

Sales Metrics & Member Retention — Driving Long-Term Growth with Data

Instructor: Jarod Cogswell, General Manager, Life Time Boulder

1. Welcome & Course Overview

What You'll Learn

- How to set and track effective sales metrics and KPIs
- Why retention matters more than acquisition
- How to connect data to decision-making for sustainable growth

Course Description

This course dives deep into the art and science of using sales metrics to drive long-term success in your club. Led by veteran leader Jarod Cogswell, you'll discover the KPIs that truly matter, why retention is your most powerful growth strategy, and how to align your team with data-driven goals. Whether you're a GM, sales manager, or club owner, this course this course will help you lead with your heart and coach by the numbers.

2. Meet Your Instructor



Jarod Cogswell is a 30+ year fitness veteran, performance coach, and keynote speaker. He currently serves as General Manager of Life Time Boulder. Prior to this role, he launched Life Time's flagship property in Oregon and co-created Spartan DEKA. Jarod is known for his passion for team building, leadership, and using performance metrics to create engaged, goal-oriented clubs.

3. Key Terms You Need to Know

KPI: Key Performance Indicator; a measurable value to track progress

Retention Rate: Percentage of members who stay active over a period of time

Membership Acquisition Cost: The total cost to acquire one new member

Net Promoter Score (NPS): Member loyalty metric based on likelihood to recommend your club

Revenue Per Member: Average monthly or annual revenue earned from each member

Member Attendance Frequency: How often members visit the club within a defined timeframe

4. Course Roadmap

| Module No. | Title | Duration |
|------------|---|----------|
| 1 | Budgeting, Target Setting & Agility | 7 mins |
| 2 | Membership Acquisition Strategies | 4 mins |
| 3 | KPIs, Retention Value & Deep Engagement | 10 mins |

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5. Module Deep Dives

Module 1: Budgeting, Target Setting & Agility

Overview: Learn how to treat your budget as a scoreboard and use it to steer your daily sales strategy.

Key Concepts:

- Set monthly and weekly sales targets based on historical and projected growth
- Track against budget continuously to adjust in real time
- Empower your team to hit micro goals and contribute feedback

Action Exercise: Identify one sales metric you're not currently tracking. Design a simple weekly report to monitor it.

Module 2: Membership Acquisition Strategies

Overview: Explore how professional, prompt follow-up and brand scarcity can drive new member conversion.

Key Concepts:

- Respond to leads within 24 hours — or risk losing them
- Use every channel (referrals, events, social, SEO) with professionalism
- Introduce scarcity and value in pricing to elevate your brand

Action Exercise: Audit your lead response process. How quickly and effectively does your team follow up?

Module 3: KPIs, Retention Value & Deep Engagement

Overview: Discover the power of tracking key indicators that directly impact member satisfaction and financial health.

Key Concepts:

- Track KPIs like revenue per square foot, retention rate, and usage frequency
- Focus on retention — it's more cost-effective than acquisition
- Create deeper member engagement through programming and personalization

Action Exercise: List three KPIs your team should review weekly. Assign ownership and create a dashboard.

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6. Cheat Sheet / Quick-Reference Guide

Top KPIs to Track:

- Membership growth rate
- Retention rate
- Revenue per member
- Member attendance frequency
- Net Promoter Score (NPS)

Retention Builders:

- Personalized onboarding
- Frequent check-ins
- Program engagement (PT, GF, wellness services)

Sales System Snapshot:

- Lead Response: <24 hours
- Channels: SEO, Social, Referrals
- Messaging: Scarcity + Value

7. Exercises & Practices

Weekly Metrics Dashboard

Goal: Stay focused on performance and goals

Instructions: Create a spreadsheet tracking 3 key KPIs. Update weekly and review in team meetings.

Retention Value Calculator

Goal: Quantify the long-term value of keeping a member engaged

Instructions: Use average length of stay + monthly revenue per member to project lifetime value.

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7. Exercises & Practices Continued

Lead Follow-Up Audit

Goal: Improve lead conversion rates

Instructions: Secret shop your own team or review recent follow-up logs. Identify delays or missed opportunities.

8. Next Steps & Call to Action

Congratulations! You've completed Sales Metrics & Member Retention.

Keep the momentum going by:

- Hosting a weekly KPI review with your team
- Building a lead-to-retention dashboard
- Doubling down on your best engagement drivers