

# Solutions

## CrossFit

WE HELP YOU UNDERSTAND YOUR MEMBERS' GOALS SO YOU CAN HELP  
MAKE THEIR DREAMS COME TRUE

### MEMBER SATISFACTION

Knowledge vs.  
Rumor



Our customer satisfaction programs will help you understand what motivates your community, what they would like to see in the box and how they perceive your coaches. We gather demographic and lifestyle statistics so you can strategically invest in your facilities, community and marketing efforts.

### LOST MEMBER REVIEW

Face Weakness



CrossFit is the fastest growing fitness program in the world which may be disguising member losses. Do you know why former members left your gym? Was it because they were injured, lost motivation or felt like they didn't "fit in"? If you could make changes to bring them back, would you?

### MEMBER INTERVIEWS

Build upon  
Strengths



Want to understand what your weaknesses are and where you excel? Our member interviews take the answers from the Member surveys to the next level. We call members who are willing to share further information and get in-depth answers on how to improve your facility, programs, and community.



## Why Use a Third Party for Member Surveys & Interviews?

Our surveys are anonymous and conducted by an objective third party, so members can be more candid than with your internal staff or on Facebook. Members don't have to worry about damaging a relationship, dealing with a defensive coach or being critiqued when a third party conducts the interviews.

# Athlete Demographics *insights*



## What is the demographic make up of you membership?

Our customer satisfaction programs provide you with valuable information about your members, such as the average age, income bracket and past athletic participation levels. This knowledge helps you to create a new member success profile, focus your marketing efforts, and guide your member activities.

# Lifestyle Profiles *behavior*



## What are the lifestyle preferences of your membership?

Are they more comfortable on the couch with a book on Saturday afternoons or at the end of a harness flying over something whether it be land or sea? Do they prefer to spend their time with groups of friends and family or pursuing solo activities? Our lifestyle profiles will help you understand what the majority of your athletes enjoy, which provides you the insight to establish events, and create new programs that will keep your members happy. It also provides you the necessary insight to target new members.

# Coach Assessment *knowledge*



## Are your coaches helping your members reach their fitness goals?

As an affiliate owner you spend countless hours in your box, but you can't be there for every interaction. How do you know if your coaches are motivating and professional while coaching? We utilize surveys and interviews to find out how your membership perceives the coaches have been helping them. The end result is a template of best practices from and weaknesses so you can improve your memberships overall coaching experience.

Insight Goals YOGA Lost Members  
COACHES Oly Lifting PROGRAMS  
Member Satisfaction GROW Compete  
Strength COMMUNITY Weakness



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