

Fernwood Fitness Incoming Call Script

(Smile) This is _____ (your name) how can I help you?

Caller: "How much is your 3 months membership?"

"Sure. Can I have your first name _____?"

"Have you been to Fernwood Fitness before?" Yes / No

"What's appealing most to you about a female only fitness facility?"

"How did you find out about us?"

☐ Location ☐ Paper ☐ LBox flyer ☐ Friend told me ☐ Outreach ☐ Ex member

☐ Facebook ☐ Instagram ☐ Radio ☐ Magazine ☐ Other _____

"Are you currently exercising at the moment?" _____

"What's your number one priority in starting a health and fitness program?" _____

"Why would you like to achieve these goals?" _____

"How many times can you exercise a week?" _____

"Will you be exercising in the mornings or afternoons?" _____

"_____ the most logical thing to do is to come and have a tour of our facilities and once you're happy with the club, we can take you through our membership programs. Would today or tomorrow suit you best? _____

Morning or afternoon? _____ o'clock or _____ o'clock? _____

What's your contact number so I can book you in? _____

and your email address is: _____

Great, _____ I'll be looking forward to seeing you then, just ask for _____ (your name) when you come to reception

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