



MEMBERSHIP AND SERVICES SALES MANUAL



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1. Introduction

NEW SALES PERSON'S JOURNEY

New to Membership Sales?

This manual is a great way to learn all you need to learn. Initially flick through it and get to know the processes, then every single week, pick a topic to dive deeper into and search on velpic for online training videos too.

Recommended:

Day 1: Chapters 1-5

Day 2: Chapters 6-11

Day 3: Chapters 12+

Weekly: Dive into 1 chapter and any weekly online webinars

Monthly: Dive into 1-2 online video training sessions and any monthly training sessions.

There is a lot to learn. Process is all about the practical and then the rest is constant face to face experience, regular training role play opportunities with your fellow team members and constant diving into this manual.

FERNWOOD 1 -2 -3 MANTRA

No matter what your role is at Fernwood, there are three core responsibilities that apply to all employees. This is known as the Fernwood 1-2-3 Mantra. It is designed to create a consistent member experience at every Fernwood club.

The Fernwood 1-2-3 Mantra means:

- Everybody sells
- Everybody cleans
- Everybody member motivates

Everybody sells: From the moment you were born you were selling. You asked for food, for your nappy to be changed, even for a cuddle. Sales is simply communication and finding a need and providing a solution. People used to barter and in the times we live now, exchange

money for services. As a Fernwood employee, you are consistently positive about Women's Fitness and Fernwood and always speak with complete enthusiasm of Fernwood products, services and staff. For example, if you are talking to a member about their group fitness class, you could re-affirm how much you enjoy taking the same class or encourage them to try another one. Even when not actually signing up new members, we are continuing to communicate, excite, motivate, problem solve and promote all the time, on-selling and upselling to provide the member quicker results, the experience they are looking for alternatives.

Everybody cleans: If you see something that needs to be cleaned up, such as a tissue on the floor, you pick it up instead of waiting for the cleaners to come later in the day. This proactive approach means that our clubs look clean and professional at all times. Everybody is responsible for maintaining excellent presentation standards.

Everybody member motivates: Even though your designated role is not a Fernwood Trainer, you speak to members regularly and ensure their experience at Fernwood is special. When you see a member, make sure you acknowledge them with eye contact and a smile so they know they have been noticed. Motivating members means that you speak to members about what keeps them motivated. This can include comments and questions about their goals and progress, what they like about specific equipment or group fitness classes, and what they find challenging.

FERNWOOD VALUES IN THE SALES PROCESS

The Fernwood values guide us in everything we do, including our day-to-day sales operation. The sales process has been designed with our values in mind, so it is always useful to question a new sales idea, concept or theory against these values to check they are aligned.

Integrity in Sales: I do as I say I will. I am open and honest with my members about the terms and conditions of memberships, prices and information that is available to them. I am honest in my dealings with my prospective members, and am genuine and caring in my

approach. I truly believe that the option offered is the option that will get the results they want in the time period they want.

Commitment in Sales:

I follow up on members' queries efficiently and quickly. I only promise what I can deliver and I follow through on everything I mention in the sales process. I am committed to a member's results and to this outcome.

Openness in Sales: I am open and honest with my members and transparent in the sale process to provide the best possible options to my prospective members. I am honest in my recommendations to members about the best way for them to get results.

Respect in Sales: I treat others the way I want to be treated, with dignity and respect. This becomes critical with the sales process as we respect the decisions of prospective members to choose to join or not join our clubs. The decision is made with the prospective members and we are there to offer an opportunity to learn more about what we do.

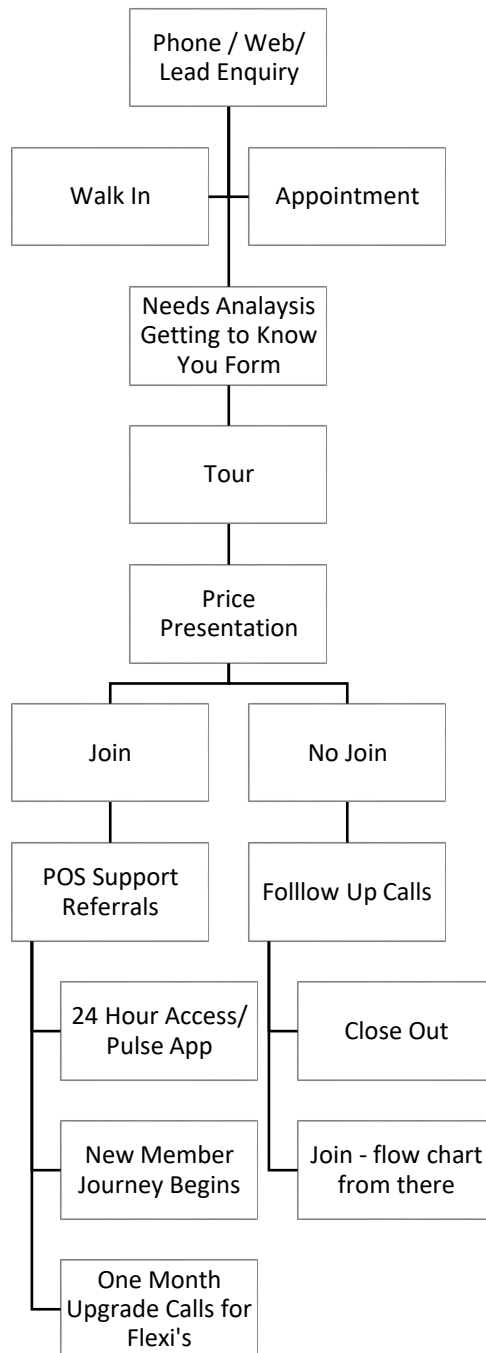
Service Mentality: I am first and foremost there to service my members and ensure they have a positive member experience from their initial enquiry, all the way throughout their journey. I am committed to improvements in processes and services.

Passion: I believe in the Fernwood product, am passionate about health and fitness, and am personally on the journey to ensure I am healthy and fit.

FERNWOOD SALES PROCESS OVERVIEW

1. Book Appointment
2. Confirm Appointment
3. Needs Analysis using the Getting to Know You Sheet
4. Club Tour using the New Member Journey poster and other club services
5. Pre Close
6. Price Presentation
7. Cover Objections
8. Referrals
9. Give access to club and Pulse Online
10. 1 week call to see how settling in and referrals
11. Upgrade 1 month call to upgrade from Flexi to 12/18 month, add on reformer or other

The Sales Process



The Dream Tour Process

	Process	Outcome	Available	Training
Step 1	Getting to know you sheet	Identify needs	Intranet	https://fernwoodfitness.velpic.net/#library/58615/watch
Step 2	Club tour, use poster on gym floor to explain onboard	Show process,	Canva	https://fernwoodfitness.velpic.net/#library/83553/watch

	costs and the new member journey and support person. This needs to be a part of the tour not part of the price presentation	remove risk		
Step 3	Price Presentation card to get the base membership picked, add on extras	Help members get the services that will get them results	Canva	https://fernwoodfitness.velpic.net/#library/83539/watch
Step 4	Use the support person strategy to get referrals	Added retention and lead generation	Attached	https://fernwoodfitness.velpic.net/#library/80757/watch

2. Building Relationships and Understanding Personalities

BODY LANGUAGE AND SELF AWARENESS

Body language is the key to making a potential member feel comfortable. It has the ability to immediately break down a barrier for the potential member so they can engage with you in conversation about their needs and why they want to join Fernwood.

Here are a few simple dos and don'ts to follow when you are interacting with a potential member.

