



YMCA Awards

Level 3 Business acumen for
personal trainers

2018

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**Supporting business objectives and
growth**

Marketing and promotional activities

- Social media – develop strong online presence
- Digital marketing e.g. radio or tv commercials, websites
- Leaflets and flyers
- Press release
- Cold calling

Marketing and promotional activities

- Target new markets
- Diversify – offer different but linked products and services
- Expand geographical locations
- Innovate and use technology to be more efficient
- Grow customer base – attract new customers, retain existing customers

Areas of the business to measure

- Customers
- Customer service
- Market share
- Competitors
- Employees
- Financial performance

Performance measurement techniques

- Competitor analysis
- Customer satisfaction and/or perception
- Benchmarking
- Key performance indicators (KPIs)
- Quality standards
- 360° feedback
- Self-assessment

Performance measurement techniques

- Quality assurance
- Quality control
- Internal and external audit
- Set business, team and individual targets
- Regularly monitor and review performance against objectives

Performance measurement techniques

- Assess strengths and weaknesses of the organisation
- Identifies when and where to focus attentions to improve performance
- Identifies need for more or less staff
- Aligns strategy to real performance

