

HOW TO HANDLE FACEBOOK AND EBOOK LEADS

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HOW TO HANDLE FACEBOOK LEADS - COMPETITION LEADS

Remember, they might just want to win, but something in their subconscious has prompted these ladies to want to win our prize. It's not like they are winning money - if they win, they physically have to do something.

Would you enter a competition if you were never going to use the prize? If I was a completely loyal happy gym goer somewhere, would I enter? Probably not.

You need to try and break through to find out what was this inner subconscious that prompted them to want our competition. Get them to elaborate on their goals.

Answer: *"I just want to win."*

Response: *"Awesome, so tell me if you win, what do you want to do at Fernwood?"*

"Hi Sally, it's Jane calling from Fernwood - how are you?"

"I'm just calling in regards to your entry into our Facebook competition to win a 12-month membership, that's super exciting. So tell me if you win this membership, what are you hoping to do in the gym?"

"This then leads you straight to talk about their goals, which you can then ask more questions on and develop on."

"It sounds like you have got some really exciting goals you want to achieve and I would love to see you achieve those at Fernwood. Fingers crossed you win this membership, however in the meantime, I'd love to book you in to come down and take advantage of a free class at our club to help you get started with (XYZ goal). Would a morning afternoon or evening suit you best to try a free class?"

HOW TO HANDLE EBOOK LEADS

There are hundreds of eBooks being promoted online that we all glance over and don't download. We will only download if there is some kind of interest. So, just like the Facebook leads, we need to find out what is this person's interest and find the commonality with our club.

"Hi Sally, it's Jane from Fernwood - great to see you have downloaded our Ab Challenge eBook, you must have some exciting health and fitness goals that you want to work on at the moment. Tell me what attracted you to the Ab Challenge?"

Then continue to elaborate on their goals - not about our club, but just have a good chat about what they wanted from the eBook until you have enough info to refer back to our club.

E.g. *"Loving the fact that you are a PT at the moment and you were going to use this to help build your exercise repertoire. I would really love to invite you down to our club for a free class, hopefully we can give you even more inspiration for your training and you may even be able to help give us some great feedback too?"*

E.g. *"Totally understand as a new mum you find it hard to make some time to get out of the house so this eBook is perfect for you. Tell me, if you could find a spare hour of your time, how does a free workout on us, then a no rush shower in peace and quiet without any kids looking for you, and a quiet cup of tea in our members lounge sound?"*

Remember:

- If you have built the rapport and found out what really prompted this person, you will find a reason to bring them in.
- The key is always listen twice as hard when we speak, and only speak when it is relevant. Let them do the talking!
- Don't be afraid to bring someone in that seems uninterested. We have amazing looking clubs, with fantastic customer service and awesome services and extras on offer. You will WOW them when they come in!