

## OUR PEOPLE AND OUR BUSINESS

*We aim to be a pervasive business recognised as a leader in the health, fitness and wellness market. We set bold and audacious goals that excite us, align to our core purpose, philosophy and values whilst moving us towards our vision for the future. We value our people and choose to work only with those who share our values and are believers in our Vision. We care passionately about our franchisees, their staff and their members and invite them to measure our performance against our promise. We work hard to make a positive contribution to the communities we serve and strive to be a force for positive change. We vigorously pursue profit in all that we do, not only to drive a good return to our shareholders, but also to make it possible for us to pursue our long term goals and vision.*

### **Our Vision**

#### **Core Purpose**

émpower people to transform their lives

#### **Core Philosophy**

We create inspirational environments where people matter, results count and a passion for excellence drives all that we do!

#### **Core Values**

##### **Integrity –**

Taking an ethical and honest approach to all that we do

##### **Innovation –**

Finding new ways to achieve our goals

##### **Fun –**

Creating a playful environment where people feel connected

##### **Accountability –**

Ensuring that what we say is what we do

#### **Primary Goals and Envisioned Future**

Our Core Purpose, Philosophy, Values and our Service Manifesto (overleaf) are a constant for our business that will never change and these form the framework that we use to measure our decisions, behaviours and actions. Our goals and vision of the future, however, change often and as a member of the team, you will be involved in helping to shape this.

Please read the above and the Service Manifesto overleaf carefully. Our Vision is not a marketing statement, but a cornerstone and fundamental commitment to a way of doing business.

**The énergie Promise**

**Take the Stage**

**HERE TO WOW YOU**

We are on a mission to amaze and delight you.  
Passionate about service and obsessive about making you a lifelong fan, we win when you say "Wow"

**WE PLAY** 😊

énergie by name, énergie by nature.  
Creating a rocking atmosphere where fun (and a little quirkiness) comes naturally. At énergie, you'll sweat... and smile

**A PLACE FOR YOU**

A home from home where everyone is welcome and can be themselves, a place where individuality is embraced and difference celebrated. At énergie, you don't just join a gym, you join our family.

**GOT YOUR BACK**

We're here for you however you need us... to encourage or inspire, to help or just listen. Your experience, delivered on your terms.

**IT'S PERSONAL**

**We believe in you and your personal victory.**  
When you win, we win. We love nothing more than celebrating the little as well as the big victories you have along the way.

**énergie fitness**

## THE ÉNERGIE GROUP

énergie has been an innovator and a disruptor in the UK and Ireland fitness market for more than a decade. In an age dominated by faceless big box budget gyms, énergie is building clubs for the future. Affordable fitness with personality, service and accessibility, reaching out to people of all ages and becoming the brand that breaks down the barriers of intimidation to everyone. Our workforce expects to 'Take The Stage' in our clubs. We look for passion, belief, energy and ambition. We want **everyone** to feel they belong in an énergie movement that will change their lives.

### Job Purpose

To locate customers and sell sustainable club memberships in numbers that consistently meet or exceed expectations, particularly seeking out those who would not normally join a health club.

### Key Accountabilities

- ❖ Generate a steady stream of membership recruitment opportunities through outbound prospecting
- ❖ Grow club membership numbers by communicating the value of club products and services
- ❖ Research prospects and tailor messaging to bring high volumes of new customers into club membership
- ❖ Generate customer data that enables team members to close membership sales and to retain members at highest levels
- ❖ To connect with customers in a range of external networks and virtual environments.
- ❖ To bring people into contact with énergie Clubs, teams and members.
- ❖ To become known and respected across the business and local community in the club's catchment area

### Responsibilities and Duties

- ❖ Develop and use CRM practice and tools that capture data effectively and efficiently
- ❖ Work as outbound prospector to reach customers in variety of locations and consumer environments
- ❖ Follow a clearly defined prospecting and sales process
- ❖ Keep customer data up to date and refreshed
- ❖ Use buyer personas to target and message prospects through phone, email and social media
- ❖ Master social tools, such as LinkedIn, Facebook etc. in order to discover more information about member prospects
- ❖ Network with community and corporate groups order to build relationships that open access to potential members
- ❖ Seek out locations and permissions to display membership offer and to canvass for members in key retaining and recreational locations
- ❖ Connect with medical and corporate communities in ways that connect health programmes and promotions with fitness and exercise

## The Personal Specification –

Areas	SKILLS & BEHAVIOURS
<b>People Skills</b>	<ul style="list-style-type: none"> <li>• Dynamic communicator who sets high standards at fast pace and encourages colleagues to create the atmosphere that will bring prospects into the club.</li> </ul>
	<ul style="list-style-type: none"> <li>• Enthusiast who motivates people from all backgrounds to consider énergie as a force for good in their lives.</li> </ul>
<b>Business Skills</b>	<ul style="list-style-type: none"> <li>• Business driver who achieves great results by intelligent analysis and understanding of market opportunities that can be converted into membership growth and revenue streams.</li> </ul>
	<ul style="list-style-type: none"> <li>• Smart prospector who builds a CRM system that delivers a steady stream of customers to the club on a constant basis.</li> </ul>
<b>Social Skills</b>	<ul style="list-style-type: none"> <li>• Creative problem solver who seeks out new tools and new ways to connect and communicate with customers</li> </ul>
	<ul style="list-style-type: none"> <li>• Self-motivated innovator who uses social media to build a community of enthusiasts for énergie Fitness Clubs</li> </ul>