

Leveraging the Firstbeat Lifestyle Assessment

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INTRODUCTION

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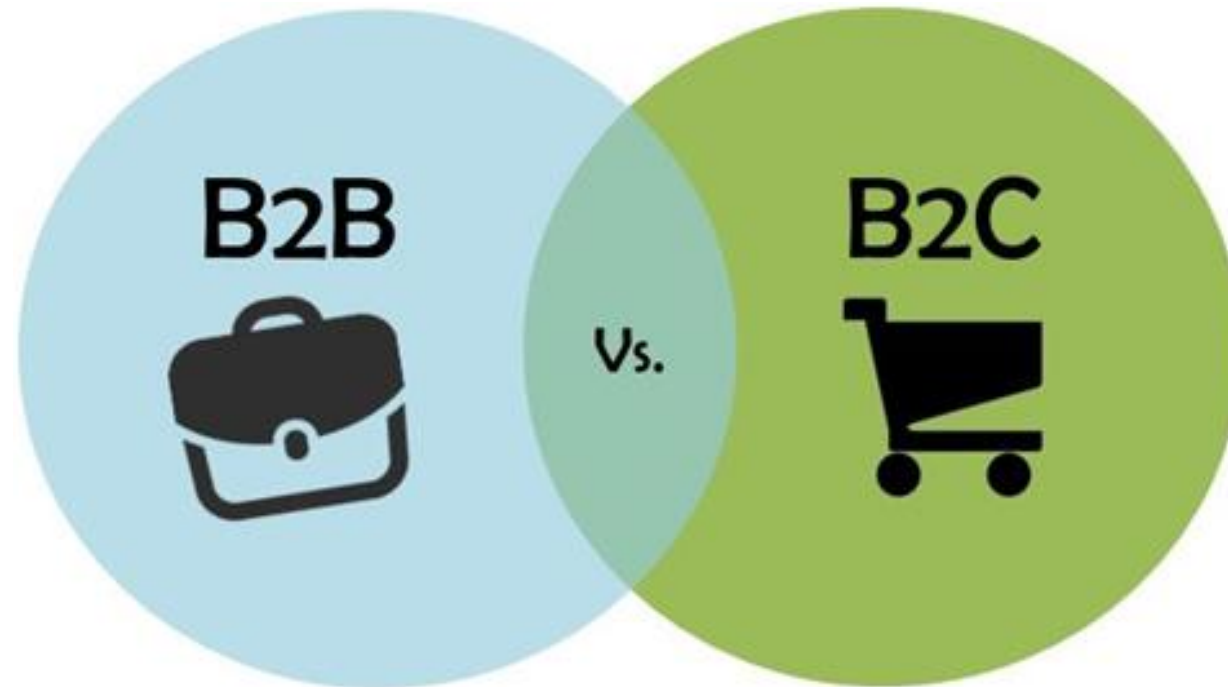


SUPPORT MATERIAL

Firstbeat offers a multitude of different materials to link to your service

- Guides
- Co-branding tools
- Marketing collateral
- Example reports
- Website
- Etc.

WHAT'S YOUR TARGET MARKET?



THE TASK

Describe a product or service for your target market that includes the Firstbeat Lifestyle Assessment.

- List the ways you can market the product/service.
- Is the Lifestyle Assessment integrated or an value add service?
- What does the Lifestyle Assessment bring to your offering?
- How do you justify the customer investing in your product?



RETENTION

Once you've created your product, list some elements that will ensure that your customers buy again.

KEY FINDINGS

- Use the Firstbeat Lifestyle Assessment to boost your expertise
- Retention is key - Revisiting the clients situation at regular intervals in the future builds a base for positive change
- Using objective data helps you show improvements
- You are the expert in your field, you should advise the customer on how best to proceed
- Integrating the Lifestyle Assessment as a tool is generally more powerful than a standalone add on
- Firstbeat has a multitude of materials and connections that can help you on your path
- We are here to support you, it's a partnership

Thank you!