



13/16 Week Internship Plan

Week 1: Hiring – Screening applications; Scheduling interviews; Hire Tracking; Calling and meeting with applicants

Week 2: Recruiting – Attending job fairs; How to find qualified sales applicants

Week 3: Sales – Fitness selling process; Shadow of Membership Counselors

Week 4: Marketing – In club Promotions (Eagle Program)

Week 5: Finance & Budgets – Managing budgeting of sales and operations; Trending; Setting Budgets

Week 6: Personal Training – Taking body fat compositions; Visual Fitness Planner consults; VITABOT (online meal programming) consults

Week 7: Business Networking – Establishing relationships with local businesses that can be mutually beneficial (Gainesville Running and Walking)

Week 8: Managing Member Service – Read, manage, and call member suggestions and eagles

Week 9: Member Retention – Calls to members 7 & 30 days into membership to manage beginning experience and progress

Week 10: Hiring for Sales – Screen for interviews; What to look for?

Week 11: Sales Management – Data analysis; Coaching; Using and managing the #'s

Week 12: Operations Management – Management of overall daily activities (front line staff shadowing and work, facilities operations, etc.)

Week 13: Resume Building – Adding experience from internship to the resume; Creating a final and complete resume

Week 14: Job Outlook – Begin to think about and perform job search; Game plan future

Week 15: Leadership/Management Presentation – Presentation to management team on topic of choice

Week 16: Job Prospecting – Prepare cover letter and resume for specific job opportunities; Letters of interest