



Client & Associate Testimonials

“After a very strong industry recommendation to contact Michele Bell, I invited my membership sales teams go through the MPower*Selling* intensive training onsite at one of my clubs. These two days served as an eye opener for me as we were taken from sales philosophy to effective sales techniques to coaching skills and finally to optimal tracking & organization. I realized that I needed to move my clubs from old school sales techniques to more innovative sales coaching methods. Michele has a unique skill set that combines professional sales techniques and personal coaching methods. Her well-rounded education in fitness, nutrition and passion for helping others is evident. I am committed to moving into the next generation of sales and service in my clubs and Michele was able to deliver the methodology, training and ready-to-use tools for me and my team to do so. The theories were all brought to life with practical application. All of this was done with extraordinary professionalism and enthusiasm.

At a later date, I invited the sales team, along with other department managers to go through the MPower*Selling* tele-training program. The program was particularly eye opening to my department managers who are not well-versed in sales and who did not understand how rewarding sales through coaching methods can be. We are experiencing an exciting paradigm shift in the way we see our sales and service delivery thanks to Michele and the MPower*Selling* methodology and training. She truly understands how to integrate basic sales skills and personal coaching methods to create a unique system for the health and fitness industry...one that is empowering for our members and guests, rewarding for our team and profitable for our club!”

- **Dr. Keith Shearlock, Owner, Pensacourt Inc.**



"Michele Bell was exactly what we needed in our Team's sales development. Her skills in teaching and role-playing, as well as her program design, were outstanding. As a team of clinicians, physicians, and nurses, we were novices to the concepts of sales....Michele's training was an epiphany for all of us and our sales have increased dramatically as a result."

- **Pat Vida, Senior Vice President of Strategic Development**



Doylestown, PA

“Being that both my co-founder and I are neophytes in the health club industry, Michele has been key in helping us as a start-up: from system development, to training to implementation. I am happy to say that we achieved our pre-sale goal and learned from MPowerSelling training that churning sales is not the way to gain and sustain long-term members. Even though we aren't your typical health club, she has been able to understand who and what we are and advise us accordingly. I would highly recommend Michele's services especially if you are creating a model that is unique and deserves “out of the box” thinking. The ROI for her support is out of this world and she is a true pleasure to work with!”

- **Ernie Medina, Founder**



Redlands, CA

www.xretainmentzone.com

“Michele Bell designed the systems and strategies for our fitness center presales. Her associate, Bonnie Mattalian, was the Project Manager overseeing all aspects of pre-opening for our medically directed fitness center & spa. Not only did they facilitate the hiring and training of 50 talented staff members, but they also led the charge to far exceed our pre-sale goals (1200 sales between April 9th and June 1st) and, more importantly, achieved a 100% satisfaction rating from our members during our first 6 months. We could not have achieved our success without Bonnie & Michele!”

- **Bob Bauer, CFO Doylestown Hospital**



Warrington, PA

www.wellnessdh.org

"Over the past 15 years, I have worked coast-to-coast with Michele Bell in both the fitness and day spa worlds. She has outstanding skills with club sales and spa service teams in the arena of quality retail and service sales. She knows the intricacies of both motivating the front line team and implementing necessary tools that help facility managers follow up to promote integration and profitable results."

- **Keith Worts, Senior Vice President, CRUNCH Fitness**

“We have worked with Michele Bell for over ten years and the results have been incredible. She is always very focused on helping our TEAM succeed in all areas of sales and service. She is a true professional who cares about the people she works with, as well as, the members we serve. She truly understands all facets of the fitness industry and has made a significant impact on the professionalism and productivity of our sales teams, who are traditionally fitness professionals and brand new to the sales world!

- Brian Martin, Founder & CEO

Having run small, personal training-focused clubs for many years, I was not sure how we would be able to achieve the numbers we needed to do for our new, multi-purpose facility in Martinsville. We also did not have a large marketing budget. With Michele’s encouragement, systems, creative marketing ideas and training, I am happy to say that we hit our pre-sale goal and recognized the membership revenue we needed to generate by grand opening day! Equally as important, we did it with integrity and by building value in our community instead of tricky sales promotions.”

- Kevin Dunn, Co-Founder



New Jersey
www.testsportsclubs.com

"...our earned Enrollment Fees were \$14,000 greater than budget and \$54,000 greater than last year...our EBDIT was \$100,000 greater than budget and \$225,000 greater than last year, after Michele's overhaul of our sales and service department!"

- Don Jones, Executive Director



The Fitness Center & Day Spa at Celebration Health
Celebration, FL
www.celebrationfitness.com

“Michele exemplifies how to appropriately sell to discriminating clientele. She is a leader through demonstration and uncompromised belief...She has made a significant impact on the professionalism and productivity of our sales and service teams.”

– Shawn Hallum, Operations Manager (currently Executive Director of the Bacara Spa, CA)



New York, NY
www.reeboksportsclubny.com

"Michele Bell is exceptional at meeting the specific needs of her client...the training is interactive which gives participants an opportunity to bring issues and ideas to the table for evaluation and constructive feedback. As a 300,000 sq. foot health and athletic center we were initially overwhelmed by how to sell to our clients. Michele's training of how to perform a strong needs assessment helped us understand immediate interests and concerns so that we could then highlight specific features."

- Jeanine Thomas, Sales Manager



Orlando, FL
www.mvpsportsclubs.com

"Michele was highly recommended to me to speak at our FitLife Club Network conference in July, 2006. Working with Michele was a wonderful experience. She was extremely professional and responded quickly to every request I made. She made me look good even when I was behind schedule! My participants responded extremely well to her presentations and many suggested we expand her portion of the program in the future. She was one of the highest rated speakers we have had at the conference. Everyone would be happy to see her back and I sincerely believe having her back would impact my attendance levels favorably. I look forward to working with her again!"

-Mary Erickson, President

"Michele was the highest rated speaker at our 2008 FitLife Club Network Summer Conference, as voted on by the conference attendees. Her guidance on evolving the sales function in clubs from one based on **persuasion** to one based on **empowerment** was taken as both compelling and timely."

- Amanda Osborne, FitLife Executive Director



www.fitlifeclubs.com

"Great job with your presentation Michele! I was talking you up to everyone at the conference - you seem to have a great grasp of new techniques for attracting people into our industry. It was a nice change from the old "sales & recruiting" seminars that recycle the same methods year after year!"

-Leo Craven General Manager, StarFit Fitness Club

“Michele Bell has supported many of the same clients who have worked with Retention Management. They all comment not only on her professionalism, but, most importantly, on the great results that she delivers using a sales system that integrates five-star member service. As an industry veteran for the last 20 years, I have, and will continue to refer and endorse the use of her services to clubs wanting high quality sales systems, services and training. She’s wonderful to work with and your organization will profit from her involvement initially and long-term!”

-Richard Ekstrom, President & CEO



The Leader in Attrition Defense
www.retentionmanagement.com