Positive Body Language Cues

- Smiling is the most important body language tool on the planet (people will remember you)
- Make direct eye contact
- Greet with the customer or member's name
- Have good posture, lean forward in chair
- Sit next to prospect rather than across the table or reception desk (remove barriers)
- Walk alongside the customer, lead slightly from the front with open body position
- Walk and talk at their pace (match and mirror them) to make them feel comfortable
- Be aware of your facial expression and tone
- Be prepared (look at your incoming prospect or member's details and be ready for them)
- Nod when you are asking a question that you want their approval
- Write down the exact words your prospect is saying on the Getting to Know You Sheet. This shows that you are listening to them and also turns their ideas into actionable goals and priorities.

Active Listening

As we know, everyone joins a gym for different reasons so it is crucial we are active listeners throughout the sales process, so the member feels comfortable and we can make the perfect recommendation for them. It will also allow us to overcome any objections they have during the conversation, rather than tackling them at the end of the tour. Here are a few tips on active listening:

- Put aside any distracting thoughts – never assume, just listen!
- Nod occasionally – let them know you care about what they are saying
- Don't interrupt when they are talking
- Don't talk about yourself or your experiences
- Reflect on what they are saying to you
- Ask more in depth questions "What do you mean when you say..."

- Repeat and validate what they are saying to you “From what you’re telling me, it sounds like...”
- Just listen and focus on what they are actually saying – we will have the solution
- Do not solve their problems in the needs analysis – this is their time to reflect on what their needs are and the tour is the time to provide solutions

Understanding Individual Needs

Potential members will walk out the door if our Membership Consultants cannot properly advise them on their specific needs. Ensure you have the knowledge so you can show how Fernwood can care for the member. Put yourself in their shoes and ask, “What would make me feel comfortable in this situation?”

There is a range of different reasons why women join a gym, so we have put together the most common needs we face in Fernwood clubs with our members. It’s important to familiarise yourself with these so that no matter what comes up in the conversation, you are equipped with the skills and knowledge to not only handle the conversation but provide them with a solution.

Not currently exercising:

- Reassure them they don’t have to be fit to start
- Reassure them they will be guided by their Fitness Coach and the Your Fernwood online program
- If they are nervous, reassure them nobody will be judging them and it’s all about baby steps
- Encourage routine and consistency

- Get them excited about how great they're going to feel
- Currently exercising:
- Get specific about what they've been doing and what they are looking for
- Get excited about what we can offer and how our specialised trainers can progress them from where they are currently
- If they are currently at another gym, find out what they need that they aren't getting at their current gym and offer a solution

New mums:

- Reassure them that it takes a while to get back into their fitness but this is a really positive step to be taking for themselves
- Many of our trainers are mums, which is fantastic because they understand what you're going through
- -Time out for her while the baby is being cared for in a safe environment (childcare is club dependent)
- Need to work on core, back and shoulder strength and how Personal Training would benefit them
- If you don't have childcare facilities, let them know that many of your new mums train early morning before their partner goes to work, in the evenings or on the weekends. It is essential for all new mums to have 'me time' to feel balanced and their best self. Its one of the benefits of a 24/7 female only gym.

Mental health:

- Imperative that we make them feel safe and comfortable but understand the best thing you can do for them is to help them make clear decisions and get started.
- Reassure them that this is a positive and safe environment for them to come day or night
- Encourage Personal Training, meditation, yoga, Pilates and Body Balance classes

- Discuss the positive effects exercise has on sleep, and if they can attend just once or twice a week that's fantastic
- Let them know that the team are here to support them every step of the way
- Explain Pulse Online and when they are feeling not great at home they can always dive in for a mini workout, stretching or a class. It will help on the days they don't want to leave the house and is available any time of the day.

Over 60s:

- Reassure them they will be looked after and taught what to do
- Explain the importance of mobility and strength training for their bones and how strength training, Pilates reformer and Personal Training can benefit them
- Know the appropriate classes on the club timetable to recommend, e.g. Lite Pace or Pilates Mat
- Great social outlet if that's what they're looking for

Mother and daughter:

- Acknowledge that they are here for different reasons but how great the quality time together will be
- Daughter – wants it to be fun and exciting, wants to fit in, to feel safe, better grades at school
- Mother – wants to support daughter, to feel good about herself and set a good example
- *Helpful tip: Print off a month calendar and every time the daughter attends she can mark it off on the calendar so it makes her accountable and the mother can see she's getting her money's worth.*

Teens:

- Want to know they will fit in and be supported
- Want to know all the 'cool' classes that are on trend
- Get them excited – they will tell all their friends about how good we are *Helpful tip: Teens are GREAT for referrals!*

University students:

- Explain the importance of exercising while studying and how it improves concentration and sleep
- Great stress release
- Having a gym membership will help them make fitness a priority among the chaos of uni, even if it's only 1-2 time per week • Encourage FIIT30
- Pump the 24-hour access

Injuries and Conditions

When you are speaking to a woman with an injury or medical condition, it's about explaining what they CAN do in the gym. It's important for these potential members to understand that we can work with their physiotherapists and any specific program they are receiving from them. We need to understand which of our services are good for specific conditions. For example, pregnant ladies would work best with a Personal Trainer.

Arthritis:

- Need to recommend strength training and low-impact aerobics
- Exercise will reduce joint pain and stiffness
- Exercise aids joint lubrication and nourishment
- Pilates Reformer is ideal for stability, muscle correction and low impact movement
- Reassure them this will be good for them and they can be linked with a specialised Personal Trainer

Back injury:

- Recommend Personal Training, Pilates and yoga
- Understand that they need to be working on their core strength every day
- Reassure them it will improve if they commit to working on it consistently

- If they are under the care of a physio, we can work alongside them to help rebuild their strength

Multiple Sclerosis (MS):

- Personal Training to enable them to build strength, especially in their legs
- Need to be working on mobility and balance
- They should never exercise to the point of fatigue
- Reassure them that we have other members with MS at different stages and that it's fantastic they are taking positive steps to increase their strength

Obese:

- Recommend Personal Training and reassure them they will be trained to their ability
- Need to make them feel great about coming in
- Reassure them that we have all shapes, sizes, ages and abilities
- Understand their daily struggles – mobility, pain in joints, fear and intimidation of coming to the gym
- Be confident in informing them on how they benefit from the Your Fernwood online program

Underweight:

- Strongly advise them to work with a Food Coach or Personal Trainer
- Advise them against cardio and to focus on strength training and strength-based classes
- Yoga and meditation
- Be confident in informing them on how they benefit from the Your Fernwood online program

Knee injury:

- Highly recommend Personal Training so the trainer can work with their physio
- Assure them that a PT will be able to help them out with other areas they can work on while the injury is improving

- Depending on the severity of injury, know what classes will/won't be appropriate

Ankle injury:

- Work with a PT to help balance and strengthen the injury
- PT can also help modify exercises so they can still work on upper body and core while the injury is healing

Shoulder injury:

- Highly recommend PT to help them work on other areas of their body
- Explain the importance of continuing to exercise the rest of their body while their shoulder is healing

