



These call outs are designed to assist in reading and understanding the following material.

# Example Market Alliance

## Findings for a Personal Trainer

# Overview

## Sample size and scope

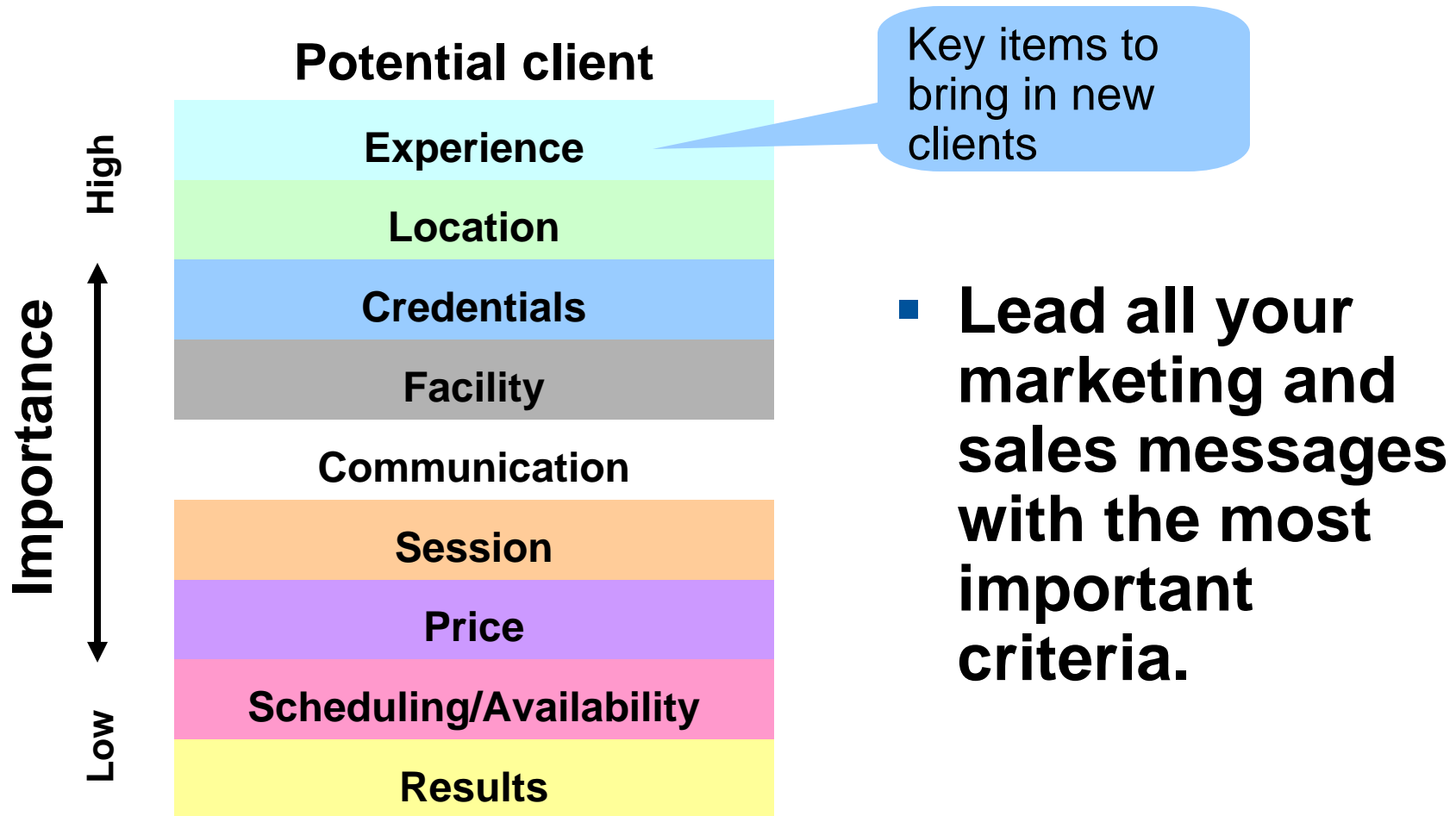
Our platform simplifies the process of gathering input and provides potential clients with immediate comparisons resulting in increased response rates.

- From a sample of **123** potential customers, we were able to generate the following customer insights.
- Data was collected from January 25<sup>th</sup> thru May 10<sup>th</sup> 2008.
- This analysis includes:
  - All respondent's overall importance scores
  - Breakdowns of importance by each major demographic
  - Statistically significant trending changes (where available)

Where available, significant trending changes in importance ratings are highlighted versus the January to May 2007 data.

