Fernwood Fitness Non Attender Call

Goal: To get the member back into the club (do not offer suspension as that encourages them to break the habit. <u>All options have to be about getting them back into the club</u> and keeping their exercise habit going. (<u>Avoid</u> asking them where they have been and why they haven't been in)

<u>Step 1: Try and book a class or gym session time</u>

"Hi ……………….. this is …………… from Fernwood Fitness at ………………………..

I'm just calling to see if I can book you in your next class? I see that you like to attend ………….. can I book you in this ………………. At ………. O'clock for class?"

<u>Step 2: Overcome Objections (time/ motivation):</u>

Offer 30 minute class options if you have them. Suggest different classes, different times and different days to help them work around their time, injury, motivation issues.

"I understand, we have a 30 minute ………… class on …………. Could you make it to this class?" OR

"I understand, I can add *(recommended 1-2)…….….* Weeks of FIIT30 classes to your membership complimentary, they are small group training sessions that run for only 30 minutes and are extremely motivating as you are led by a trainer and have a small group of women to work out with. How does this sound?"

Yes - Book time for first session

No – (PT Option / or Hypoxi Option if wanting to lose weight)

"Would a half hour personal training session at *(recommended 50%)* …….% off with …………… *(name)* suit you more? It will give you maximum results in the quickest time. Instead of $ ………. I could give you this consultation first session for *(recommended $29)* $.......... it will really help give you."

<u>Step 3: Encourage to Use Pulse App:</u>

"……..(name) You have the Pulse app, it has so many virtual workouts including HIIT, dance, yoga and Pilates sessions, plus hundreds of healthy recipes. Maybe you can pop on a couple of classes a week and do them at home and when you can, come into the club over the weekend. Does that sound like something that would help you keep improving your fitness and strength?"

<u>Step 4: Ask What Else You Can Do:</u>

"Is there anything I can do to help you get back into a good routine?"

"Would you like me to organise a _____ day guest pass, maybe bringing a friend in for the next ____days would help?"

If booked-

"Great we will see you on …………… looking forward to it"

If not booked-

"_____(name) will see you when you are ready to come back in, we are always here to support you. Have a great day"