Pregnancy

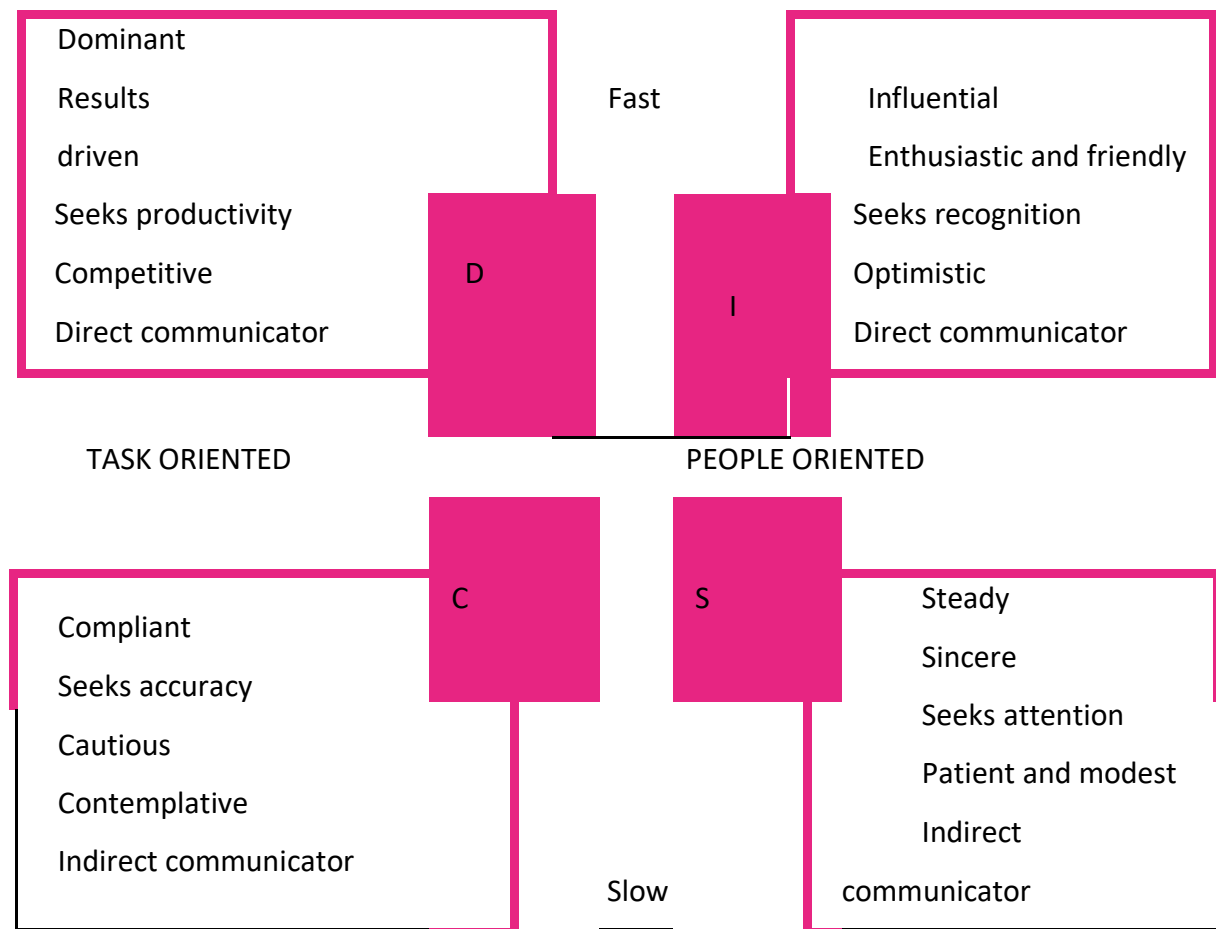
- Highly recommend PT to guide them through the stages of their pregnancy and make sure they are not putting themselves at risk
- Majority of our staff are mums and understand the difficulties that can come with pregnancy
- Importance of exercising during pregnancy
- Recommend yoga, meditation and other classes (depending on fitness level)

Identifying Personality Types

In this section we look at the different personality types using the DISC profiling process.

DISC profiling focuses on four types of people and the different characteristics they can

have. When we are communicating in the sales environment, it is critical to understand the communication style, priorities and personality of the person we have in front of us.



Personality Traits of the 4 DISC Profiles

	D – Director	I – Socialiser	S – Relator	C – Thinker
Behaviour Pattern	Direct controlling	Direct supporting	Indirect supporting	Indirect controlling
Appearance	Businesslike functional	Fashionable, stylish	Casual conforming	Formal, conservative
Work space	Busy, formal, efficient, structured	Stimulating, personal, cluttered, friendly	Personal, relaxed, friendly, informal	Structure, organised, functional, formal
Pace	Fast/decisive	Fast/spontaneous	Slow/easy	Slow/systematic
Priority	The task: the results	Relationships: interacting	Maintaining relationships	The task: the process
Fears	Loss of control	Loss of prestige	Confrontation	Embarrassment
Under tension	Dictate/assert	Attack/be sarcastic	Submit/acquiesce	Withdraw/avoid
Seeks	Productivity	Recognition	Attention	Accuracy
Needs to know	What it does/what it costs/when	How it enhances their status/who else uses it	How it will affect personal situation	How it will justify their purchase/how it works
Gains security by	Control	Flexibility	Closer relationships	Preparation
Wants to maintain	Success	Social status	Relationships	Credibility
Support their	Goals/vision	Ideas	Feelings	Thoughts

Achieves acceptance by	Leadership/competition	Playfulness/stimulating environment	Conformity/loyalty	Correctness/thoroughness
Likes you to be	To the point	Stimulating	Pleasant	Precise
They want to be	In charge	Admired	Liked	Correct
They are easily irritated by	Inefficiency, indecision	Boredom, routine	Insensitivity, impatience	Surprises, unpredictability
Measure themselves by	Results, track record, measurable progress	Acknowledgement, recognition, applause, compliments	Compatibility with others, depth of relationships	Precision, accuracy, activity, writing
Their decisions are	Decisive	Spontaneous	Considered	Deliberate

3. Incoming and Outgoing Phone Calls

Handling enquiries and booking appointments. There are 2 types of phone calls:

1. Inbound calls (prospect has called into the club)
2. Outbound calls (we are calling self generated leads, the data base or enquiries from social media, web site and returning phone enquiries)

INCOMING CALLS

Managing Enquiries

The enquiry is often the first interactive opportunity that we have to build rapport. The potential member may already have a perception of what Fernwood is all about. It is our role to find the commonality between what the potential member is looking for and what

we offer. In order to get to this stage, we need to use our first contact with the member to build rapport.

The key components to handling a sales enquiry phone call:

- Introduction/purpose
- Mini needs analysis/qualifying questions (see LEAD phone call process below)
- Booking appointments (would today or tomorrow suit you best?)
- Club visit – book it in and ensure they know where the club is located
- Closing – number/contact details/accountability/referrals/digital Getting To Know You Form

The incoming phone enquiry is usually the first experience a potential member has with their Fernwood club, so it's crucial that we make it a great experience for them and start the whole getting-to-know-you process. It's important to acknowledge the lead source we know we can be as helpful as we can in assisting them.

Use the script on the next page to make phone pads to keep by the reception desk and the sales office. Using scripts helps you to ensure that:

- You follow a process
- Make it easy to step the prospect through the steps
- Help the customer to feel comfortable enough to book a club tour

Remember to answer the call with a smile to raise your tone and vibe you are sending to the caller. They are nervous so stop what you are doing and be patient and compassionate with them.

How to use the scripts:

- Out loud: practise them out loud and make adjustments where needed
- Tweak: if need changing
- Practise: grab a team mate or friend and practise 6 times

- Disciplined: ensure you use the scripts every call for consistency

Incoming call script:

- Print out the script on the next page and make a pad to keep by all phones to allow the staff to use it when a phone enquiry comes in.
- Write as many notes as you can on the pad and place notes in the CRM system and you can even use the pad to review before the tour of the prospect.
- If you are not touring the prospect you have booked, give it to the person that is or leave in a daily diary so staff can review the notes before the prospect comes in
- This will make a smooth transition of communication within the club and the prospect will know that the level of service is high at this Fernwood club.

(Print below scripts and make a pad at each phone. There is a PDF file in the Intranet / Sales)

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

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

OUTBOUND CALLS

Call Times

When is the best time to make calls? The answer to that is really from **815am -815pm**.