# Importance – Potential Clients

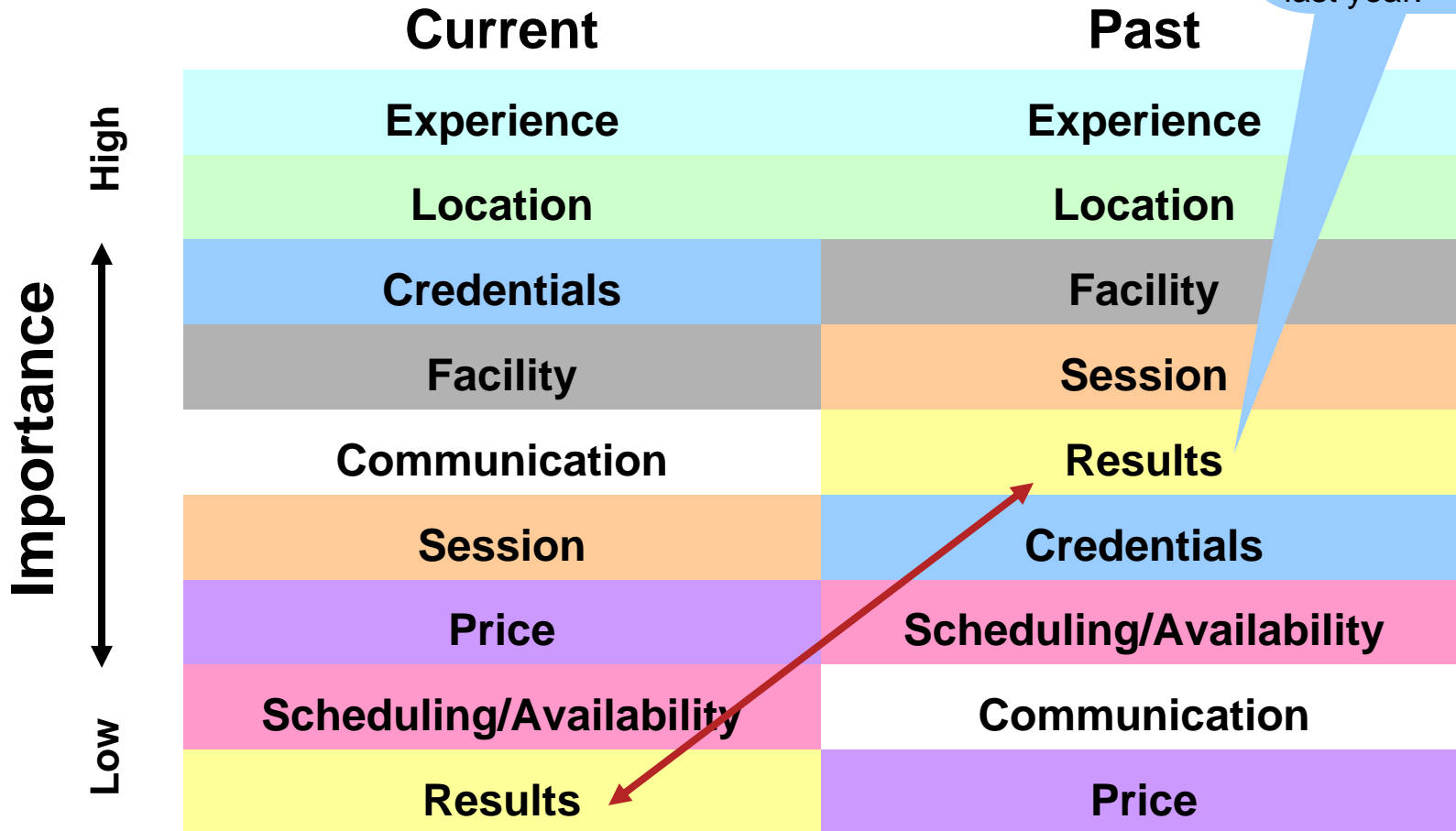
What you need to focus on to bring in new clients



# Importance – Current vs a Year Ago

## How Has Importance Changed

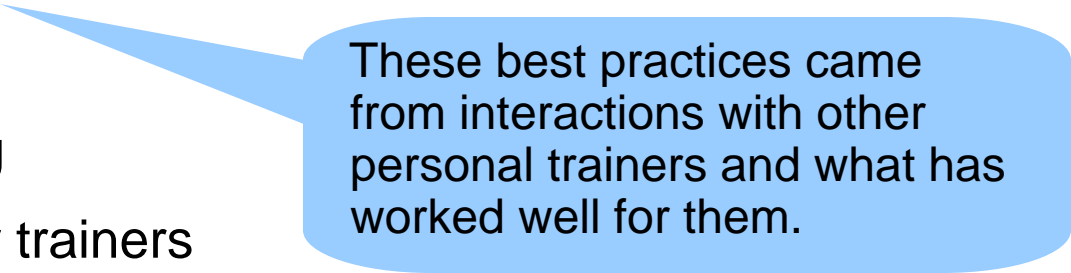
The Results criteria has received a significant change in Importance since last year.



# Best Practices

## Experience

- In a business like personal training, you really need to sell yourself and nothing can beat your own experience and experiences.
- Things to lead with should include:
  - Awards
  - Personal bests
  - Length training
  - Locations of training
  - Referrals from other trainers



These best practices came from interactions with other personal trainers and what has worked well for them.

# For More Information

Visit [www.alliedinput.com](http://www.alliedinput.com) for

Product information for

Customer and Market Alliance

Customer Alliance

Market Alliance

Actual Demo's and Examples

Real-time Feedback and Recommendations

Are these offerings right for you

## AlliedInput Contact Information

Lynn Sechrest

+1 (408) 891-9094

Lynn.sechrest@alliedinput.com