

If you remember, our challenge was 20 new meetings each - 10 by TIME and 10 by the franchisee. 4 people didn't submit their stats but TIME managed to secure 183 recorded meetings (just 17 short of their target for 3 months) but the franchisees only managed 106 (94 short of target). Incredibly, we have only secured 45 referral meetings between us, despite us knowing that these are the most successful and profitable meetings so do please make that a priority strategy.

I supported a new franchisee yesterday on a sales meeting where the PE lead told us that their SSP deliver EVERYTHING (1 day PE, 5 clubs) in school and they had no money etc etc - by the end of the meeting we had booked in some sessions, the PE lead asked us for prices from Sept and told us she wasn't really happy with the SSP. However, more importantly we came out with a referral meeting for the school which her own children attend!

We all need to focus on 'Specific' Outcomes from each stage of the process. It's worth noting that between us we still have 103 schools 'still' in the sales process (so 82% of schools have either bought from us or are in the process of buying from us still). Therefore, after speaking to a few it's clear that we sometimes lose schools during the process and NOT because they don't want to work with us.

I'll send some guidance out in the news but for example in the meeting I attended I aid to the franchisee before we went in that our 2 outcomes for the meeting were to

1. Get some dates booked in for tasters
2. Get a referral meeting

we achieved those outcomes and not have a platform to build upon with pricelists, portal demo, options, review meetings etc

I hope this makes sense and you now see the value of sharing such data.