

## **PERSONAL TRAINER/GROUP EXERCISE INSTRUCTOR**

### **POSITION OVERVIEW**

- 1) Achieve or exceed personal training/small group training, sales and revenue goals
- 2) Group Exercise, develop and lead group exercise classes
- 3) Create and implement a successful nutrition program for members

### **SPECIFICS**

#### **1) PERSONAL TRAINING/SMALL GROUP TRAINING**

- a. In addition to the primary roles and responsibilities described within, each member of the Takedown Team embraces and follows the guidelines outlined in our Service Standards and plays a vital role in the success of the department, club and company. Members of the Takedown Fitness Team always represent the company while they are in the club and must maintain a professional manner in dealing with fellow staff, members and guests. They must display a helpful and positive attitude and assist other departments when necessary. Members of the Takedown Fitness Team are encouraged to communicate ideas on best practices to their leaders as well as colleagues in other departments.
  - i. Takedown Personal Trainers focus on providing personalized attention, professional instruction and exercise programming to fitness members. Working individually or in small groups, trainers strive to maximize the member's health, fitness and wellness goals while providing the highest level of customer safety, appropriate training practices and motivation.
    1. Build a client base through conducting fitness assessments and demonstrating the value of personal training, including safe and proper exercise techniques.
    2. Prepare and deliver comprehensive fitness programs based on clients' goals.
    3. Motivate and inspire clients to get results through goal setting, frequent follow-up and reassessments to show progress.
    4. Provide hospitality to all members.
    5. Are courteous business professionals interested in promoting the wellbeing and satisfaction of our members and guests.
    6. Provide sound leadership and act as a positive role model

7. Represent the club in an energetic, motivating and positive manner
  8. Provide personal training and group exercise instruction as needed
  9. Deliver exceptional customer service
  10. Increase membership enrollment by promoting the club
  11. Ensure club programs are safe, fun, challenging and motivating.
  12. Treat members, guests and fellow associates with genuine respect.
- ii. Takedown personal trainers report to the GM to develop their business plan and meet regularly for ongoing mentoring to increase client participation and retention
  - iii. Takedown personal trainers conduct fitness assessments with each assigned new member in order to establish personalized exercise programs that include progression and advancement
  - iv. Takedown personal trainers conduct new member orientation
  - v. Takedown personal trainers manage client files and document exercise progress utilizing Mind Body software
  - vi. Takedown personal trainers identify special population needs and refer to the GM when necessary
  - vii. Takedown personal trainers actively participate in bi-monthly meetings
  - viii. Takedown personal trainers ensure that fitness equipment is safe and maintained and fitness equipment is put away in an organized manner at all times
  - ix. Takedown personal trainers record activity on all floor shifts by completing the following checklists
    1. Shift productivity sheet
    2. Cleaning update list
    3. Maintenance checklist
  - x. Takedown personal trainers will participate in marketing strategies that will enhance personal training services
  - xi. Takedown personal trainers will adhere to standards as forth in the Takedown Employee Handbook
  - xii. Takedown personal trainers will perform other duties as required. Employee responsibilities are subject to change at any time.

## 2) GROUP EXERCISE

- a. Instruct 7-10 classes each week
- b. Promote and Build proper numbers for each class
  - i. Primetime hour classes minimum of 10 participants in each class
  - ii. Non-Primetime hour classes minimum of 7 participants in each class
- c. Takedown group exercise instructors focus on leading unique group workout classes
  - i. Must continue to learn new methods, styles and stay cutting edge.
- d. Instructors have the ability to instruct all levels of exercise ability, from beginner to advanced levels
- e. Instructors prepare and lead groups while monitoring clients on an individual basis at the same time
- f. Instructors create a fun, hardworking, high energy environment during each session
- g. Instructors are passionate towards each individual client

### 3) NUTRITION PROGRAM

- a. **Know it**-Comprehensive Assessments Education, test and technology to help our members' know how their unique bodies work. Use different devices such as myHealthScore or MyFitnessPal to aid in this process.
- b. **Nourish it**-Personalized Nutrition and Lifestyle Professional advice, products and strategies to fuel and enrich our members' healthy way of life. Examples are private training, nutritional products and supplements.
- c. **Move it**-Customized Workouts/Activities, events and programs to keep our members' engaged in healthy and entertaining ways.
  - i. Provide safe, comprehensive, empowering and professional Nutrition Coaching/Personal Training/Small Group Training programs
  - ii. Ensure members remain motivated to attain their personal health and fitness goals
  - iii. Engage members in Takedown services, supplements and technology
  - iv. Leads nutrition consultations and coaching sessions
  - v. Facilitates seminars and group nutrition/fitness events for members
  - vi. Develops and maintains a nutrition client base
  - vii. Promotes and sells programs and information sessions to members

### KEY PERFORMANCE EVALUATION FACTORS

- Ability to exemplify and live the company's core values
- Ability to meet department and individual personal training goals
- Ability to sell memberships.

- Ability to create and fill dynamic and energetic fitness programs that lend to differentiating Takedown Gym from all other wellness facilities
- Ability to fulfill essential duties
- Contribution and proactive participation as part of the company's Fitness Team
- Ability to network and build relationships
- Ability to providing top notch customer service while working at a fast pace
- Ability to be a team player who approaches challenges head on
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