

UNLIMITED SPEED CLUB MEMBERSHIP TRACKER OVERVIEW

Why

The purpose of the Unlimited Speed Club Membership Tracker is to help each store set and track monthly and weekly membership goals. By setting and tracking our goals we are able to see our progress and ensure that we are meeting and exceeding our goals daily, weekly and monthly. This constant awareness enables us to be more proactive about membership sales which leads to increased overall success.

What

The following are the items you will need to complete the Membership Tracker:

Membership Tracker Board

The membership tracker board is located in the office and is used to identify the daily, weekly and monthly membership goals as well as record the results from the previous week.

Sales Reports

Sales reports will be used for goal setting and reviewing previous days and week's results.

Site Manager or WashConnect

Site Manager or WashConnect will be needed to access the sales reports.

Computer

The office computer will be needed to access Site Manager or WashConnect.

Educate

Each month, it is important that we set membership sales goals and update the membership tracker at each location. Setting goals gives us clear direction about what we are trying to accomplish and what it will take to get there. We also learn from our previous results by looking at our performance and determining where we can make improvements.

When setting goals, we need to consider multiple factors including; previous month's sales, time of year, sales promotions and average churn. Additionally, managers should work with their Multi-Site or Area Director to determine the monthly goals using the churn calculator and looking at the impact of churn and conversion rates. When setting goals, it is important to always remember that goals should be both challenging and attainable.

The Membership Tracker is updated on the 1st of each month with the month, calendar dates, and the monthly, weekly and daily goals. Once the monthly goal has been determined, you will be able to determine the weekly and daily goals.

Once all of the goals have been set each month, the tracker will need to be updated each morning during opening to show the number of memberships sold the previous day. Then determine if the previous day's goal was met. If the goal was not achieved, you will need to adjust the daily goals for the remaining days that week to ensure that the weekly goal is achieved.

At the start of each week the Previous Week boxes need to be updated. On Sunday, the opening manager will update the boxes with the previous week date range, total plans sold, members lost, members gained, active members and conversion rate.

Once you have completed all of the Previous Week boxes, you will need to compare the total plans sold to the goal from the previous week. If the total plans sold the previous week is lower than the goal was for that week, you will need to adjust your daily and weekly goals for the current week to account for the difference. If the previous week's goal was met or exceeded, no adjustments need to be made to the goals.