



CASE STUDY

ClassPass

Since 2013, ClassPass has offered a monthly subscription service providing access to 30,000+ gyms, health clubs & boutique fitness studios in 28 countries.

OVERVIEW

Tackled by the pandemic, ClassPass' fitness business was pushed into a defensive position. Sellers were tasked with an extremely heavy lift and account managers were sprinting in place.

HBC developed a plan to build stronger business communication muscles & negotiation flexibility.

After several quarters, the ClassPass team flexed their huge gains, resulting in greater confidence and skill among customer-facing employees.

CHALLENGE

- **MARKET LOSS** - COVID-19 obliterated the market for in-person fitness classes in 2020. As a result, the company needed to make changes to its workforce and strategy.
- **ACQUISITION** - The company was acquired by Mindbody in 2021, which led to major changes in leadership, business structure and product offerings.
- **TRAINING & MOTIVATION** - Sellers & account managers faced an environment of uncertainty and lacked confidence in speaking with customers and renegotiating contracts.

Louis challenges me to be bolder and unafraid to ask hard questions. I think his 1:1 sessions are extremely impactful.

-ClassPass Account Manager

RESULTS

After dozens of group trainings and over 300 hours of 1:1 coaching logged with ClassPass team members, HBC has become an effective force multiplier for the sales & account management team.

Our work together has now spanned seven consecutive quarters and expanded to the ClassPass international teams.

My team at ClassPass would shout from the rooftops about how much they love Louis. His workshops are fun and engaging, and his communication tactics are effective and memorable. Louis' training has 100% contributed to my team's increased confidence when pitching their clients.

- Kinsey Livingston, VP of Partnerships

TRAINING TOPICS

HBC created over a dozen different custom trainings for various teams across ClassPass.

Topics included:

- Why Before How
- Pipeline Penetration
- Qualifying Like A Pro
- Using Data to Tell Stories
- Negotiating Rates
- Building Urgency
- Leading With Empathy
- Navigating Tough Conversations



REVIEWS

5/5 AVG RATING OF 1:1 SESSIONS

Each rep was given three sessions each quarter to meet with Louis and discuss their specific challenges.

4.8/5 AVG RATING OF GROUP TRAINING

New topics were introduced in large group trainings and then reinforced in smaller group cohorts.

95% OF REPS REQUESTED TO CONTINUE

Reps consistently say their sessions with Louis are some of the most impactful and memorable parts of their training.