



Essential RFP Questions for Choosing the Right Fitness Partner



When selecting a corporate fitness management company, the specific questions you ask in your RFP (Request for Proposal) helps ease the burden on the procurement team and keeps the focus on the requirements, goals and vision for your fitness and wellness program. Choosing the wrong provider — or failing to ask the right questions — can result in low employee engagement, misaligned services, and poor return on investment.

We've seen it all — so you don't have to start from scratch

With more than 50 years in corporate fitness management, we've participated in thousands of RFPs from organizations of all sizes and industries. Over time, patterns emerged: some questions drove clarity and results, while others created confusion or missed the mark.

So, we've done the work for you. In this guide, we've compiled the most logical, impactful, and forward-thinking questions to help you evaluate partners and ultimately make the best choice for you and your employees.

You must go beyond surface-level questions and dig into a provider's approach, expertise, flexibility, and fit with your organization. This guide provides eight areas of essential questions to include in your RFP.

Questions to Include in Your Next RFP

Company Overview

- Provide an overview of your company, including years in operation, key services offered, and experience with managing corporate fitness centers.
 - What experience do you have working with organizations of our size and industry?
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Fitness Center Management

- What is your strategy for managing and operating a corporate fitness center?
 - What processes and systems do you have in place to ensure a smooth, clean, safe and organized operation?
 - How do you ensure that all areas of the facility (e.g., locker rooms, workout areas, reception) meet high standards of hygiene and cleanliness?
 - Explain your experience at designing and equipping corporate fitness centers. Can you provide examples?
 - Describe any relationships you have with fitness equipment vendors.
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Programming

- What types of fitness programs and classes do you offer?
 - How do you tailor your fitness programs and services to meet the unique needs of different corporate clients?
 - What additional wellness programs do you offer beyond traditional fitness services? How do you integrate these programs into the overall corporate wellness strategy?
 - How do you support programs and events outside the fitness center?
 - What is your approach/vision for creating a sense of belonging for traditional non-users of health and wellbeing services?
 - What services are provided through your digital platform (e.g., group exercise, personalized workouts, nutrition, stress reduction services)?
 - How do you integrate technology to enhance the customer experience (e.g., online booking systems, fitness tracking apps)?
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Account Management and Staffing

- Describe your account management framework and team composition, including location.
 - What qualifications and certifications do your fitness center staff hold?
 - How do you recruit, hire and train your staff?
 - What is your protocol for ensuring that the fitness center is appropriately staffed during different times of day and during special events?
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Implementation

- Please summarize your implementation approach and timeline.
 - Describe your process for transitioning staff and current fitness center operations.
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Marketing and Communication

- Describe your marketing and communication capabilities and support.
 - What types of tools/resources are available to the staff for the promotion of the fitness center and programming?
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Quality and Reporting

- How do you evaluate the effectiveness of your programs and make necessary adjustments?
 - Can you provide examples of standard reports you will provide to us, such as attendance, member engagement, and program success?
 - What are your protocols for handling member inquiries, complaints, and feedback?
 - How do you measure member satisfaction and what steps do you take to address any issues raised?
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Integration

- Explain your philosophy on collaborating with other wellness vendors. Provide examples of when you have worked with other vendors to create well-rounded programs for your clients.
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About HealthFitness

We are the leading provider of corporate fitness solutions

For 50+ years, we've had the pleasure of helping our clients offer a benefit their employees value and appreciate. We are good at what we do, which has earned us a high satisfaction rating and long average tenure with our 180+ valued clients. Today, we have the privilege of working with 1 million+ participants, supporting each on their personal health and fitness journey.

If you are looking for a check-the-box solution, that's not us. We're at our best when partnering with organizations that have a culture of care and are committed to building a culture of health.

50+

years in business

3,000+

professionals nationwide

180+

clients

1M+

participants

\$3.1B

in assets
(parent company Trustmark)

10 Years

average
client tenure

75

Net Promoter
Score

94%

client satisfaction
rating

We're ready to help! Contact us today.



HealthFitness, a Trustmark company, is a trusted partner in delivering integrated fitness, wellness, and injury prevention solutions that help organizations create thriving cultures of health and wellbeing. A proven leader in engaging people both on-site and digitally, HealthFitness supports the whole person through four key elements: Movement, Nutrition, Recharge and Connection. For more information, visit www.healthfitness.com.

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