

### Failed payment call:

"Hi Mary, it's Amanda calling from Fernwood Fitness at Albury. The reason for my call is to balance your account. There is just 1 debit of \$\_\_\_\_\_ that didn't go through in the last payment run. Are you able to fix this up with me right now?"

Yes – process

No – organise a time / date for a rebill

### Failed payment message:

"Hi Mary, it's Amanda calling from Fernwood Fitness at Albury. The reason for my call is to balance your account. There is just 1 debit of \$\_\_\_\_\_ that didn't go through in the last payment run. Can you please call me back on XXXXXXXX to fix this up with me today and avoid other charges. Thanks so much, speak to you soon."

### Cancelled member strategy:

1. Give your last month cancelled bad debt members a call today on the 1<sup>st</sup> and see if you can reactivate some of them, using the script below
2. Some of them may not have picked up the call from NSO as it may not have come from a local number  
You have the choice to work with them on a payment plan, or to wipe the debt and move forward with regular debits moving forward (this would be a case by case assessment)
4. Give everyone a call – you never know what people might be going through and a friendly reach out of support is all they need (remember **Stronger Together**)
5. Leave voice mails, text messages and emails with the same tone as the script below if you cannot get through to them
6. Be compassionate and empathic but do not sympathise – you must be a problem solver and motivate and inspire
7. Nothing is more important than moving for their mental and physical health

"Hi ..... it's Amanda calling from Fernwood Fitness Albury, the reason for my call is to apologise. I have just noticed that your membership has been cancelled. It's an automatic process and I would love to get your membership balanced so you can enjoy the benefits of classes and strength training throughout the cooler months. Is everything ok with your training? Have you been coming in at least once a week? What is your current health and fitness priority? I would love to help by ..... (offer then to help balance payment, so payment plan, wipe the debt -speak to owner for direction, PT session, Pilates session, Fit30 session, 30 day pass for bestie to help make training more fun and social)"

### Message / or "No"

If leaving messages or if they say they don't want to – plant a seed by saying that if they return this month they won't need to pay the re-joining fee of \$209 but otherwise if they let it go past this time, they will have a re-joining fee.