

# Attention gyms / Health Clubs / Personal Trainers!!!



## Bioscan technology

A brilliant tool for obtaining and retaining memberships  
and PT clients

### What is a Bioscan?

InBody body composition analysers (Bioscan) are the world leaders in body composition technology. These Bioscans do not utilise empirical (estimations/averages) like standard BMI type devices available for under \$100. It uses patented direct, segmental, multi frequency, bio-electrical impedance analysis. Which therefore means an individual can be accurately assessed on their own body composition of the trunk, arms and legs of their body. This gives an incredibly accurate, repeatable analysis of the overall body composition and health status.



### Undreamed of Body Analysis Accuracy

InBody made by Biospace is the world's first body composition analysis device that uses the 8 point tactile electrode, and is the world's most accurate and non invasive body composition analyser. Biospace does not use empirical data (averages) in calculating results.

Due to the "Direct Segmental Multi-frequency Bioelectrical Impedance Analysis (DSM-BIA)" it separately measures the impedance of the trunk, arms and legs of our body, with amazing precision.

This technology was first developed by Biospace and is protected by over 50 patents worldwide. Biospace has established itself as having unparalleled performance in the domestic obesity diagnosis market.

### Sounds good?

The Bioscan analyser is a very useful tool enabling you to make a profit from zero investment.

We will come to your gym to utilize the Body Composition Analyser at a predefined time, usually at peak times or during a membership drive or gym open day. We will also return in four to six weeks time to run another "scan day", where members come in and get there Bioscan done again.

## Obtaining and retaining memberships you said?

This can be done in many ways. You can use this as an introductory offer for membership sign ups, adding value to the overall membership and potentially a point of difference for your gym over another in your area.

Member and clients achieving their goals, ensures membership retention. This Bioscan is a consistent assessment of whether the training they are doing works. This is an excellent opportunity to then provide the clients with extra assistance where required, like personal training, new programs, nutrition plans etc. Our qualified technician will work with your personal trainers to give the client the best solution where suitable.

The result is in black and white on a print out which the client gets to keep and check the differences for their next scan. It serves also to ensure their training is working, which re-enforces the need for your gym and extra services, which equals better member retention. It is a win win situation for you, your club and your personal trainers.

The assessment given by the Body Composition Analyser lays a strong foundation for a potential member as it gives them a current body composition / health analysis and through these overall results, many people find an alarming pattern emerging in relation to their health and fitness program, creating a potential member for your gym / Health & Fitness Centre.

In the case of a gym open day / membership drive, the Gym could also allow members of the public to utilize the Body Composition Analyser therefore bringing potential customers into their gym and based on the overall results, would create an idealistic environment for lead generation and membership sales.



## Successful leverage tool

Through our experience, clients/customers are more inclined to believe the results of the Body Composition Analysis which is a scientific overview rather than being told the result by a Personal Trainer after a pinch test. The pinch test is also only as accurate as the person giving it, and is moreover intrusive. Most clients do not want this done, takes too long, and is given as an opinion rather than factual information. A Bioscan therefore, takes the emotion out of the analysis as well. This definitely creates leverage for retention where the client can use this information for further testing. If the result isn't what they wanted, you can help them get there by offering your additional services. This is a perfect way to run a 12 week challenge as well.

## How does this work?

A great term in anything in this life is "If you're not assessing, then you are guessing". The Inbody Bioscan medically graded analysers take out the guess work, thus increasing sales and member retention.



## How can we get this in our Club / Gym?

We will bring our Bioscan body composition analyser to your gym at an arranged time, and run the scans for you over that time. This can happen periodically to ensure your clients are keeping track of their results. Another example is an open day or membership drive. We can assist with marketing information for this.

## Want to arrange this or find out more? Contact us

Text / phone: 022 567 8104

[Email](#)



A business card for 'Getitsorted Health and Fitness'. The card has an orange and yellow background with a sunburst pattern. At the top, the text reads 'Getitsorted Health and Fitness' in a bold, white font, followed by 'Mind + Body = YOU!' and the website 'www.getitsorted.co.nz'. Below this, the name 'Greg "Grego" Mawson' is prominently displayed. Underneath, his credentials are listed: 'Body Transformation Specialist', 'Nutrition trainer / Chef', 'Massage Therapist', 'Natural Bodybuilder', and 'New Zealand Bodybuilding Team (INBA/IFBB/NABBA)'. At the bottom left, contact information is provided: 'info@getitsorted.co.nz', 'www.facebook.com/gregOnz', and the phone number '022 567 8104'. On the right side of the card, there is a silhouette of a person standing on a rock with their arms raised in a 'V' shape, set against a bright sunburst background.