

## VIRGIN ACTIVE



### All about sales

Our sales teams are responsible for health club membership options. These options include shorter periods such as one month or two months and longer terms of one year or two year memberships.

### **How would you describe the type of sale made by your sales team?**

I would say it's a lifestyle that a prospect is buying.

### **Who do your sales people typically sell to?**

We see everyone who is not a Virgin Active member as a potential prospect.

### **What is the average length of a sales cycle in your business?**

We operate from the first day of a month until the last day, to achieve our monthly sales targets. Each month's target adds up to our year budget and achievement.

### Sales support

### **Describe your company's ongoing sales training methods?**

When you join the company as a membership consultant or sales manager, you'll go through an induction period, which is coupled with an introduction to our sales training module. An induction period is phased in over a period of three months before a membership consultant is expected to sell on the same level as the experienced membership consultant. Ongoing training will be conducted on product knowledge to keep the consultants up to speed with all new products. The sales manager is empowered to continue the mentorships and further the skills development of every consultant based on our internal training requirements, this

is tracked monthly. Ongoing leadership coaching is given to create a succession line from within the organisation.

### **Describe your company's sales culture?**

Our culture is structured to keep all sales processes aligned in our 98-health club organisation. We believe in developing compelling goal setters who will achieve the company's goal through realising their personal goals.

### **Describe the sales management style and culture?**

Our management is one that embraces: fun, laughter, protection, affection, hard work and discipline, opportunity and outcome, growth guarantees your future, near enough is not good enough and you've got to 'want it' as an attitude!

### Joining our organisation

### **What can newly-recruited junior salespeople in your organisation expect as remuneration?**

They qualify for a basic of about R6 000 to R8 000 across the estate with the best health club commission structure and medical aid. .

### **What are the minimum requirements for a new sales candidate wanting to apply for a vacancy?**

A candidate must have a Matric as a minimum requirement and great Virgin DNA, which indicates the value of the individual.... THE REST WE CAN GIVE.

### **What is the potential career path for top sales performers in your business?**

A consultant can benefit from a robust succession-training course that nurtures the best of the best, to become sales managers.



TSHOLO KUBHEKA: NATIONAL SALES MANAGER

The same applies to regional sale positions and regional staff. We are a global company and therefore the world becomes our oyster.

### **What is the best piece of advice you would give to a new salesperson joining your organisation?**

Understand why you are here and remember the goals that you made on the first morning of your job – the same passion that made you get up must be the fuel for your career.

### Sales incentives

### **What sort of sales incentives are in place for your sales team?**

Every year our top 30 Sales Stars get a chance to win a trip to Las Vegas, staying at the famous Bellagio Hotel for a week, compliments of Virgin Active. We also have monthly incentives where our top performers can earn anything from trips to Monza to watch the Virgin racing team or gift vouchers from our apparel partner adidas.

### **Who is the primary contact at your organisation for a salesperson wishing to apply for a position?**

Go to [www.virginactive.co.za](http://www.virginactive.co.za) and apply under careers.

IT SOUNDS FUNNY  
WHEN YOU TALK  
ABOUT FUN.  
BUT WE HAVE FUN  
ALL THE TIME.



LIKE GETTING THE  
DAY OFF ON YOUR  
BIRTHDAY. IT'S THOSE  
LITTLE THINGS  
THAT VIRGIN HAS  
GOT RIGHT.



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WANT TO CHANGE  
MY CAREER.  
I LOVE DOING  
WHAT I'M DOING.



HERE YOU CAN  
HAVE FUN AND  
STILL BE  
PRODUCTIVE.

WE ARE WELL  
TAKEN CARE OF.  
THAT'S WHY WE'RE  
ABLE TO DELIVER  
THE KIND OF  
SERVICE  
WE DELIVER.



WE WORK HARD  
AND WE PLAY  
TWICE AS HARD.

