


restore
HYPER WELLNESS

Restore Hyper Wellness Builds a Playbook for Sales Success

Overview

Restore Hyper Wellness is an award-winning industry leader in longevity and creator of an innovative new category of care – Hyper Wellness®. Restore delivers balance, energy and proactive healing through a combination of cutting-edge modalities and expert guidance.

Since its founding in 2015, Restore has expanded its Hyper Wellness franchise to more than 225 retail locations across the United States, becoming the nation's top provider of cryotherapy. As the company prepared for future growth, Jeremy Landis, Restore's Chief Product and Technology Officer, partnered with HealthLaunchpad to develop a strategic approach to in-store sales that could be scaled across the company's franchise locations.



Challenge

Implement a clear, repeatable sales process across a nationwide franchise network.



Solution

Develop an internal playbook with tools and resources to enhance the sales process.



Result

Increased the average value of a membership sale by **20%**



Challenge

As evidenced by the company's rapid national expansion, Restore Hyper Wellness has discovered a winning formula – helping people do more of what they love through personalized, science-backed therapies.

As the market leader, the leadership at Restore knew they needed to consistently deliver an amazing brand and client experience across hundreds of retail locations.

This led Restore to take a close look at the company's sales process. To help franchise owners maintain high new-member conversion rates, they needed a clear, repeatable sales process that could be easily applied to any location across the country.

The challenge the company faced was understanding the secrets behind its highest performing stores – then codifying and amplifying that strategy in a way that would lead to continued long-term growth.





Solution

Working alongside the Restore team, HealthLaunchpad developed a simplified studio tour and sales process designed to align Restore's values with a client's unique goals. As a result, Restore could increase membership conversions leading to more engaged clients and better outcomes.

To inform this work, the healthlaunchpad team first conducted onsite "mystery shopper" tours across the country to gain firsthand knowledge about Restore's existing sales processes. Then, a new storytelling approach was created to help Restore employees effectively sell to the company's key customer personas.

The goal, in part, was to align the "why" of a prospective member to Restore's "why" as a company – by telling stories that would resonate in a compelling way. To formalize this new process, HealthLaunchpad developed a Wellness Concierge Playbook. This internal-facing tool would ultimately be used to enhance Restore's employee onboarding process, while outlining the studio sales process.

Within the playbook, HealthLaunchpad also developed an essentials toolkit for the team to use during sales training. It included a range of resources such as intake cards, member personalities, door openers, "know more" cards, a wellness tour overview, storytelling models and guidance on objection handling.





Result

By partnering with HealthLaunchpad to develop the Wellness Concierge Playbook, Restore's national network of franchise locations benefitted from:

- 1. Streamlined sales process:** The simplified studio tour and sales process helped enhance Restore's customer experience, making it easier for prospects to understand the company's offering and convert to becoming members. A well-designed sales process can reduce friction, which helped Restore increase the average value of a membership sale by 20%.
- 2. Personalized storytelling approach:** The playbook leveraged a storytelling model that aligns the "why" of prospective members with the company's purpose. This personalized approach can create a stronger emotional connection, resonating with prospects on a deeper level and increasing their affinity with the brand.
- 3. Comprehensive training resource:** The Wellness Concierge Playbook serves as a valuable internal resource for employee onboarding and training. It provides a standardized framework for the sales process, ensuring consistency in the customer experience across all locations.
- 4. Essentials toolkit:** The playbook included an essentials toolkit with a wide range of sales tools and resources. These tools equip Restore employees with the necessary materials to effectively guide prospects through the sales journey.
- 5. Insights-driven development:** The playbook was developed based on insights gathered from on-site tours conducted across the country. This firsthand experience allowed the healthlaunchpad team to understand the existing processes and pain points, leading to a more informed and tailored solution.
- 6. Alignment with core values:** By aligning the storytelling approach with the company's "why," the playbook helped reinforce the Restore brand's core values and mission, fostering a deeper connection with prospects who share similar motivations and aspirations.



Overall, the Wellness Concierge Playbook serves as a valuable tool to help Restore enhance the member experience, increase conversion rates, provide comprehensive training resources, and strengthen the brand's connection with its target audience through a personalized and purpose-driven approach.

“Working with HealthLaunchpad was like working with an extension of our team. They hit the ground running and quickly came up to speed on a very complex business model. The value of their healthcare experience showed throughout the process as we navigated the complex task of helping clients understand the value of our therapies. When it comes to activating and enabling our team, HealthLaunchpad did an outstanding job.”

- Jeremy Landis, CTO & CPO
Restore Hyper Wellness



Design Your Playbook for Sales Enablement

Looking for ways to enhance the efforts of your sales and marketing team? HealthLaunchpad brings deep healthcare marketing talent, a fine-tuned ABM process, customer-driven growth strategies, and the right technology to execute and optimize campaigns. Learn how we can help you at www.healthlaunchpad.com.

