

A photograph of four people standing behind a wooden podium at an event. From left to right: a woman in a blue patterned shirt, a man in a grey blazer, a woman in a dark patterned shirt, and a woman in a dark shirt with 'TEXAS' on it. Banners in the background mention 'Annual Celebration' and 'Methodist'.

HOW TO BUILD PROFITABLE RELATIONSHIPS WITH YOUR LOCAL HEALTHCARE COMMUNITY

- Started 1st Business at 10 (Jake's Produce)
- Started TriFitness Gym in 240 square foot garage with 7 members in 2018
- Own and Operate 2 TriFitness Gym Locations grossing over 2 Million since 2019
- Designed, Built and will Begin Selling, TriFitness Gym Franchises in 2026



Jake Trione
Dedicated Husband,
Servant of The
Highest Power and
Leader Working to
help Heal our Nation

- Exercise Science B.S.
- CEO TriFitness Gym Franchising
- Chief E7 U.S. Coast Guard Retired

Main Focuses

Learn how to build profitable relationships within your gym and community

Develop a game plan to become the go-to expert for Fitness in your community

Learn to leverage your relationships to grow and maintain your client base and income

Focus 1

Build profitable relationships with Dr's, Hospitals, Clinic's in Your Area



BUILD & LEAD YOUR TEAM

Develop your vision and build your team to align with this vision

Share your vision with your team and your community and communicate constantly

Get to know your teammates on a deep level and use this knowledge to help them stay content, motivated, and driven to succeed

Lead by example and always show up for your team to love, inspire and support them



Work to create powerful and
transformational relationships
with everyone you meet



Until your clients and your community
know you CARE for them.

You put forth dedicated effort to
CONNECT with them.

You will not be able to successfully
COACH and Support them!

Be The Best Part of Your Clients Day



Always greet your clients by their name with a smile and enthusiasm



Engage them and find out how they are feeling and how you can help them each day



Take time to ask about their lives, likes, dislikes and be curious!



GROW AND MAINTAIN YOUR CLIENT RELATIONSHIPS

**CLIENT GROWTH 877%
IN 2.5 YEARS**



**CLIENT LIFECYCLE 8+
YEARS**



CLIENT RETENTION 88%



By consistently sharing the values you hold, the goals you are setting and the accomplishments that your community is achieving you are going to build a strong sense of identity and a common purpose within your community that brings everyone closer together over time

Focus 2

Develop a
gameplan to
become the go-to
expert and gym in
your community!



CLEAR LAKE
— AREA —
Chamber of Commerce
Serving Bay Area Houston since 1962

Business Development

Without Health There Is No Wealth

Message Preview

As entrepreneurs and business owners we start our businesses to make a lasting impact on the world and to live the most rewarding and fulfilling lives possible, but too often we neglect the #1 thing that is required for us to continue living life at all, our health. This workshop is designed to guide you through building healthy habits and create easy to use tools that will help you keep building a healthy business and body!



Jake Trione

Develop & Grow Your Skills & Knowledge

ATTEND CONFERENCES,
JOIN MENTORSHIPS,
WATCH WEBINARS, READ
BOOKS AND LEARN
FROM THOSE WHO ARE
SITTING WHERE YOU AIM
TO GO

STUDY AND EARN
CERTIFICATIONS THAT
ALIGN WITH YOUR
PREFERRED STYLE AND
GAIN THE SKILLSET THAT
WILL HELP YOU BE AN
EXPERT IN YOUR FIELD

SHOW UP EVERY DAY
AND WORK HARD TO
HONE THESE SKILLS AND
BUILD THE KNOWLEDGE
TO HELP OTHERS BY
APPLYING YOUR
EXPERTISE

GET OUT INTO YOUR COMMUNITY



9 OUT OF 10

90% of community centers
have a focus on the 50+
population



9 OUT OF 10

Offer fitness classes where
you can gain knowledge,
connections, & credibility



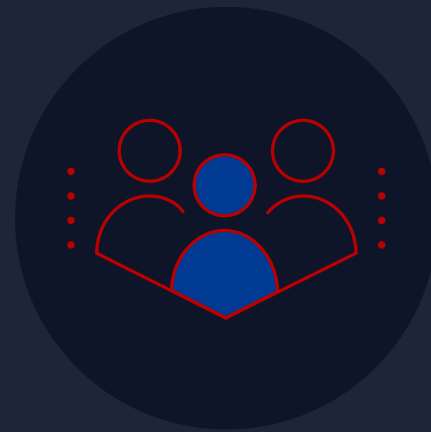
A community that KNOWS you,
LIKES you, and TRUSTS you will
support and buy from you!

Strategic Partnerships



SCHOOLS & LABOR ORGS

By developing a relationship with schools and other labor or educational organizations you grow your credibility, your potential client and employee pool



LOCAL NETWORKING

Organizations like the chamber of commerce, BNI, churches, libraries, community centers, non profits, support groups, pta and more



DR'S & WELLNESS PROS

Dr's and wellness professional can help you build a referral network, credibility, collaboration opportunities and resources for your clients



Focus 3

Leverage your relationships to grow and maintain your business success

CI

News from BAY AREA

TriFitness Gym: Veteran changing fitness industry for seniors



Jake Trione opened TriFitness Gym in January with co-owner John Adiletta. (Jake Magee/Community Impact Newspaper)

Leverage and Grow Your Current Relationships To Access More Connections

1

ASK FOR SUPPORT

You have to let your clients and teammates know where you need help and ask them for ideas and help moving forward

2

USE THEIR NETWORK

Ask your connections if they have any opportunities for you to introduce your gym and yourself with their network

3

CELEBRATE AND SHARE IN THEIR WINS

By supporting them and celebrating their wins you give them something to share with their friends and family

4

HOST FREE EVENTS AND CREATE OFFERS

By hosting events and having your clients bring family and friends you get direct access to showcase your business

Your #1 Marketing Tool Are Your Current Clients



CLIENT ADVISORY BOARD

Bring your members together to help grow your business & connect with one another to build relationships



SIMPLE REFERRAL PROGRAMS

Give your clients easy and convenient opportunities to bring their friends and family to your gym



Now Go Out and Build Your Profitable Community

Contact Me



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