



Inside Fitness - at the top of its game

Kevin Chevell has been running Inside Fitness for more than 30 years. We sat down with him to discover his top tips for business success.

“I know how to get athletes to succeed, and succeed beyond,” says Kevin Chevell.

Leading athletes to greatness is what Kevin does best. As the personal trainer to Australian cricket royalty, Kevin was the driving force behind Mark Taylor and Glenn McGrath's remarkable hall of fame accolades. He took McGrath from a physical plateau to the height of his career.

If anyone can talk about running a successful small business it's Kevin, who's been running Inside Fitness with his wife Vee since 1983. Inside Fitness has built a strong reputation on developing targeted and results-driven fitness programs for top athletes and the general public alike.

Kevin shares with us his top three tips for business success.

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1. Developing a unique point of difference

Kevin's exercise philosophy, which he's coined The Chevell Method, is what sets Inside Fitness apart from its competitors. Kevin developed the method after a friend suggested he adapt the successful fitness programs designed for professional athletes to suit the average gym goer.

Research suggests 85 per cent of people who start a general 'get-fit' program will drop out within three months, often because they're not seeing the results they're looking for. "It's not because they're not attending, not because they're not following the program given," explains Kevin.

"They are. So why aren't people getting the results they should? It's the way exercise is taught."

The Chevell Method incorporates tried and tested strength and resistance training, using techniques adopted by the world's fittest athletes such as Olympic rowers and cyclists.

Since developing The Chevell Method, Inside Fitness' customer retention rates have steadily increased.

"We retained members for 12 months before cancellation on average, that turned into 15 months, then up to 19 months, then to 21 months and now it's 24 months."

Kevin attributes his method's success to the noticeable results his clients see in a very short period.

"We don't have to worry about people dropping out because they are not getting results, as long as they follow the principles that I teach them."

“The best way to bring in new members is to satisfy your existing ones.”



2. Building meaningful customer relationships

“Success is about talking to our customers,” says Kevin. “And the best way to bring in new members is to satisfy your existing ones.”

It's a simple and effective philosophy that's all too often neglected in today's 24 hour and scaled back gyms, which are sometimes left unstaffed to cut costs.

Kevin and Vee make it a priority to build meaningful relationships with all customers – from first name greetings to personalised coaching and advice.

This regular and open communication contributes to the fitness centre's positive environment. The honesty of their approach also fosters a healthy exchange of customer feedback, helping them to continue to enhance the service they offer.

3. Having confidence in your billing provider

Rolling out Ezidebit's direct debit solution has been a pivotal move for Inside Fitness. Ezidebit was implemented to make the payment and billing structure as simple as possible for Inside Fitness members and to reduce the time the business spent chasing up payments and overdue accounts.

Before moving to Ezidebit, the Chevells did their research to ensure they were signing up with a reputable company who would respond to their specific needs. They also wanted assurance

that the impact of moving to the new payment platform would be minimal for the business and its customers.

“When you need someone to manage your money they need to be very good and very professional...that's where Ezidebit comes in.” says Vee. “It's very important.”

Once they felt confident that the platform would meet their needs, the Chevells made the transition to Ezidebit and they haven't looked back.

Ezidebit allows members to avoid lock-in contracts, joining fees, exit fees and hidden fees and every member is put on a hassle-free automated debit structure.

Ezidebit has made life easier for Vee to manage the back-of-house functions too. It provides her with an easy-to-use interface and access to key analytics for evaluating business performance.

Ultimately, adopting a direct debit system means Vee can get out from behind the desk and focus on engaging with clients.

“I still keep my finger on the pulse, because I think anyone who runs their own business should,” she says.

“What Ezidebit has done is allowed me to do more of that.”

