

Use Fitness Assessment Software to Sell Personal Training

Fitness pros winning and retaining clients with the latest assessment tools and software.



Trainer Igor Bugarinovic with client

When Igor Bugarinovic was shopping for fitness assessment equipment earlier this year, he discovered a new body composition tool endorsed by a high-profile fitness

expert. Keen to differentiate himself in the crowded Vancouver personal training market, he researched then purchased the \$2,200 ultrasound tool and software.

Today, with the hand-held ultrasound wand connected to his laptop, Bugarinovic efficiently and non-invasively provides information like body fat percentage, circumference measurements, waist-to-hip ratio, basal metabolic rate, BMI and more. Charts and data are quickly generated for clients to view, and a copy of the report is automatically sent to their email inboxes. Results are not affected by hydration or caffeine intake.

"People are definitely impressed with it," says Bugarinovic. And, he adds, because they're familiar with ultrasound, the same technology used to view a fetus in the womb, they don't find it scary.

The assessment tool has wide appeal and isn't just attracting the tech-savvy crowd. According to Bugarinovic, who now brands himself as a "body composition specialist," it appeals to people who simply care about their health. His data base currently includes

information from over 100 assessments of people of all ages, sizes and fitness levels.

For some clients, their body composition results can be a great motivation boost or a surprising reality check. For example, one of Bugarinovic's clients was disappointed to have lost only three pounds, until the ultrasound assessment showed he had actually gained three pounds of muscle and lost five pounds of fat. Another client who was a marathon runner was surprised to learn that only two pounds of his 10-pound weight loss were fat.

Bugarinovic's new equipment is also proving to be a promising profit centre and retention tool. He recently generated \$1,200 of new business with a corporate client by creating a three-month challenge that included individual fitness programs and pre-and post-program body composition analyses.

As for retention, according to Bugarinovic, "Because I'm the only personal trainer in my area using the technology, I'm finding that people are more likely to stay around because they want to see how they progress."



Gold Medalist Olivier Jean has been extensively training and is a champion of the NeuroTracker technology

Photo: Jean-Philippe Castonguay

CogniSens's NeuroTracker

This sports performance and assessment system improves performance by training the subject to absorb and process complex movement and to distribute attentional resources throughout the visual field. NeuroTracking involves following targets through dynamic motion across a wide 3D projection. A sports science methodology of isolation, overload and repetition is applied. It is scientifically proven to yield rapid gains in perceptual-cognitive ability including processing visual information faster, increasing peripheral awareness, increasing ability to simultaneously track multiple targets, read body movements more effectively, maintain focus longer, increase resistance to fatigue and improve situational awareness. The system allows users to gain and maintain a certain level of cognitive ability which can be measured and managed. The data can be used for player profiling, concussion management and return-to-play timing assessment. For more information contact Kristine@nationalfitnessproducts.com or visit www.nationalfitnessproducts.com.



Healthwizard Lite

HealthWizard Lite is a new version of MicroFit's popular fitness assessment software specifically designed for small fitness facilities and personal trainers. The software includes fitness assessment, wellness assessment, health status and business productivity. With HealthWizard Lite you can assess your client's fitness (using over 40 fitness tests or new tests that you add), analyze your client's health status and lifestyle behaviours related to long term wellness, motivate your client to achieve their goals with professional progress reports that have your company logo, and organize training and assessment sessions with the calendar/scheduler tool. It is currently on sale for \$500. For more information, visit contact Rob Rideout at 800-822-0405 or rob@microfit.com.



intelamatrix

The BodyMetrix System Intelamatrix has pioneered the convenient use of ultrasound technology for body composition analysis with its BodyMetrix System. The BodyMetrix System is the same professional-grade ultrasound technology used by elite athletes and trainers. This easy-to-use, non-invasive, patented technology utilizes a portable and affordable hand-held ultrasound imaging system that integrates with BodyView software. BodyView is a reporting and personal imaging software program that provides comprehensive customizable reports, progress tracking and actual images of fat loss and muscle gain. For more information, visit www.intelamatrix.com or call 925-606-7044.

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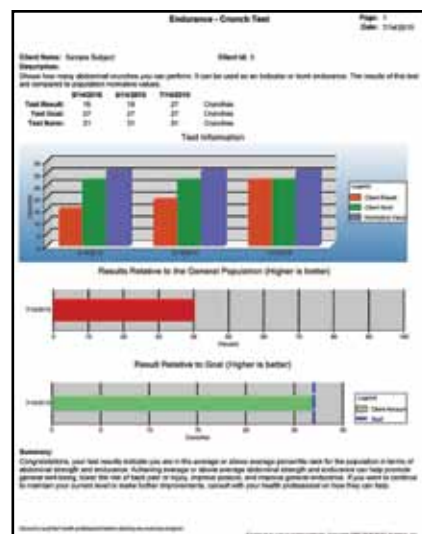


Mytrak®Smartcoach

The MYTRAK®SMARTCOACH is a small wearable personal device equipped with a set of sophisticated sensors that measures the intensity of a user's active life in multiple planes and dimensions and then calculates and compares the associated energy burn against preplanned targets for weight loss or a fit lifestyle. With its ability to measure heart rate and distinct body movements, SMARTCOACH prompts the user by means of a series of engaging coloured lights. A website then displays user results by means of graphs and charts with additional community options like challenges, nutrition tracking, groups and much more. For more information, contact Janet Sterritt at jsterritt@medipat-tern.com or call 603-315-4952.

Inbody Composite Units by Biospace

Over the past decades, a technique has been developed that analyses body composition based on the electrical properties of biological tissues. Bioelectrical impedance analysis has many advantages over other methods: it is safe, rapid, easy to use and requires minimal operator training. Thus it is widely used in hospitals, health and fitness centres, and in field studies. For more information, visit www.inbodycanada.ca or contact Paul McDonald at 613-297-3777 or info@inbodycanada.ca.



Fitness Maker

Fitness Maker assessment software by BioEx Systems is a tool for personal trainers to maintain test results and create full colour summary reports for clients. The software includes over 100 fitness tests, test result calculators and a special physiologic age test. Trainers can add custom tests and create test protocols. Reports show progress, compare client results to goals and normative values. A complete group analysis section is included. The software also maintains client demographics and assists in performing health risk screens. A special upgrade option can be added for functional and senior tests. For more information, visit www.BioExSystems.com or call 800-750-2756.