



If I Were Starting Over Again: Centralized Sales Team

Why An In-Person Sales Team is so 2019

*And how centralizing your sales
staff is the way forward*

I'm not gonna lie y'all, what I'm going to say here may just be the most controversial thing I can start 2021 off with.

But, I'm going to say it because I truly believe in this system, and I believe in the results that back it.

So, we've been discussing the all-important question for 2021:

If I were to go back and restart my business, what would I change?

Previously, we've spoken about changing your vision and business model, and the importance of marketing and branding.

And today, we're going to be taking a deep look into something that's often the pain

point of many studio owners, especially post-pandemic:

Sales.

Having a steady stream of sales is the life-blood of any product-based business and it's no different for your boutique fitness studio.

Over the years, you've probably at least hired one in-person staff member to take care of sales. Be it that front-desk member who doubles as a (often less than effective) sales member, or that sales exec whose sole responsibility is bringing more bodies into your studio.

I want you to take a good look at your in-person sales team and ask yourself one question: ‘are they worth it’?

Are they making a huge enough difference in your studio’s revenue to warrant their paychecks? Or do you find yourself paying inflated salaries without seeing any real results?

Because let me tell ya, if I were starting my business over, one of the first things I would do is this:

I’d lay off my in-person sales team in favor of a more centralized system.

By centralized, I mean a group of motivated, trained sales experts who can work from anywhere in the

world. These experts usually work on a commission basis and only earn money when they actually close a sale.

Usually, when I introduce this concept to studio owners, I always get one of two responses. The first is enthusiasm - people want to implement the plan yesterday, the quicker the better.

But the second, more common response is apprehension - “There’s no way a system like that would ever work in our studio, our clients value face-to-face interaction”.

If you’re in the latter group, allow me to convince you with some real-world results.



The reason I'm so convinced of the effectiveness of a centralized sales system is because *I've seen it work firsthand.*

We first started building out centralized systems at Studio Grow due to a necessity. Around two to three years ago, some of our clients were tight-fitting studios who didn't have any space they could dedicate to sales. So, we were forced to think of creative ways they could close their sales online. In the process, we discovered that these studios were selling MUCH more than our bigger client studios with in-house Sales teams.

That's when we knew we were onto something.

However, what really solidified the idea in my mind was a client we worked with this past year. This client was operating a multi-million dollar studio franchise.

However, their sales were stagnant. And they had no idea what to do about it.

When they asked us for our input, we were eager to help out, but we wanted to build out the sales team ourselves.

So, we took the concept we'd been testing in tight-fitting studios and began expanding it. We started our sales team out with 3 people and built out a range of automations designed to start and nourish conversations at clear points in the client's journey.

And the results? Well, lemme just say it was astounding y'all.

In just 5 months, we raised

\$697,000

in sales, every single dollar sold remotely.

That's when I truly knew we'd hit a goldmine.

So, we turned the system into a fully-functioning sales agency.

Through Studio Grow's Sales Takeover program, our team of trained (and super motivated!) sales professionals take over the sales of a studio and reinvent it completely. We work with your studio to make sure we're embodying the unique essence of your business while still reinventing your sales systems.

And of course, every single sale is done remotely.





If you're new to a centralized sale system, it might be best for you to *avail the services of an agency* like us.

However, you can also build out this system in-house, especially if you have more than one studio to operate.

Remember, it's important to think about your systems and automations and make sure that you're selling at different points of the customer journey for different goals.

Secondly, make sure you completely nail your introductory package! A good intro package, complete with the right automations and conversation starters.

When it comes to compensation, if you're hiring an agency, make sure you're only paying them a 20% - 30% commission. Anything more, and you're just being ripped off.

If you're hiring someone yourself, make sure to look for someone with a strong sales base and communication skills.

That's it y'all! My advice for centralizing your sales system (and a few reasons why it might work). Once you're done reading this, come find me on Instagram ([@studiogrowco](#)) and tell me, what does your Sales team look like?