



Traditional Pilates

how to implement a traditional Pilates offering in your fitness facility

pilates
solutions

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The three most common objections to starting a traditional Pilates programme in fitness facilities are:

1. "We don't have the space"
2. "We cannot afford the capital expenditure"
3. "It is too time consuming and expensive to train and retain suitably qualified staff"

However, the reality is that Pilates studios often provide the highest return for capital employed and floor space, compared to any existing activity in the club.

Club managers need to resort to sound business planning and should understand **why** the facility needs a quality Pilates offering, **who** will be driving it and **how** they are going to gain the expertise, to ensure the offering is a success.

Why

- To build loyal customers
- To bring new prospects into the club
- To maximise revenue from floor space
- To maximise secondary spend from existing members
- To make a real difference to customers lives
- To prevent seepage of customers from your facility to a competitor
- To engage local GPs into a referral programme that works
- To make use of redundant space in the club
- To provide a stepping-stone for those in Pilates matwork classes who want new challenges
- To cater for customers with medical conditions that make large group classes unsuitable

Who

A physiotherapy clinic concentrates on the quality of its staff, before it purchases the accessories and provides the treatment rooms, to allow their staff to work effectively.

Pilates studios are no different. The key to a successful studio is the quality and knowledge of the staff and only once this is addressed, should attention be put to the tools of their trade, the machines. The fitness facility owner who believes that all Pilates instructors are the same and that all qualifications will do, is in for a rude and very expensive awakening, some months down the line.

So, identify your key staff first and either attract them to your facility, or establish an appropriate training regime to ensure support staff are available to work alongside key staff.

How

Common sense dictates that unless management is experienced in establishing a Pilates facility they should surround themselves with the expertise they are lacking during business planning.

As there are no tried and tested models in the fitness industry of multi-site Pilates studios to shape a business plan around, most of the best case scenarios on offer are stand alone boutique style studios, operating within individual private fitness clubs.

For these reasons, Pilates Solutions offers you the expertise and support required to business plan, to staff and equip for, a successful traditional Pilates offering. We draw upon the wealth of expertise within the 50+ STOTT PILATES® centres around the world to support you with best practice and tried and tested studio formulae.

The 7 'P's' of Pilates

Marketing scholars continue to champion the 4 P's of successful product placement that many of us learned in our business degrees decades ago.

[Product](#)

[Place](#)

[Price](#)

[Promotion](#)

Today marketers add a 5th 'P' into the mix – '[Positioning](#)' – and positioning the product correctly is undoubtedly the key to starting a successful Pilates programme in your facility. Once the positioning is determined, Product, Place, Price and Promotion tend to fall quite comfortably into the marketing mix.

However, those of us who run our own Pilates studios, or have been involved in the Pilates industry for any length of time, recognise that there are two critical 'P's' missing and these are '[People](#)' and finally '[Patience](#)'.

Pilates is a software-driven product and it is essential that you understand the quality of training and the expertise that your proposed Pilates instructors have. Firstly you need to concentrate on selecting suitable staff to work in your studio, working on their training and experience, prior to opening your studio, to ensure that you are not offering a product that you cannot deliver.

As your training partner, Pilates Solutions combines bespoke training to meet your internal instructor needs, with our database of certified instructors looking to work in your facility. In addition, we will help you to promote and run training at your facility, which will not only train staff that you identify, but also bring in previously unknown local instructors available to support your programme as it grows.

Once you have those staff in place it is essential to ensure that they will stay with you. Once again Pilates Solutions can offer you expertise in developing operational strategies, which cement instructors at your location, avoiding the fear that they will be trained by you but lured away to competitors.

Here is where the 'P' for Patience comes in. The temptation is to ignore the need for quality staff and to put insufficient time and planning into the operational structure of the facility, instead aiming for an unrealistic opening date of a studio. How often have you heard the statement in December, 'we have to open in January to hit the fitness rush'? With Pilates you just have to be patient. The studio is going to be the most profitable return on your floor space provided you plan properly and ensure the conditions are met to deliver results to your clients.

There is no doubt that Pilates is more software-driven than hardware driven and in this case the software is the quality, expertise and direction of your qualified Pilates staff.

The fact that your Pilates matwork classes, within your group exercise programme are a roaring success is not a guarantee that your Pilates studio will be so, without the necessary prior planning and thought.

Pilates Solutions is your most trusted source to provide the full solution to your current and future Pilates provision in your company as we are the experts at facilitating you to put all of the pieces together.

We are the only truly integrated training and equipment supplier in the UK, with the ability to offer multiple solutions from one professional source, as well as working with you to provide a customised business plan.

Our team of experts can provide individual business consulting for large or small projects and will help you to

[Build and educate your Pilates staff](#)

[Determine your available space \(space planning / floor plans\)](#)

[Assess your equipment needs](#)

[Find appropriate financing for your capital equipment purchasing](#)

[Deliver, install and maintain your Pilates equipment](#)

[Evaluate current programming to determine new options and an implementation plan](#)

[Market and measure your programmes success](#)