Everyone has different life schedules but if we reflect on a day in the average women's life it looks something like this:



So in saying that calls before 9am, from 11-2pm and around 4-530pm and again from 630-815pm tend to be most successful. During school drops offs, early meetings and afternoon pickups are probably most inconvenient for most women to pick up the phone. Evenings from 715pm - 815pm can be really successful. Use this as a guideline:

Activity	Ideal Times to Call
Pre meetings and school drop offs	815am-9am
Lunch times	11-2pm
After school pick up	4-530pm
After dinner	630-815pm

Definitely work out your own pattern, but a morning call and then evening call is best if you are not reaching your client on the phone, even text them to see what time later in the day would be best to chat.

Booking appointments

L – Do they live or work locally?

E – Are they exercising at the moment?

A – What are they hoping to achieve?

“The next step is to make a time for you to come down and see our gorgeous club and meet with a membership consultant so they can help you further with your enquiry, go through our membership options and show you around our club.”

D – Do mornings, afternoons or evenings suit you best?

Plant the seed for the prospect member to bring down a friend. Why? Because we know at Fernwood that when our members train with a friend they often feel more comfortable and come to the gym more often, therefore helping them get results quicker.

Call Tips

- Be smart with your call scheduling and check the time of when your lead enquired; it's a good indication of when they may be free
- Space out and block out call times throughout the day including AM and PM times
- Ensure your club has a call guide, how often do we call a lead and when do we schedule future follow-ups?
- Plant the seed to bring along a friend on the phone – best way to increase their engagement with the club

Website Enquiries

"Hi this is Amanda from FERNWOOD FITNESS (SUBURB). I'm just calling regarding your enquiry from our website.

Have you been to a health club before? _____

How did you hear about us? _____

Why have you chosen a female fitness facility in particular?

Are you currently exercising at the moment? _____

What goals are you wanting to achieve from starting an exercise program? _____

When would you like to achieve this by? _____

We need to organise a time for you to have a tour of the club and go through the information you need. Would this morning or this afternoon suit you best? _____

(Or today or tomorrow?)

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

Great, I'll see you on _____ at _____ o'clock."

Objection – haven't got time

"I understand our members are busy too. We have staffed hours until ____ tonight can you pop by after work?"

"Can I book you a time next week or perhaps the weekend might be better?

NO-

"It sounds like you are flat out. When you're ready you can simply jump on our web site and sign up there if that's easier for you. If you do that you get _____ (promo) this month."

Thanks for your time and hope to see you in the future soon, Bye"

Phone Enquiries – Returning the Call

“Hi this is Amanda from FERNWOOD FITNESS (SUBURB). I’m just calling regarding your phone enquiry.

What made you call us today? _____

How did you hear about us? _____

Have you been to a health club before? _____

Why have you chosen a female fitness facility in particular?

Are you currently exercising at the moment? _____

What goals are you wanting to achieve from starting an exercise program? _____

When would you like to achieve this by? _____

We need to organise a time for you to have a tour of the club tour of the club and go through the information you need. Would this morning or this afternoon suit you best?
_____ (Or today or tomorrow?)

Morning or afternoon? _____ o’clock or _____ o’clock? _____

Great, I’ll see you on _____ at _____ o’clock.”

Objection – haven’t got time

“I understand our members are busy too. We have staffed hours until ____ tonight can you pop by after work?”

“Can I book you a time next week or perhaps the weekend might be better?

NO-

“It sounds like you are flat out. When you’re ready you can simply jump on our web site and sign up there if that’s easier for you. If you do that you get _____ (promo) this month.”

Thanks for your time and hope to see you in the future soon, Bye”

Reformer Enquiries

"Hi this is Amanda from FERNWOOD FITNESS (SUBURB). I've just received your enquiry regarding reformer Pilates, what's made you enquire about reformer? _____

What results do you want to achieve from Pilates? _____

Have you been to a health club or Pilates studio before? _____

What were you doing? _____

Are you currently exercising at the moment? _____

Do you have any injuries or limitations with movement? _____

When would you like to achieve your results by? _____

We need to organise a time for you to have a tour of the reformer studio. Would this morning or this afternoon suit you best? _____

(Or today or tomorrow?)

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

Great, I'll see you on _____ at _____ o'clock."

Objection – I just want a studio only not a gym

"I understand, our members gave us the same feedback and is why we have a separate studio that is exclusively allocated for reformer Pilates clients only. Once you have a feel for the studio, you will absolutely love it. Our teachers are highly qualified and our studio is also women's only. We have staffed hours until ____ tonight can you pop by after work?"

Objection – haven't got time

"I understand our Pilates members are busy too, but just one or two classes a week will make the biggest impact on your core and total body strength. We have staffed hours until ____ tonight can you pop by after work?"

"Can I book you a time next week or perhaps the weekend might be better?"

NO-

"It sounds like you are flat out. When you're ready you can simply jump on our web site and sign up there if that's easier for you. If you do that you get _____ (promo) this month."

Thanks for your time and hope to see you in the future soon, Bye”

Ex Member Calls

"Hi..... it's..... from Fernwood Fitness (suburb). It's been a while since you were a member at the club, have you continued to exercise regularly since leaving the club _____(last year)?

Have you got any health or fitness goals you would like to start achieving now?

Why do you want to achieve these goals?

Do you have a specific time frame you would like to achieve them by?"

Offer 1: TRIAL

"To help you reactivate your exercise program I can start you up on a 2 day temporary membership to get you back into it. Would you like to start today or tomorrow? Morning or afternoon? ____ or ____"

Or Offer 2: JOINING IN CLUB

"We have a \$0 joining fee special this month I thought I would let you know about. Because you were a previous member we would love you to be able to take advantage of a special like this and get started.

Would today or tomorrow suit you best to come and have a look at the club again and see if we can help you start achieving some of your health and fitness goals?

Great would Or suit you better?"

Or Offer 3: JOINING ON LINE

"We have a \$0 joining fee special this month I thought I would let you know about. Because you were a previous member we would love you to be able to take advantage of a special like this and get started again. Simply jump on our web site and join now and you'll get a free month as well."

Ex Prospects

"Hi..... it's..... from Fernwood Fitness (suburb). I'm just touching base as it's been a while since you enquired at the club,... have you begun an exercise program yet?"

Have you got any health or fitness goals you would like to start achieving now?

Why do you want to achieve these goals?

Do you have a specific time frame you would like to achieve them by?"

Offer 1: TRIAL

"To help you activate your exercise program I can offer you a complimentary visit. Would you like to activate this today or tomorrow?"

Or Offer 2: JOINING IN CLUB

"We have a \$0 joining fee special this month I thought I would let you know about. Because you have previously enquired, we would love you to be able to take advantage of a special like this and get started.

Would today or tomorrow suit you best to come and have a look at the club again and see if we can help you start achieving some of your health and fitness goals?

Great would Or suit you better?"

Or Offer 3: JOINING ONLINE

"We have a \$0 joining fee special this month I thought I would let you know about. Because you have previously enquired.. we'd love you to be able to take advantage of a special like this and get started again. Simply jump on our web site and join now and you'll get a free month as well."

Facebook Competition eg Win a 12 Month Membership

Initial Call

"Hi this is Amanda from FERNWOOD FITNESS (SUBURB). I'm just calling because you have entered to win the _____ membership on Facebook.

Have you been to a health club before? _____

Why would you like to win? _____

What classes would you do? _____

What is your number one health and fitness priority at the moment? _____

Everyone that enters receives a complimentary club tour (and / or offer – eg 7 day trial membership).

Would this morning or this afternoon suit you best to come down and have a look around the club? _____

(Or today or tomorrow?)

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

Great, I'll see you on _____ at ____ o'clock."

Objection – haven't got time

"I understand our members are busy too. We have staffed hours until _____ tonight can you pop by after work?"

"Can I book you a time next week or perhaps the weekend might be better?

(Provide solutions)

No – "When were you hoping to activate your pass?"

Discuss follow up call next week etc

Follow Up Step 1: Email to leads.

