



Where Did That Member Go? Rediscovering the Lost Art of Member Service

Thomas Plummer

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More has changed in the fitness industry during the last several years than during the last 30 years. Maturing markets (defined as more clubs crowding into already crowded competitive rings), the flat economy, the advent of the low-priced value club, and a much more sophisticated consumer have all combined to force the fitness business owner to change now or fail and leave room for owners who are willing to grasp the new reality. In this ground-breaking book, renowned fitness industry expert Thomas Plummer helps club owners and managers rediscover the lost art of member service, as he examines how to help move toward building a business that retains its clients through the creation of legendary customer service.

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