

# Expert Tips for Choosing the Right Fitness Business Software

Picking the right software for your fitness business is a big decision. Whether you currently have gym management software in place or you're purchasing it for the first time, the search can be stressful. This checklist will give you tools to evaluate your software options and choose a reputable solution that will work best for your business.



## 1. Comprehensive Features

**Mobile app with member and staff interfaces**

- » Billing and payment capabilities
- » Scheduling and class management
- » Member data (attendance, progress tracking, payment history, and more)
- » Business performance dashboards
- » Reporting



## 2. Straightforward Pricing

**Find a solution at a price point that fits within your budget.**

- » Break down the pricing into a monthly structure
- » Watch out for hidden fees and itemized pricing
- » Avoid long-term contracts



## 3. Reliable Payment Processing

**Dependable billing and payment processing is crucial for both business owners and their members.**

- » Automated billing and payment processing is a win-win
- » If the provider has a payment processing partner, make sure they operate in the same country as your business
- » Be mindful of initial (or monthly) gateway fees



## 4. Member Engagement Tools

**Look for convenient features that enhance the member experience and boost retention.**

- » Member app
- » 2-way SMS and calling
- » Self-service functionality for class reservations, check-ins, and managing payments
- » Progress tracking with skill, belt and workout tracking
- » SugarWOD integration



## 5. Strategic Business Resources

A reputable provider will offer helpful tools and resources to help you grow your business.

- » Guides, eBooks, checklists, articles, and success stories
- » Live webinars, tutorials, and demonstrations
- » On-demand webinar replays
- » Reporting



## 6. Integrated Websites

Your chosen provider should provide customizable, branded website services with integrated marketing and lead management tools.

- » Digital marketing
- » Automated sales and marketing campaigns
- » Search engine optimization (SEO) tools
- » Data security
- » Avoid long-term contracts



## 7. Support You Can Trust

Your success should be your provider's top priority. Be sure that everything from tech support to ongoing training and resources are available so you have a partner in business success.

- » Complimentary onboarding with a singular point of contact
- » Phone, chat, and email support
- » Online help center for quick tech support or to access training for your staff
- » Access to industry insights, a peer community group, and business best practices



## Power Your Gym with Zen Planner

Software to simplify your day-to-day management tasks, streamline member engagement and marketing to build lasting connections, and drive growth with tailored automation. Schedule a demo with one of our software specialists today.

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