



**TRX<sup>®</sup>MAPS**

Powered by **PHYSMODO**

**MOBILITY  
ACTIVATION  
POSTURE  
SYMMETRY**

REACHING YOUR FITNESS GOALS STARTS WITH MOVING BETTER

MOVING BETTER STARTS WITH TRX MAPS

# TRX<sup>®</sup> MAPS

Powered by **PHYSMODO**



Identifying movement can be critical, not only in recognizing an individual's risk for injury, but also in designing programs for that individual."

-Journal of Athletic Medicine, April 2016 Study

## BUILT FOR YOUR MEMBERS, TRAINERS & BUSINESS

TRX MAPS performs a complete body movement scan in under 30 seconds. Results are delivered on-screen and via email, with targeted exercises that address areas of weakness.

TRX MAPS WILL:

- Drive Lead Gen
- Increase Member Engagement
- Enhance and Up-Sell PT and SGT

## HOW IT WORKS

### 1. COMPLETE 3 SQUATS

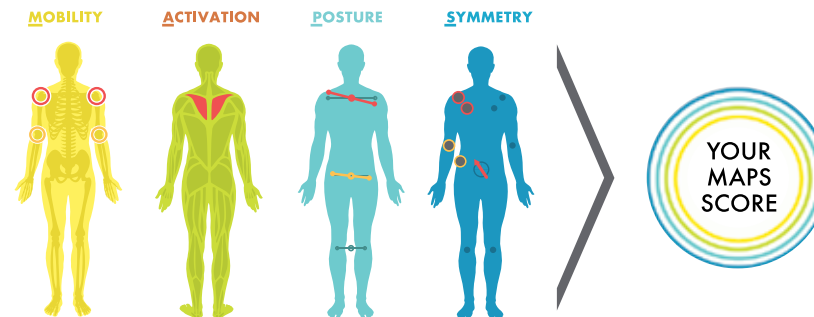


### 2. GET YOUR SCORE

#### SIMPLE MOVEMENT, DETAILED ASSESSMENT

3 Squats | 30 Seconds | 2000 Data Pts per Second

Identifying movement inefficiencies across four critical categories:



### 3. USE FOLLOW-UP EXERCISES TO ADDRESS AREAS OF WEAKNESS

Through analysis of each individual's movement, TRX MAPS pushes personalized exercises designed to improve inefficiencies in Mobility, Activation, Posture and Symmetry. With regular assessments, individuals can watch their progress over time.



## TRX MAPS ADDS VALUE TO YOUR BUSINESS



ATTRACT  
CLIENTS



ENGAGE  
MEMBERS



DRIVE  
CONVERSION

**FACT:** On average, commercial fitness facilities have around 8% of their members in Personal Training or Small Group Training.

## USE TRX MAPS TO START THE CONVERSATION WITH THE OTHER 92%.

### FOR YOUR BUSINESS

TRX MAPS is a proven personal training lead gen tool, driving non-dues revenue and more effective training sessions.

### FOR YOUR MEMBERS

TRX MAPS offers personalized, results-oriented data that can be used as a closing tool to attract and retain members...and it's fun too!

## POST-PURCHASE CUSTOMER SUPPORT

TRX will provide you with all the materials you need to activate, market, and educate your staff and members.

### WHAT'S INCLUDED:

#### TRX MAPS TOOL KIT:

- In-depth installation & technical guide
- FAQ'S
- Educational video
- Logos
- Image library
- Member-facing marketing assets
- Email templates
- Social media assets

#### EXAMPLES:



FLYER/POSTCARD



TRX MAPS VIDEO



TRX MAPS LOGO

#### BACK-END STAFF SUPPORT:

- Education for your entire training staff delivered digitally and via webinar
- Exercise library to better understand recommended correctives
- Admin dashboard that provides managers/owners with access to scores, user email addresses, etc
- Up-front technical support provided by Dell Services

### HARD GOODS DELIVERED:

Your TRX MAPS shipment includes the following:

1. Dell Optiplex PC and monitor (MAPS software pre-installed)
2. Microsoft Kinect camera and adapter
3. TRX® MAPS kiosk
4. TRX® MAPS floor mat



# TRX® MAPS PAYS FOR ITSELF AT THE BAY CLUB COMPANY

BY: RACHEL ZABONICK - EXCERPT TAKEN FROM OCTOBER 2017 ISSUE OF CLUB SOLUTIONS



A TRX MAPS SESSION AT THE BAY CLUB COMPANY.

When it comes to technology, many personal trainers fear technology is either going to replace them or make them irrelevant.

That is why when Gretchen Ritter, Director of Fitness, was first introduced to TRX MAPS, she became excited, knowing the technology would validate and support The Bay Club's personal trainers — not replace them.

Here, Ritter shares more about the pilot test they've done with TRX MAPS at The Bay Club's Southern California locations.

**CS: How were you introduced to TRX MAPS and why did you decide to offer it at the gym?**

**GR:** TRX asked us if we were willing to pilot the technology. We've had it in clubs for about a month and it's quickly gaining traction — it's really popular with the trainers. I haven't been this excited about a technology product in a long time. Normally technology products try to eliminate the personal trainer, and this product validates and supports the personal trainer, so from a revenue generating standpoint, it's amazing.

**CS: Is the TRX MAPS easy for members to use?**

**GR:** Yes. You do three squats, and then it gives you a score on-screen and also it will send it into the app. For the trainers, you can take the client out on the floor, do the exercises that are recommended, come back and immediately see an improved score. What's also great is that it takes up almost no space at all.

**“I haven't been this excited about a technology product in a long time. Normally these products try to eliminate the personal trainer. TRX MAPS validates and supports the personal trainer. From a revenue generating standpoint, it's amazing.”**

“

**I FULLY EXPECT IT WILL GENERATE A LOT OF PERSONAL TRAINER REVENUE... IT'S ALREADY PAID FOR ITSELF.”**

**CS: What should other club operators know about TRX MAPS?**

**GR:** It's plug and play. It's a touch screen so there's no printers, it's all contained in a kiosk. It's really a no-brainer. As far as I'm concerned it's just a really easy tool to help members think about what type of exercises they should be doing. There are even videos that pop up on a member's phone, that give them exercises that help them correct their form.

**CS: Would you say there are lot of members who have poor form?**

**GR:** Yes. Basically everybody. Even with personal trainers, there's always things you can improve and work on. The scores range from 0 to 100, with the median score being 50, and we haven't found too many members who score over the 60 range. Some of our personal trainers are in the high 70s, but even they have things they could be working on — so it's a tool everyone will get something out of, which is fantastic.

**CS: What did your trainers think about it when they found out you'd be able to pilot the technology?**

**GR:** At first they weren't sure. They were afraid, as most trainers are, that it was going to replace them. I let them know that this is a machine that will actually validate what they've been telling clients. It's objective, empirical data that they can see. And what's even better, is you can spend an hour with a client, and they can come back and get a better score — there's no long delay between measuring improvement.

**CS: Are you excited to see your members and trainers really engaging with the technology?**

**GR:** [People] are competing with each other to see who can get the best score. And ....they just want to improve, and they're given very specific tasks to improve it. Then they feel empowered.

**CS: Is there any other ROI you expect to see from TRX MAPS?**

**GR:** I fully expect it will generate a lot of personal trainer revenue. We've already been selling packages off of the machine, just based off of our interactions with members asking what the machine is, etc. We just walk them up to the desk and they're buying a personal training package. It's already paid for itself.

# TRX®

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**FOR MORE INFORMATION, CONTACT US:**

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