



## Kick Start Your REX Experience

### Five Ways to Take Action Now and Pay for Your First Year in REX

This is a catalog of five actions and activities you can use to get very quick results improving the performance of your club. Each of these activities was developed with REX members.

#### 1-COST SAVINGS

**What It Is:** A systematic approach to reducing non-value producing costs. This means you can eliminate the cost without eliminating the value you deliver to your members.

**Expected Results:** REX member clubs have averaged savings of \$300,000 per 2,500-3,500 member club. Most of these savings continue year after year. On going cost savings can be expected to accrue every year once this system is in place.

**Why Bother?** The club industry focuses on sales and retention. Although owners do not want to waste money, they rarely have a professional cost savings culture, system or tools. As a result costs invariably creep up over the years. Plot your labor as a percent of revenue for ten years, or utilities or any other area to see how the costs creep up. Without a proactive cost savings program you may be losing five to thirty five percent of your profit.

**REX Resources:** The primary resource is the *REX Cost Savings Briefing: A Work Book for Clubs*, 20 pages. Available to REX members on line.

**Costs:** The only cost is the time you and your managers invest in saving money.

#### 2- 150 PROMOTIONS: Producing a Waterfall of Leads

**What It Is:** A list of 150 promotions used by REX members at different times. You are encouraged to review these and create a rolling twelve month marketing plan so that you have a proactive, planned promotions program.

**Why?** Clubs with a proactive, planned promotions program regularly out perform those who do not.

**Expected Results:** A continual fine tuning of your promotions so that you are proactive in developing leads and see a ten to thirty percent increase in leads.

**REX Resources:** *150 Promotions; Annual Marketing Plan*

**Costs:** Minimal

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### 3-ABC RATINGS

**What It Is:** A quick way to assess your key players and move you to action to build a stronger team.

**Why?** Many Club owners settle. They search to build a team of key players and tolerate modest performers. CEOs get rid of low performers, but tolerate modest performers. Then they spend too much time trying to improve the modest performers and not enough coaching and supporting the top performers. The result is more work, more frustration, and less productivity. This approach will push you to build the right team.

**Expected Results:** Building a truly responsible, accountable team of top managers that drive club performance.

**REX Resources:**

-The Rex *ABC Assessment* and your Roundtable to which you are encouraged to report your assessment.

**Costs:** Your discomfort in confronting your players who are not performing. Then energy in finding and selecting replacements. See the REX Resources: *Hiring Smart* and *Hiring Check List*

### 4-SALES MANAGEMENT

**What It Is:** A REX Assessment on the quality of the sales management process in your club which identifies the top two to three areas where small changes can produce big results in sales.

**Why?** Many clubs do not use the basic tools of sales management. Instead, they depend on hiring sales people and abdicating sales management to the predilections of their sales people rather than managing them. This often results in order taking instead of sales.

**Expected Results:** If your assessment indicates weaknesses in basic sales management, you can expect an increase of twenty to forty percent in monthly sales by following the REX recommendations. Your REX Roundtable can facilitate your fine tuning of these recommendations and their implementation.

**REX Resources:** *REX Sales Management Assessment* –This is one of seven elements in the Basic Business Seven Assessment which is available to visitors to the REX website.

**Costs:** Minimal.

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### 5-MORE RESULTS FROM YOUR MANAGEMENT TEAM

**What It Is:** A powerful assessment of five specific factors that prevent good teams from becoming great. A solid view on how a team can improve in five specific areas so that it can significantly improve the results it delivers. Great insight into why your team is not performing its best now and what to do about it. Required reading in many top businesses and professional sports teams.

**Why Bother?** High performance teams do not just happen. They must be coached and developed. Surprisingly the information for developing such a team is NOT common knowledge among CEOs or managers. Using the tools described below you can make enough progress to improve performance of your club by five to fifteen percent.

**How To Do It:** Learn about the [Five Dysfunctions](#) video by Will Phillips, then have your team take the on line assessment (\$35 each), finally discuss the results and use the materials to make improvement plans.

**Expected Results:** Real efficiency in your management team working together to help one another make more happen and produce much better results. A big dose of personal and professional growth.

#### Resources:

- Ten minute You Tube Introduction <https://vimeo.com/120889455>
- Reading: *The Five Dysfunctions of a Team* by Patrick Lencioni.
- Suite of all the resources you need to implement this program, including the on line assessment <http://www.tablegroup.com/store/>
- REX can provide a skilled facilitator to lead the assessment debriefing and action planning.

**Costs:** Do it yourself with a few books, You Tubes and on line assessment for under \$250. Or invest in the Comprehensive Kit for \$1,200 at <http://www.tablegroup.com/store/>. Or hire a REX Facilitator to lead the whole process. This can be done with several club management teams at once to share the costs.

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