

Designing PT That Drives Results, Revenue & Loyalty

Instructor: Scott Gillespie, Owner of Saco Sport & Fitness and F45 Studio

1. Welcome & Course Overview

What You'll Learn

- How to build a personal training (PT) program that aligns with member outcomes and business goals
- Keys to PT program structure, staffing, pricing and sales
- How to elevate retention and member satisfaction through PT

Course Description

Great personal training isn't just a revenue stream — it's a strategic driver of member success. In this course, Scott Gillespie outlines a proven model for developing PT programs that deliver real results, boost loyalty, and grow your bottom line. From hiring and onboarding to packaging and pricing, you'll gain a playbook for integrating PT into the core of your club's value proposition.

2. Meet Your Instructor



Scott Gillespie is a 40-year veteran of the fitness industry and owner of Saco Sport & Fitness and an F45 Studio. With a passion for helping members succeed, he has led award-winning clubs known for their outcomes-based approach. Scott consults with independent clubs nationwide on PT systems, member engagement and operational efficiency. He currently serves on the Maine Medical Center Board of Directors and is a past IHRSA board member.

3. Key Terms You Need to Know

Outcomes-Based PT: A model focused on helping members achieve measurable goals through PT

Initial Consult: A complimentary or low-barrier session that builds rapport and assesses goals

Value Ladder: A progression of services that increase value and investment over time

Trainer Tiers: A structured pay or skill-based hierarchy for personal trainers

Member Journey: The full lifecycle and experience of a member in your facility

4. Course Roadmap

Module No.	Title	Duration
1	The Value and Structure of Personal Training	9 mins
2	Staffing and Structuring PT Teams	13 mins
3	Selling Personal Training	15 mins

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5. Module Deep Dives

Module 1: The Value and Structure of Personal Training

Overview: Understand the “why” behind PT and how it aligns with your brand promise.

Key Concepts:

- PT drives retention and results when embedded in your club’s mission
- A culture of outcomes begins with purpose, not just profit
- PT is for everyone, not just the elite

Action Exercise: Survey five members who have not used PT. What perceptions do they have?

Module 2: Staffing and Structuring PT Teams

Overview: Train your team to deliver consistently great experiences and elevate member outcomes.

Key Concepts:

- The member journey should include PT touchpoints at every phase
- Trainer onboarding must emphasize brand values and accountability
- Embed PT into marketing, onboarding and retention strategy

Action Exercise: Audit your member journey and highlight 3 areas to embed PT support.

Module 3: Selling Personal Training

Overview: Learn how to make PT accessible, profitable, and aligned with member goals.

Key Concepts:

- Design packages that support long-term progress, not just sessions
- Introduce value ladders that transition members from orientation to ongoing coaching
- Tiered trainer systems support both development and clarity for clients

Action Exercise: Create or refine your PT service ladder. Identify upgrade pathways.

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6. Cheat Sheet / Quick-Reference Guide

Key PT Metrics to Track:

- PT Penetration Rate
- Conversion from Consult to Sale
- Member Retention with PT vs. without PT
- Average Revenue Per Member (ARPM)

Top PT Program Strategies:

- Design clear pathways from initial consult to long-term coaching
- Align PT with onboarding and retention programs
- Empower trainers with tools and support to grow clientele

Common Mistakes to Avoid:

- Treating PT like a luxury service
- Underpricing long-term coaching
- Failing to communicate outcomes to prospects and members

7. Exercises & Practices

PT Value Ladder Builder

Goal: Create a visual of your club's PT service evolution

Instructions: Start with a free consult and build a 4-step ladder that leads to premium packages.

Staff Role-Play Challenge

Goal: Improve communication around PT value

Instructions: Have team members practice consult scripts and objections handling. Record and review.

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7. Exercises & Practices

Journey Mapping Session

Goal: Identify where PT can enhance the member experience

Instructions: Draw your member lifecycle and label all PT integration opportunities (e.g., Day 1 tour, 30-day check-in).

8. Next Steps & Call to Action

Congratulations! You've completed Designing PT That Drives Results, Revenue & Loyalty.

Move forward by:

- Embedding PT in your onboarding and member experience
- Building tiered programming that grows alongside member needs
- Equipping your staff to sell and deliver results-oriented coaching