

# Sales Management Secrets: Building High-Performance Revenue Systems

**Instructor:** Alan Leach – CEO, West Wood Club (Dublin, Ireland)

## 1. Welcome and Course Overview

### What You'll Learn

- How elite clubs turn the same leads into dramatically different revenue outcomes
- Why sales systems outperform personality-driven selling
- How to engineer predictable revenue through structure, not luck
- The difference between marketing activity and revenue performance
- The difference between marketing activity and revenue performance
- Why sales culture is a strategic advantage, not an operational function
- How to transform sales into a repeatable growth engine

### Course Description

This course reveals the systems, structures, and leadership disciplines behind predictable, scalable revenue in high-performing fitness organizations. Led by Alan Leach, this session draws on decades of real-world experience building sales-driven growth models across multi-club operations serving tens of thousands of members

Rather than focusing on lead generation or marketing tactics alone, this course breaks down how elite operators design revenue systems — through sales structure, training, culture, management discipline, and performance accountability. You'll learn how high-performing organizations convert the same number of leads into exponentially greater revenue by mastering conversion systems, closing structures, team development, and management infrastructure.

This is not about hype, scripts, or sales tricks — it's about building a high-performance revenue system that scales.

## 2. Meet Your Instructor



Alan Leach is a globally recognized expert in fitness business sales and marketing with over 35 years of industry experience. As CEO of West Wood Club in Dublin, Ireland, he leads six clubs serving over 44,000 members. A former Chair of IHRSA and one of only two non-U.S. leaders to hold the position, Alan received the 2024 IHRSA Global Leader Award. A sought-after international speaker, Alan has presented at conferences across the U.S., Europe, Asia, South America, and Russia, and served as a judge for the AusActive Awards (2024–2025) and a lead presenter at the Arnold Schwarzenegger Sports Festival (South America). He is also a regular contributor to Club Solutions Magazine, sharing insights on sales, marketing, and business strategy.

# Sales Management Secrets: Building High-Performance Revenue Systems

**Instructor:** Alan Leach – CEO, West Wood Club (Dublin, Ireland)

## 3. Key Terms You Need to Know

**Sales System:** A structured, repeatable process for converting leads into members.

**Lead Conversion Rate:** The percentage of leads that convert into tours or appointments

**Sales Closing Rate:** The percentage of tours that convert into memberships.

**Sales Culture:** Organizational norms that prioritize disciplined selling and accountability.

**Revenue Engine:** A system that produces predictable growth through structure, not volume.

**Lifetime Value (LTV):** The total revenue generated by a member over their full relationship with the business.

**CRM Enablement:** Using technology to support sales performance, not replace it.

## 4. Course Roadmap

Module No.	Title	Duration
1	Sales as a Growth System	~15 min
2	Training, Culture & Performance	~15 min
3	Building Elite Sales Teams	~10 min
4	Management Systems & Revenue Infrastructure	~10 min
5	Lead Conversion & Scalable Growth Models	~5 min

## 5. Module Deep Dives

### Module 1: Sales as a Growth System

**Overview:** Learn why sales is not a department — it's a business growth engine. This module reframes sales from activity-based thinking to system-based revenue architecture.

**Key Concepts:**

- Revenue is driven by conversion and closing, not lead volume
- Predictability comes from systems, not personalities
- Small improvements in conversion create exponential revenue growth

**Action Exercise:** Map your current funnel: Leads → Appointments → Conversions → Lifetime Value. Identify where your biggest revenue leakage occurs.

## Sales Management Secrets: Building High-Performance Revenue Systems

**Instructor:** Alan Leach – CEO, West Wood Club (Dublin, Ireland)

### 5. Module Deep Dives Continued

#### Module 2: Training, Culture & Performance

**Overview:** Explore why structured training and sales culture outperform raw talent and why elite clubs invest continuously in development.

**Key Concepts:**

- Training compounds revenue performance
- Culture determines consistency
- Systems outperform “natural sales ability”

**Action Exercise:** Audit your current sales process: Where is behavior systemized — and where is it improvised?

#### Module 3: Building Elite Sales Teams

**Overview:** Learn how top-performing organizations recruit, structure, and develop elite sales teams that scale performance across locations.

**Key Concepts:**

- Skills are built, not born
- Fitness knowledge + systems = performance
- Team alignment beats individual competition

**Action Exercise:** Define your “sales team profile”: What skills, mindset, and behaviors matter most for success?

#### Module 4: Management Systems & Revenue Infrastructure

**Overview:** Discover how sales management systems create accountability, consistency, and predictability through structure, data, and leadership discipline.

**Key Concepts:**

- Management systems drive consistency
- Data visibility drives accountability
- Technology enables performance — it doesn’t create it

**Action Exercise:** List the KPIs you track today. Identify which ones measure activity vs. revenue performance..

## Sales Management Secrets: Building High-Performance Revenue Systems

**Instructor:** Alan Leach – CEO, West Wood Club (Dublin, Ireland)

### 5. Module Deep Dives Continued

#### Module 5: Lead Conversion & Scalable Growth Models

**Overview:** Learn how elite operators turn lead flow into predictable growth through disciplined conversion systems and structured follow-up.

#### Key Concepts:

- Lead flow without conversion is wasted capital
- Systems create scalability
- Growth comes from structure, not spend

**Action Exercise:** Design a “conversion pathway” for every new lead — from first contact to closed sale.

### 6. Cheat Sheet / Quick-Reference Guide

#### Key Principles:

- **Sales is a system, not a personality trait**
- **Conversion drives revenue more than volume**
- **Training multiplies performance**
- **Culture sustains results**
- **Systems create scalability**
- **Data enables discipline**
- **Management creates predictability**

#### Common Mistakes to Avoid:

- **Chasing more leads instead of better conversion**
- **Relying on talent instead of systems**
- **Treating sales as transactional instead of strategic**
- **Buying software without process design**
- **Managing activity instead of outcomes**

## Sales Management Secrets: Building High-Performance Revenue Systems

**Instructor:** Alan Leach – CEO, West Wood Club (Dublin, Ireland)

### 7. Exercises & Practices

#### Revenue System Audit

**Goal:** Identify structural gaps in your sales engine

**Instructions:** Map your full sales journey and identify friction points.

#### Conversion Optimization Workshop

**Goal:** Improve lead-to-member performance

**Instructions:** Review lead handling, appointment setting, follow-up, and closing structure.

#### Sales Culture Assessment

**Goal:** Align culture with performance

**Instructions:** Evaluate behaviors, standards, and accountability across the team.

### 8. Next Steps

**Congratulations! You've completed Sales Management Secrets: Building High-Performance Revenue Systems**

**Move forward by:**

- Designing a formal sales system
- Standardizing conversion processes
- Investing in structured training
- Aligning management systems with revenue performance
- Building accountability through data and structure

Remember:

**Growth doesn't come from more leads — it comes from better systems.  
Revenue scales when structure replaces chaos.**