

Manager and Coordinator Weekly Checklist / Meeting Agenda

Date: ____/____/____ Attendees: _____



Operations:

- ☐ Hypoxi revenue this month _____ sales _____ intro packs _____
- ☐ FIIT30 % _____ and wins and work ons for the week ahead
- ☐ PT % _____ and wins and work ons for the week ahead
- ☐ Reformer _____ % and wins and work ons for the week ahead
- ☐ Group Fitness Attendance class average _____ and wins and work ons
- ☐ Workshops, events and member retention activities
- ☐ HR staff movement, leave, actions needed.
- ☐ Creche attendance for the week _____ and items for discussion.
- ☐ Administration issues.
- ☐ Check cleaning roster has been ticked off. Check club is clean.

Membership Sales and Marketing:

- ☐ Sales _____ Onboarding _____ Average member value _____ Referrals _____
- ☐ Sales Flexis _____ % (target 30% or less) 12m _____ % 18m _____ % Add ons _____ % (target 30%)
- ☐ Total member number _____ Growth _____ Cancellations _____ %
- ☐ Total the sales board for the week and reallocate sales not obtained onto future weeks
- ☐ Sales wins and work ons for the week ahead. Set targets for the week.
- ☐ Sales Items. Review Amanda's Monday email and review tips, statistics and allocate training.
- ☐ Leads _____ and wins and work ons for the week ahead.
- ☐ Lead calls checked (check notes in CRM 3 x day and use flow chart in sales manual)
- ☐ Marketing. Tool kit review and Canva assets checked and used. Communicate to team.
- ☐ Marketing. Check all current posters in club are not out of date and are current.
- ☐ LAM. Set local area marketing activities for the week using canva and toolkit assets.
- ☐ Social media review, plan for the week what's needed. Discuss ads running.
- ☐ Cancellations and saves. Review retention % and people that need issues solved to save.

General Business:

- ☐ Send weekly check in email to entire staff with sales, target update, marketing, HR, retention, What's in the Goss updates.
 - ☐ Review last week's general business, discuss results of items needed actioning.
 - ☐ New general business, assign people to action, take notes.
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