



I am writing in response to the performance I have received from Reality Based Group as it relates to our company, Gold's Gym International. In the beginning we were a little concerned about how the employees would react to being shopped. We rolled out the program at a Kickoff meeting held in each market with all the department heads per gym. We simply wanted to let everyone know we weren't using this program to find people doing things wrong but simply find where our areas of opportunity were so we could provide the tools / training needed to change course. The reception was well received by the TEAM's simply because we stated we wanted them all to become better.

After our first round of shops our Area Managers traveled to each gym to coach the staff on their shop. Nervous as could be the shops were reviewed and discussed with each department head. After 3 months of running the program we began to see an increase in our quality of service being provided as well as an increase in revenue production. At the end of the 3 months we had a follow up meeting in each market to discuss how the TEAM's felt the program was working. The response was 90% positive and the only ones that weren't excited about it were the ones that didn't want to perform at a higher level.

As far as the service provided, which with any program you bring in to your organization is a concern, they have exceeded my expectation. If I had a concern, question, needed to change the format of the shop or simply didn't understand something about their processes I was responded to within a few hours or at the latest by the end of the day. Our company is going to grow and without using a quality assurance program like GameFilm® and Reality Based Group we wouldn't be able to hit the mark.

We currently utilize the written shops every month per club per market as well as one video shop per market per month. The video shops obviously give you the whole experience but we have been able to accomplish quite a bit utilizing the written.

Chad Benedict
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