Congratulations to Mary Smith who has won a 12-month full access membership in our April promotion which includes group fitness classes, gym access and Pilates Reformer. Mary's wellness journey is up and running at Fernwood Fitness and we are so excited for her. The good news is your journey is starting as well. We are gifting you a 21-day temporary membership to Fernwood Melton, all you need to do is simply give our reception team a quick call on 994744646 and activate it by 31st May 2023. Warm up with us this winter and reduce aches and pains, improve your circulation, tone and shape, feel more energetic, improve your wellbeing in a supportive community.

Step 2: Call to leads.

"Hi Jennifer, its Amanda calling from Fernwood Fitness at Melton. I'm just giving you a quick call as you have been gifted a 21 day temporary membership, did you receive the email? What is your number one health and fitness priority at the moment? When would you like to achieve this by?

Would this morning or this afternoon be better for you to drop in and activate your access pass? _____ or _____ o'clock?"

No – "how about tomorrow or the weekend?"

No time – "Winter is such a great time to start an exercise program, if you change your mind please give me a call back, otherwise I will buzz you in a couple of weeks to see if that be a more suitable time."

Step 2: Close out text to leads

Hi Mary, your 21 day temporary membership is going to expire in 3 days. Please call 9999999 to activate it and allow us to support you to warm up this winter and feel stronger, more energetic, and live with vitality. Fernwood Fitness Melton, The Experts in Women's Fitness

Facebook Leads - Eg 5 Classes for \$25 (or substitute for any trial)

"Hi this is Amanda from FERNWOOD FITNESS (SUBURB). I'm just calling because you have registered for the _____ offer on Facebook.

Have you been to a health club before? _____

What is your number one health and fitness priority at the moment? _____

Would this morning or this afternoon suit you best to come down and have a tour of the club? _____

(Or today or tomorrow?)

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

Great, I'll see you on _____ at ____ o'clock."

Objection – haven't got time

"I understand our members are busy too. We have staffed hours until _____ tonight can you pop by after work?"

"Can I book you a time next week or perhaps the weekend might be better?

(Provide solutions)

No – "When were you hoping to activate your pass?"

Discuss follow up call next week etc

Groupon

Advisor: "Hi Jenny, I'm Amanda from Fernwood Fitness (suburb). You've purchased a Groupon Voucher to come and use the club. I just need to organize a time for your first visit.

Jenny: "Great ."

Advisor: "What is your number one health and fitness priority at the moment?"

"Is there any particular reason why you want to achieve these goals?"

"Do you have a specific time you want to achieve this by?"

"Jenny would this morning or this afternoon be better to have a tour of the club and activate your voucher?"

"Would ___ o'clock or ___ o'clock suit you better?"

"Jenny your appointment will be with _____ tomorrow at _____ please bring your Groupon voucher security number with you too"

Objection – haven't got time

"Can I book you a time next week or perhaps the weekend might be better?"

NO-

"Your voucher has a time limit from the date of purchase. We can book you in up to 8pm most evenings, is after work better for you?"

Thanks for your time and hope to see you in the future soon

Bye"

Lead Boxes

Advisor: "Hi Jenny, I'm Amanda from Fernwood Fitness (suburb). You entered a competition with our club at one of the local stores and we'd like to offer you a 5 day pass to try the club.

Jenny: "Great."

Advisor: "The entry form says that you want to(goals).....have you been thinking about doing this for a while?"

"Is there any particular reason why you want to achieve these goals?"

"Do you have a specific time you want to achieve this by?"

"Jenny would today or tomorrow be better to pick up your pass, have a tour of the club and get you started on achieving some of your goals?"

"Would ___ o'clock or ___ o'clock suit you better?"

"Jenny your appointment will be with _____ tomorrow at _____"

Objection – haven't got time

"Can I book you a time next week or perhaps the weekend might be better?"

NO-

"It sounds like you are flat out. When you're ready you can simply jump on our web site and sign up there if that's easier for you. If you do that you get your first month free."

Thanks for your time and hope to see you in the future soon

Bye"

Lead Box Registration

Advisor: "Hi Jenny, I'm Amanda from Fernwood Fitness (suburb). You registered at one of the local stores for a 5 day trial membership at the club."

Jenny: "Yes that's right."

Advisor: "The entry form says that you want to(goals).....have you been thinking about doing this for a while?"

"Is there any particular reason why you want to achieve this?"

"Do you have a specific time you want to achieve this by?"

"Jenny would today or tomorrow be better to pick up your pass, have a tour of the club and get you started on achieving some of your goals?"

"Would ___ o'clock or ___ o'clock suit you better?"

"Jenny your appointment will be with me tomorrow at ____"

Objection – haven't got time

"Can I book you a time next week or perhaps the weekend might be better?"

NO-

"It sounds like you are flat out. When you're ready you can simply jump on our web site and sign up there for another 5 day pass if that's easier for you. You can also join online and if you do we'll give you your first month free.

Thanks for your time and hope to see you in the future soon. Bye"

Referrals – POS Support Person Program to the Lead

“Hi _____, it’s Amanda calling from Fernwood Fitness at (suburb) and Danielle has just joined wanting to _____ (xyz goals). She has nominated you as her support person to come and exercise with her during her first week as a new member to help make her feel more comfortable and make the experience more enjoyable for her. I just need to organise a time with you to come and collect your access pass. Would today or tomorrow suit you best? Morning or afternoon? _____ o’clock or _____ o’clock.

Ok _____, I’ll see you at _____pm tomorrow night, just remember to bring a towel with you if you want to exercise on the day.”

Referrals – Call to the Lead from Promotion

“Hi _____, it’s Amanda calling from Fernwood Fitness at (suburb) and our member Danielle has nominated you for a complimentary class / day pass to join her and make exercising a little more fun for her. Do you have any current health or fitness goals at the moment? _____ Are you exercising? _____ I just need to organise a time with you to come and collect your access pass and have a club tour. Would today or tomorrow suit you best? Morning or afternoon? _____ o’clock or _____ o’clock.

Ok _____, I’ll see you at _____pm tomorrow night, just remember to bring a towel with you.”

Referral Chase Up

If you forgot to ask your new member for a referral at the time of joining give them a call the next day;

“Hi Mary, how are you settling into the club? Have you come in for a workout yet? The reason for my call is to apologise. On Wednesday when you came in and sorted out your membership details, I forgot to issue you with two new member support guest passes that friends from work or home can use for 7 days to make exercising a bit more enjoyable for you and to help you settle in easier. Who would you like to nominate to receive these passes?”

Yes- “Can you please send them a quick message to let them know I’ll be calling tomorrow. What is their best contact number to buzz them on to organise their access passes?”

No – “Are you sure you wouldn’t like to bring in your daughter / best friend / neighbour?”

Referral Call Back

If your new member asked for a referral at the time of joining but got an objection give them a call the next week.

“Hi Mary, how are you settling into the club? Have you come in for a workout yet? As part of your new member entitlements, you receive two x one week guest passes, so you can enjoy exercising with your friends and family while you are getting to know the club better. It is normally \$_____ a casual visit so these are only available to you as a new member. Who can I assign these to?”

Yes- “Can you please send them a quick message to let them know I’ll be calling tomorrow. What is their best contact number to buzz them on to organise their access passes?”

No – “Maybe someone from home or work?”

Referrals – POS Call to the Lead

To people who's friend has registered them for a pass at point of sale

"Hi Mary, this is _____ calling from FERNWOOD FITNESS (SUBURB). A friend of yours Mary Smith recently became a member at the club and they've organised a xyz day pass for you to join them for a workout. It'll really help them stay motivated and makes exercising fun.

