



# La fidelización en los centros deportivos (Manuales) (Spanish Edition)

*Jorge Sánchez Martín*

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El sector de los centros deportivos es cada vez más competitivo. En él conviven empresas que responden al perfil de los gimnasios tradicionales, junto con centros de fitness, centros de wellness, centros low-cost y micro-centros especializados. Esta proliferación de modelos de negocio con su multiplicidad de ofertas, ha incrementado de forma significativa el nivel de competencia entre las empresas, que han tenido que agudizar su ingenio competitivo para asegurar su permanencia, y no siempre lo han hecho teniendo en cuenta al cliente. La fidelización en los centros deportivos parte del análisis teórico de tres elementos clave de la estrategia de negocio, como son los clientes, los servicios y las cuotas, para exponer a continuación una serie de consideraciones prácticas sobre cada uno de ellos, que pueden ayudar a los centros deportivos a mejorar sus resultados al poner el foco de atención en aquello que realmente es importante: cuidar a los clientes.

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