performance reviews
- Responsible for day-to day line management of the Front Desk and Fitness Instructor roles..
- Management of payroll to ensure all staff and freelancers are paid on time and that all bonuses are calculated correctly.
- Ensure that every employee is compliant in their skills, CPD's and qualifications.

FINANCIAL

- Develop the Studio's profit streams, to ensure optimum performance against budget.
- Review financial targets against budget and report to the CEO as required.
- Achieve financial net gain targets through close management of retention, repeat bookings and intro pack conversions.
- Manage stocks efficiently
- Monitor all costs to maximize efficiency. In particular payroll costs to be managed within budget while ensuring adequate cover of all business areas.
- Responsible for maximizing the studio timetable, suggesting additional classes, tweaks to current timetable, and popular teachers to the Timetable Team.

OPERATIONS

- Manage daily operations across the Studio. Communicate daily and weekly targets and facilitate their achievement through the team.
- Proactively manage and be responsible for all Hygiene, Maintenance and Health and Safety issues, ensuring a safe environment for employees and members.
- Regularly review and update the Risk Assessments, SOP's, and EOP's and

ensure team compliance with all policies.

- Ensure that there is an appropriate system in place whereby at all times there is a competent senior employee on duty and available to deal with emergency situations.
- Comply with all company and member security requirements and policies – in particular, data protection.
- Ensure adherence to all company policy, seeking advice from the CEO.
- Report on Studio's performance as required by the CEO.
- Undertake any reasonable request from the CEO

PRE-REQUISITES AND ATTRIBUTES

- Relevant experience in the fitness industry with current personal training and fitness instructor certifications
- 2+ years providing hands on, high quality customer sales and customer support.
- 2+ years of customer service experience using email, phone and in person support.
- High proficiency at creating social media content (Instagram and Facebook), using technology to schedule and boost said content and publishing regular emails to current clients and prospects.
- Experience developing client relationships, diffusing difficult situations and reframing situations to their most positive perspective. An ability to encourage clients in dark moments is a must in this role.
- Proven ability to be a leader amid our team, which is large and engaged. You will be able to build strong and trustworthy relationships to meet goals and support clients.
- Have outstanding computer literacy. We use several integrated booking and management systems.
- Willing to go the extra mile.
- Setting the benchmark standards for the rest of the staff.
- Never settling – always finding a way to improve service and the Company.

HOURS OF WORK

- *37.5* hours per week
- Shift patterns vary from *Monday* to *Friday* and may include some weekends

DEVELOPMENT

At *Gym & Juice,* we are passionate about development and our goal is to promote from within wherever possible.

This position is seen as the first step for future career progression into a Senior Management role.