(pause)

Have you been exercising lately? _____

What's your number one health and fitness priority at the moment? _____

When would you like to achieve this by? _____

Why would you like to achieve these goals? _____

Would today or tomorrow suit you best to come down to the club and activate your pass?

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

Ok _____, I'll see you at _____pm tomorrow night, just remember to bring a towel with you if you want to exercise in the day."

Objection – haven't got time

"Can I book you a time next week or perhaps the weekend might be better?

NO-

"It sounds like you are flat out. When you're ready you can apply for a X day pass again on our website or join us for a workout on the weekend if you come in with _____

(name of referring member)

Thanks for your time and hope to see you in the future soon. Bye"

Referrals – Bring a Friend Call

To members that have recently joined the club. Be helpful in ensuring your new member is attending, feeling comfortable in the club and is on a suitable membership and knows how to use the equipment. Once this has been established, then let them know of their new member entitlements.

“Hi Jan, this is _____ calling from FERNWOOD FITNESS (SUBURB). I’m just calling to see how you are settling into the club? What are you doing at the club? _____

When you get started, part of your new member entitlements include 2 x 7 day guest passes for your friends to join you to make settling in a little more fun. Have you brought someone in yet? _____ Who would you like to nominate for these?

Yes – take the details down

Ok great let them know to pop a text message to their friends to let them know you’ll be calling. What is their name _____ and number?

Fantastic I will organise their access pass with them. See you in the club soon.

No – prompt again “Are you sure there isn't someone from work or a local friend? We don't offer 7 day trial passes very often and they really need to be allocated when you are a new member?

No – Jan, we look forward to seeing you in the club next, what day are you coming in next? _____ great see you then.

Referral Call to the Bring a Friend Call Lead

“Hi Jan, this is _____ calling from FERNWOOD FITNESS (SUBURB). A friend of yours Mary Smith is a brand new member at the club and they’ve organised a xyz day pass for you to join them for a workout or class. It’ll really help them stay motivated and makes settling in to the club more enjoyable for them pause) Have you been exercising lately? _____ What’s your number one health and fitness priority at the moment? _____ When would you like to achieve this by? _____ Why would you like to achieve these goals? _____ Would today or tomorrow suit you best to come down to the club and activate your pass? _Morning or afternoon? ____ o’clock or ____Ok____ o’clock? _____ k _____, I’ll see you at _____pm tomorrow night, just remember to bring a towel with you if you want to exercise in the day.”

Telemarketing – Business Calls

Building Call Lists and Data Bases

This is a really quick way to build lists of people who work in your area and make telemarketing or email contact with them. For best results a call always gets a direct response so try it first and then email them something through later if they decline an appointment but never offer it until they have said no twice!

Search on internet to find groups, use yellow pages also eg beauticians, hair dressers, child care centres in your local suburbs. Local paper is also good for this especially employment and classified section as well as ads.

“Hi it’s _____ calling from Fernwood Fitness at (suburb). I’m just giving your business a quick call because we are running a campaign and would like to offer all of your employees a 5 day pass to use our facilities. Does that sound like something you would be interested in doing? Would anyone else would like to take advantage of this offer?”

Great – talk a little about the club / book a time for them to come in

Also – “we could also extend this offer to your clients that use your services if you would like to email them – all they need to do is call me on xxxxxxxx I could email you a special offer for them if that would suit?”

No – “Would you like me to email you some information?”

Telemarketing – Offer Trial

From phone lists

“Hi Nancy, I’m Amanda from Fernwood Fitness (suburb) at _____ (suburb). We are running a new community awareness program because we have just launched our new _____ (eg Mind, Body and Spirit classes – Tai Chi, Yoga and Pilates) and would like to offer you a complimentary class pass to come and participate in the program.

Would that be something of interest to you?

What is your number one health and fitness goal that you want to achieve?

Is there any particular reason why you want to achieve this?

Do you have a specific time you want to achieve this by?

Would today or tomorrow be better to pick up your pass, have a tour of the club and get you started on achieving some of your goals?

Would ___ o’clock or ___ o’clock suit you better?

Your appointment will be with me tomorrow at _____.

Is there someone you would like to bring with you to exercise with?

Follow Up Call

At the end of the price presentation if you cannot close the sale, as your prospect what time would suit them best the next day to give them a call and find out their decision. This way they are expecting your call, they will have an answer ready and it looks professional.

“Hi Rose

It’s Amanda from Fernwood Fitness (suburb). I’m just giving you a quick call to see what you decided about getting started on your exercise program at the club. Are you going to go for it?

Can I book you in for your first appointment with one of staff to get your program started?

Yes – book it

No – We discussed that you wanted to _____ (goals). Was there something that you were looking for that we didn’t have?

Can I ask what it is that is preventing you from starting with us?”

CONFIRMING APPOINTMENT

“Hi Jenny, it’s Amanda from Fernwood Fitness (suburb). I’m just calling to confirm your appointment at 1pm today. Do you need directions on how to find the club?”

“Hi Jenny, it’s Amanda from Fernwood Fitness (suburb), I’m just calling to confirm your appointment at 1pm today. If you wish to have a workout after our chat, just bring your gear with you and a towel.”

RESCHEDULE APPOINTMENT SCRIPT

“Hi Jenny, it’s Amanda from Fernwood Fitness (suburb), I’m just calling to rebook your club tour with us so we can help you with your health and fitness goals. Would this morning or this afternoon suit you best?”

“Hi Jenny, it’s Amanda from Fernwood Fitness (suburb), I’m just calling to rebook your club tour with us so we can help you with your health and fitness goals. Can you please give me a call back on XXXXX and let us know if this this morning or this afternoon would suit you best? Speak to you soon.”

CLOSE OUT SCRIPT

“Hi Jan, it’s Amanda calling from Fernwood Fitness at _____. I’m just giving you a quick call to see if you are ready to get started on your health and fitness goals and remind you that our offer _____ is ending on the 30th / 31st and just wanted to touch base with you again because it’s such a great offer and won’t be repeated this year. We’d love the opportunity to help you _____ (goals)”. Are you ready to get started on these? That’s fantastic, would this morning or this afternoon suit you best to come down to go through the details?”

No- What is preventing you from starting? What can I do to help you move forward?”

Option 1 – “If you change your mind drop by but don’t leave it past Wednesday (last day)”

Option 2 – “Can we book you a tomorrow or Wednesday to come down and run through the options again?”

UPLOADING A LIST

Filters

You can create a filter by clicking Contacts > Filters

Filters are a group of contacts saved into one group filter that you would use regularly for communication sends.

There are three types of searches you can use to create filters: 'AND', 'OR' or 'NOT' searches.

A) Using 'AND'

An 'AND' search means that your database members will be selected if they meet both criteria.

For example, using the criteria 'Gender is female' AND 'Age is older than and including 21' we can create

a segment for our 'Girls Night In'.

B) Using 'OR'

An 'OR' search means that your database members will be selected if they meet either criteria.

For example, using the criteria 'Favourite food is beef' OR 'Favourite drink is beer' we can create a

segment for our Steak & Beer Club.

C) Using 'NOT'

You can target a group of customers by using a 'NOT' search to exclude contacts who may overlap across criteria. For example, we want to select our current members, but not if they only have a trial membership.

Tags

You can create a tag by clicking Contacts > Tags

Tags allows you to identify a group of contacts without making any changes or additions to your field

structure. Because of this, tags are perfect for single-use applications like identifying members for a oneoff communication.

Importing contacts from Exerp

1. Export the relevant report from Exerp preferably in CSV format to eliminate possible formatting issues

when uploading to Talkbox. If you're unsure how to do this, you can export your excel spreadsheet to

CSV format by using the Save As function and selecting CSV.

2. Ensure your spreadsheet has External_ID as a column and remove any columns that have unnecessary/irrelevant information as this will slow down your uploading process.

