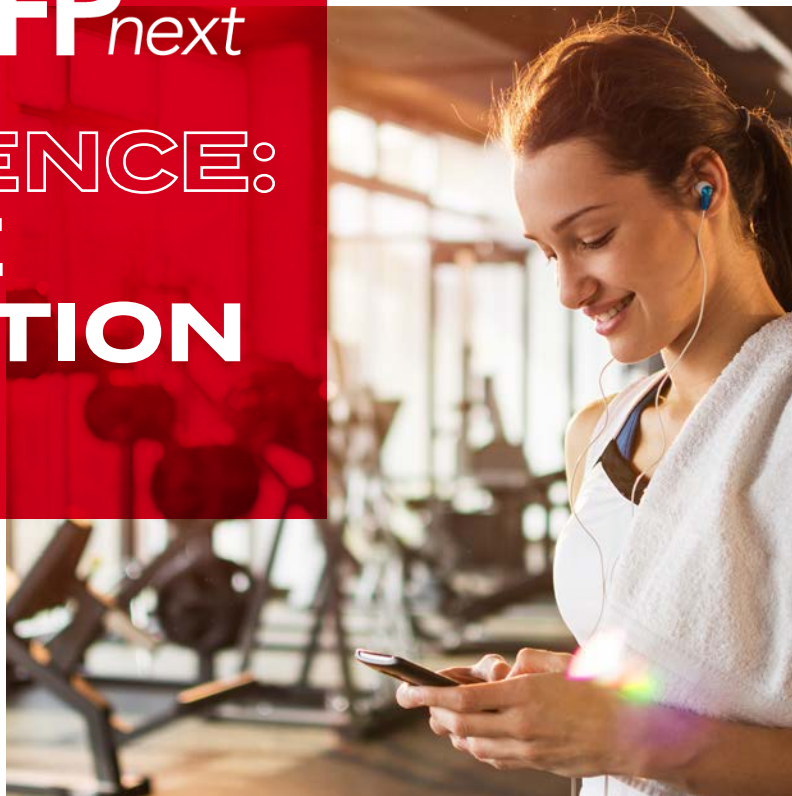




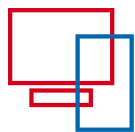
THE EXPERIENCE: A COMPLETE COMMUNICATION STRATEGY

Our CRM (Customer relationship management) tool creates customized sales and member engagement systems that enable health clubs to dramatically improve sales processes, lead and customer relations and leverage statistical data to run more profitable and efficient health clubs.

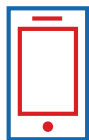


CUSTOMIZED FOR PROSPECTS **IMMEDIATE PROSPECT OUTREACH**

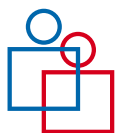
How it works:



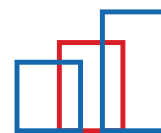
1. Your prospect fills out an online form



2. Your prospect gets a link to join on their phone

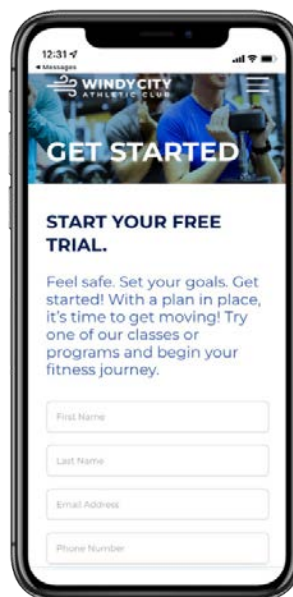


3. Your prospect joins from their phone



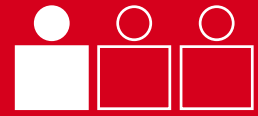
20-26%

increase in lead to member conversion rates seen by clubs using VFP's lead engagement tools





1/3



of industry professionals highlight that the right technologies for data collection and analysis are essential for a better understanding of customers

CUSTOMIZED FOR MEMBERS

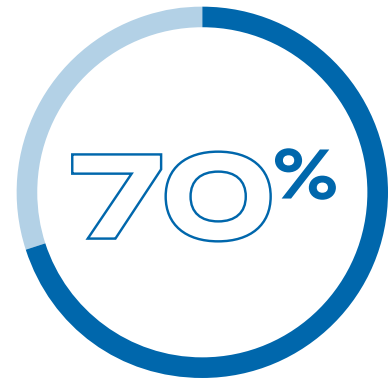
Your members are busy. That can make it hard to connect. You need an all-in-one communication hub to help reach members at the right time for them with the right message.

- ▶ Automated communication by member type
- ▶ Automated communication by member status
- ▶ Your all-in-one center for communication

CUSTOMIZED FOR YOUR STAFF

No more guessing games for your team. Set up a cadence of approved messages so staff can easily send communication.

- ▶ Team Productivity Leader Board
- ▶ Digital enrollment process for custom experiences
- ▶ Campaign and Lead source management



70% of consumers say that how well a company understands their individual needs impacts their loyalty

Source: Salesforce



Following up with guests and those who use a free trial can raise your prospect conversions by 20%