

Dyonte Blake

Gym Sales Associate

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Pittsburgh, PA

 [LinkedIn](#)

Work Experience

Bally's Fitness - Gym Sales Associate

2018 - current

Pittsburgh, PA

- Oversaw sales operations for the second largest Bally's Fitness in the Pittsburgh region
- Helped implement membership referral program leading to \$50,000 in incremental sales while improving retention for member's who referred their friends by 4%
- Maintained up-to-date knowledge of class catalog and quickly and accurately directed members towards private classes that would help them achieve their fitness goals
- Reduced fitness class vacancies by 20% by offering last minute discounts to members most likely to be interested in under-attended classes

Gold's Gym - Gym Sales Associate

2015 - 2018

Pittsburgh, PA

- Improved the customer onboarding process to improve customer close rate by 15% during tenure
- Trained new staff on best practices to up-sell annual memberships and private classes
- Quickly built relationships with new and prospective members to understand their fitness goals and direct them to appropriate classes to help them achieve those goals while exceeding private session sales rate by 10%
- Revamped the membership cancellation process to inform customers of membership features they may have been unaware of reducing cancellation rate by 4%
- Recognized as top performing sales associate for 2019

Lidz - Retail Sales Associate

2014 - 2015

Pittsburgh, PA

- Maintained a positive attitude and directed customers to products based on what they were looking for while exceeding sales targets in 3 out of 4 quarters
- Met targets to sign up for loyalty program by selling the benefits of the program to customers at checkout

Education

University of Pittsburgh - Bachelor of Arts, Communication

2010 - 2014

Pittsburgh, PA

Skills

Negotiation, Results Oriented, Persistent, Problem Solving, Microsoft Office (Excel, Powerpoint), Presentation Skills, Resilient, Empathetic