3. On the page Contacts > Upload Contacts, click on the text box to select your file and click upload

4. The Preparing Data stage of the process requires checks in 3 sections of the page:

a. Header Row

b. Tag Contacts As

c. Map Fields

a. Header Row should be ticked.

b. It is imperative to name the tag as relevant to your data list as possible. This will assist in recognising your tag list for future communications.

c. Fields may automatically be linked from the existing Talkbox database to your uploaded spreadsheet. If not, you must link External_ID with External_ID.

d. Click on the continue button to complete the process.

e. To send communication out to this tagged group. Follow the standard approach to sending

to communication however, select BY TAGS and type in your tag as shown below

MANAGING CALLS IN CRM

The CRM app is your lead management system where you will manage all of your leads in the journey up to selling a membership.

The icons down the side represent your current call lists and leads.

Glossary of Terms

- Pending = all current and future tour bookings.
- On hold = your schedule of future calls, when the call gets to it's scheduled day it will move into the open queue.
- Overdue = Overdue calls we didn't get to and need to prioritise – club goal is to never have any overdue.
- Unassigned = leads to be actioned and set to call by the club (web leads).
- Open = your call list for today

CRM Workflow Summary

Task	Call Attempts
Lead	12
Trial	Mid Trial 1 call at Day 3 à Post Trial 8 call attempts
Tour Not Joined	8
Reschedule Tour	8
Sale	Post Sale Bring a Friend Call (Day 7 post join)
Renewal	No workflow scheduled, clubs to schedule own call where needed.
Member Save	No workflow scheduled, clubs to schedule own call where needed.

Lead – Contact Workflow Summary

Lead – 1 st Contact	Day 1 AM
Lead – 2 nd Contact	Day 1 PM
Lead – 3 rd Contact	Day 2 AM
Lead – 4 th Contact	Day 2 PM
Lead – 5 th Contact	Day 3
Lead – 6 th Contact	Day 6
Lead – 7 th Contact	Week 2
Lead – 8 th Contact	Week 3
Lead – 9 th Contact	Week 4
Lead – 10 th Contact	Week 5
Lead – 11 th Contact	Week 6
Lead – 12 th Contact	Week 7 – Will then close off here automatically

Clubs can also choose to edit the standard workflow scheduled where needed via the Edit button and choose an alternative follow up date.

Lead – Contact Workflow Summary to Someone That Has Not Answered

Lead – 1 st Contact	Day 1 AM – UNDCOVER NEEDS , BOOK CLUB TOUR
Voice mail – see attached Contact – use scripts in phone scripts (ask about goals)	“Hi Mary it’s Amanda calling from Fernwood Fitness at (suburb). I’m just calling to book you a club tour as you have enquired at the club and I’d love to support you on your health and fitness journey . Could you give me a call back today on XXXXXX. Thank you.”
Lead – 2 nd Contact	Day 1 PM BOOK CLUB TOUR
Voice mail – see attached Contact – use scripts in phone scripts (ask about goals)	“Hi Mary it’s Amanda calling from Fernwood Fitness at (suburb). I’m just calling as one of our team tried to contact you this morning for a club tour and I’d love to assist you with this. Could you give me a call back before 7pm today on XXXXXX or I will get one of our team to call you in the morning. Thank you.”
Lead – 3 rd Contact	Day 2 AM BOOK CLUB TOUR
Voice mail – see attached Contact – use scripts in phone scripts (ask about goals)	“Hi Mary it’s Amanda calling from Fernwood Fitness at (suburb). I’m just calling to see if you are available to pop in at 530pm this afternoon so I can show you around the club? Can you please give me a call on XXXXXX thank you.”
Lead – 4 th Contact	Day 2 PM MOVE THE CLUB TOUR FORWARD
Text	“Hi Mary, I’d love to help you take the first step on your fitness journey. Are you free at 530pm this afternoon for a club tour? Warmly, (name) Fernwood Fitness (suburb)”
Lead – 5 th Contact	Day 3 OFFER INFORMATION – REMOVE RISK
Text or voice mail Contact – use scripts in phone scripts (ask about goals)	“Hi Mary, Fernwood Fitness has been inspiring women all over Australia for the last 35 years to be their healthiest, most vibrant and strongest self. We would love to have you part of our community and exercising at the club. Give me a call back on XXXX so we can find out more about your individual needs. Thanks”
Lead – 6 th Contact	Day 6 – OFFER INFORMATION – REMOVE RISK
Text – link to related information From your website, FB or Instagram pages	“Hi Mary, as you were interested ineg Pilates Reformer. I thought you might like our 5 tips on Pilates, here is our link... (insert Facebook / Instagram / website link) Let me know if you can book a club tour tonight or if Saturday would be better? We would love to help you with your flexibility and strength to prevent aches and pains.”
Lead – 7 th Contact	Week 2 TRIAL OFFER – 1 DAY
Text or voice mail	“Hi Mary, its Amanda from Fernwood Fitness at (suburb), just dropping you a quick note as I’d like to offer you a complimentary group fitness class to come and see what the atmosphere is like

Contact – use scripts in phone scripts (ask about goals)	and to show you around the club. Please let me know if that would be something you would like to try on XXXXX thanks”
Lead – 8 th Contact	Week 3 UNCOVER NEEDS, BOOK CLUB TOUR
Text or voice mail Contact – use scripts in phone scripts (ask about goals)	“Hi Mary, its Amanda from Fernwood Fitness at (suburb), just seeing if this week is a better week to come and have a club tour to find out about more about how we can help you with your current health and fitness priorities. Please let me know if today or tomorrow would suit you best. My number is XXXXX thanks”
Lead – 9 th Contact	Week 4 - TIME PERSPECTIVE
Text or voice mail Contact – use scripts in phone scripts (ask about goals)	“Hi Mary, its Amanda from Fernwood Fitness at (suburb), it’s been over a month since you enquired with us, is a health and fitness program still something that you would like to investigate? If so please let me know if today or tomorrow would suit you best for a club tour. My number is XXXXX thanks”
Lead – 10 th Contact	Week 5 – TRIAL OFFER - 7 DAYS
Text or voice mail Contact – use scripts in phone scripts (ask about goals)	“Hi Mary, its Amanda from Fernwood Fitness at (suburb) I really want to help show you all of the wonderful benefits regular exercise will give to you including more energy, better posture and feeling stronger. I’d love to set up a one week temporary membership for you to try the club for yourself. Please let me know if today or tomorrow would suit you best to set up your access pass. My number is XXXXX thanks”
Lead – 11 th Contact	Week 6 – STEPS TO CLOSING OUT
Text	“Hi Mary, its Amanda from Fernwood Fitness at (suburb) I’d love to help you with your health and fitness needs. Please get back to me when you are ready to move forward. I look forward to supporting you then. My number is XXXXXXX”
Lead – 12 th Contact	Week 7 – Will then close off here automatically

Please write notes in the CRM on:

- The prospects fitness goals and date for achieving this
- The prospects source eg lives locally, saw Facebook ad. Ask if there more than one “Have you seen us anywhere else”
- History with exercise
- Any injuries
- Any other information client gives in chat
- Dates for follow up
- Objections to booking club tour
- Objections after touring and action steps that need to happen eg Trial 7 days wants Zumba and group fitness but needs husbands decision as just purchased a house” “Have you made a decision yet?”

- Always try to book a tour rather than a call back for someone that needs a few weeks for surgery or holidays “Let’s pencil you in for a club tour a few days after your holiday. What day are you back?” The client may say to call them back in a week
- When closing out phone leads please organise with the client to call them the next week or month but if it is longer than 6 weeks, the lead will need to be closed out unless you schedule an appointment for after someone’s trip or surgery

With any phone, social or web leads, all of your focus is to be directed to:

- 1. DISCOVERING THEIR HEALTH AND FITNESS GOALS (find the problem)
- 2. BOOKING A CLUB TOUR (first step of providing the solution)

Note: don’t entice with the offer, entice with helping them with what they want to achieve. Be a problem solver.

