

How Discover Strength Uses Buxton Insights for Franchise Success

CONCEPT

Personalized strength training franchise

OBJECTIVE

Franchise expansion beyond the Twin Cities

RESULTS

Boosted franchisee confidence and enhanced territory selection



**DISCOVER
STRENGTH**

Discover Strength is a fitness franchise known for their short, intensive, scientific, two-days-a-week training. The company has 12 Twin Cities locations and is currently expanding to other regions across the country, including Chicago, Scottsdale, and Denver with 41 locations open or in development.

In their quest for growth, the Discover Strength team recognized the importance of pinpointing markets capable of sustaining their unique training studios. They turned to Buxton for guidance as they prepared to expand beyond their home market.

Buxton's Solution

Buxton developed a site scoring tool that draws on factors likely to influence the success of a Discover Strength studio location. The outcome was a site scoring tool seamlessly integrated into SCOUT, Buxton's mapping and reporting application. Additionally, Buxton used the tool to identify future franchise expansion opportunities. This analysis and tool, according to Scott Breimhorst, vice president of franchise development at Discover Strength, became their "compass, guiding us to the most promising territories and instilling confidence in our decision-making process."

Using Buxton as a Compass for Franchise Sales and Success

Buxton's solution became the cornerstone for Discover Strength's expansion strategy, instilling confidence among franchisees, securing multi-unit deals, and meticulously refining territory selection. The collaboration between Discover Strength and Buxton has not only propelled Discover Strength beyond the Twin Cities but also set a benchmark for franchise success in the competitive realm of fitness.

Scott emphasized, "Buxton didn't just show us where to go; it showed us where not to, which is a crucial factor in our sustained success." This ensured franchisees were directed away from suboptimal locations, fostering better long-term success and profitability.

Discover Strength realized that Buxton insights are particularly powerful when introduced early in the franchise sales process. The team turned to the Buxton Platform as an educational tool, which aids in explaining nuances to franchisees and showcasing why certain areas are recommended more than others. Scott added, "Having Buxton available to potential candidates right away in the franchise sales process has been very valuable to show we have made an investment in their success."

In short, Buxton insights do not merely provide direction; they have become a pivotal tool shaping Discover Strength's narrative among franchise candidates.

Bottom Line

Discover Strength seamlessly integrated their Buxton solution into their franchise sales process, transforming it into an educational and decision-making asset. The collaboration with Buxton has not only propelled Discover Strength beyond the Twin Cities but has also set a clear direction for profitable franchise growth.

Do you need help charting your organization's future path? Contact us to unlock the key to franchise growth for your organization.



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Scott Breimhorst
VP of Franchise Development

Contact us to learn how analytics are the key to franchise growth.