Lead – Contact Workflow Notes to Someone that Toured and Tried

Lead – 1 st Contact	Day 1 AM
Voice mail – see attached Contact – use scripts in phone scripts (ask about goals)	“Hi Mary it’s Amanda calling from Fernwood Fitness at (suburb). I’m just calling to book you a club tour as you have enquired at the club and I’d love to support you on your health and fitness journey . Could you give me a call back today on XXXXXX. Thank you.”
Lead – 2 nd Contact	Day 1 PM
	Mary called back and booked club tour on Thursday 5pm, wants to lose 5 kilos as has her 50 th birthday in December.
Lead – 3 rd Contact	Mary came in on a 7 day pass and has tried body combat as her first class and loved it. Wouldn’t trade in trial. Thinking about the 12 month, gave \$159 onboarding + \$28 a week if joins before her trial expires on 4 th August. Talking with husband as he is paying as she was made redundant. Follow up for decision on 3rd.
Lead – 4 th Contact	Called Mary and she loves the classes but was not sure about the onboarding. Spoke to her about losing the 5 kilos and she is book to join on 159 onboarding + 28 weekly 12 months at 6pm tonight.
Lead – 5 th Contact	Mary had to cancel as had a job interview. Rebooked for tomorrow 10am.
Lead – 6 th Contact	Mary joined on 12 months and referred Gail Taylor and Lisa Howard.

4.The Needs Analysis

Someone can come in enquiring about membership via:

1. Phone enquiry
2. Social media enquiry
3. Web site enquiry
4. Walk in
5. Referral
6. Member consultant generated lead enquiry (eg outreach, leadbox)

When your prospect has turned into an appointment, we then welcome them to the club for a needs analysis using the following steps.

Ice Breaker

“Hi Mary, did you find us Ok?”

Explain Process

“I’m going to take you through to the members lounge and we will run through a little bit of the past and what your health and fitness needs are now.”

The Getting to Know You Form (GTKYF) and Get Them a Drink

“Can I just ask you fill out these questions (just their name and details) and I’ll go through the rest of the questions with you. Would you like a English Breakfast Tea or Green Tea?”
“How about a water?” (Goal is to make them feel comfortable so try and get them to have a drink)

FILLING OUT THE GTKYF

The membership consultant is to fill out the questions and ask the questions at the same time, taking lots of notes, making eye contact and giving the prospect the complete limelight.

Please – DO NOT give them the form to fill out themselves unless you are in another tour.

It's time to GET to KNOW Them 😊 It is more personal, more intimate and you will build up more rapport and have a better chance of supporting them to start today on their journey.

GOAL – to get as much information, as many boxes ticked to educate the prospect of what's possible and to build massive value for money and then get real examples of what exactly they want to achieve for each of these boxes, tie in a dead line date that is real to them (do not give them one) and you'll have a complete list of needs from the prospect.

GETTING TO KNOW YOU FORM

ENQUIRY TYPE Phone Walk in Internet Social Media Referral Other

Name >

Mobile No.

E-mail >

FACE TO FACE

- > Do you live or work locally?
- > What brought you to a female only fitness facility today?
- > Are you currently exercising?
- > What are your current health and wellness priorities?
 - ☐ Weight loss
 - ☐ Weight gain
 - ☐ Fitness
 - ☐ Time for me
 - ☐ Other
 - ☐ Strength
 - ☐ Tone
 - ☐ Health
 - ☐ Improve confidence
 - ☐ Anxiety & depression relief
 - ☐ Stress relief
 - ☐ Improve Digestion
 - ☐ Improve energy
- > What specific date do you want to achieve this by? ____/____/____
- > How many visits each week can you fit into your lifestyle?
- > When will you be training?
 - ☐ Morning
 - ☐ Evening
 - ☐ Mid-morning
 - ☐ Weekends
 - ☐ Afternoon
- > On a scale of one to ten, with ten being the highest, how ready are you to start achieving these goals?
- > Who did you tell that you were coming into the club today? Are they supportive of you getting started?

Question 1 is to qualify if your customer is local and can make it regularly for a workout

Question 2 is to allow the customer to tell you why they are choosing a female only facility which really rules out any shopping around objections at the end of the tour. These are points to reiterate through the tour.

Question 3 is to give you understanding as to where they are at this moment

Question 4 is to showcase all of the benefits that starting an exercise program will bring them, build value and help the customer identify what is really bugging them and what is causing them pain to want to make a change. Ask more details to make it meaningful for your customer; “How do we measure that”, “How much weight do you want to lose” or “What dress size do you want to get it to?”, “What does fitness mean to you?” – make it specific as if you could write their program off this

Question 5 Generates the commitment to actually getting these goals and priorities done. Ensure they are giving you the exact date, you cannot help them pick one. 3 months or 6 months is not a date, there is no urgency, so don’t move off this question until you have a date or ask “when’s the last time you can handle being in your current condition?” This also is the crucial question to help when flipping trial passes. In the price presentation *“From what you have told me, the trial pass isn’t going to suit you, so let me show you how you can trade it in to lose 10 kilos in the next 6 months and receive 2 free personal training sessions when you get stated today.”*

Question 6 and 7 Ownership and visualisation of them being a member and stepping forward into this future

Question 8 Really is a summary of where they are on the readiness scale and how good of a job you have done in question 2. If it is low, go back into the goals and ask more questions. If it is a 7/10 ask them “is that enough for you to start today?” “what needs to happen to get you to a 9 or 10?”

Question 9 Planting a seed with your client to deliver the POS Support referral program after the sale and to help their first few weeks be fun in the club with their friends.

5. The Club Tour

There is a huge difference between showing someone each area of the gym with a boring museum tour and passionately showing them the gym with their needs and problems in mind and providing an engaging club tour that solves their issues and inspires them to start with Fernwood.

Your purpose here is to remove the risk of failing and show them the systems and processes that are going to enable them to be successful in achieving their goals.

Before the tour you should have established what they want to see or what is relevant to them in the club. Without this knowledge and these skills, it can become quite difficult to do a personal tour. We need to have the knowledge to be able to tell them how each area of the gym will benefit them.

A great way to ensure we are touring to the benefits of the potential member is to tell them what it is, what it does and give an example that is related to their goals – you can even show them how one of the machines works.

FEATURE	BENEFIT	EXAMPLE
Cardio equipment “This is our cardio area with treadmills, cross-trainers recumbent and upright bikes, helix machines and stairmasters. All of the machines have Foxtel so bring along your headphones and enjoy listening to your favourite music or watching your favourite shows.”	Increases heart rate, burns calories, increases energy levels and cardio fitness.	“You mentioned you really want to lose 5kg. Incorporating cardio a couple of times a week will help you lose that 5kg and you’ll feel amazing.”

Weights equipment (free weights) Talk about how a Fitness Coach will help.	Builds strength, prevents injuries, burns calories, isolates target areas, increases bone density, tones and there's variety.	"Doing weight training will really help you lose that 5kg but also get you a lot stronger, which will help with your work and preventing injuries."
Weights equipment (pin loaded)	Have back support, which is great for back injuries and for beginners (you can't go wrong). It also isolates different muscle groups.	"The great thing about machine weights is that you can strengthen and tone your upper body without putting pressure on your back."
Group fitness classes	Know the classes! Explain what's involved, what areas they target, intensity, etc.	"This class will be perfect for you because it will help you..."

Questions to Ask on the Gym Floor

It's important that the Member Consultant leads the conversation and the tour, you are the expert and the motivator. You don't want any awkward silences on the tour, you need to be constantly keeping the person engaged and strengthening our relationship with them, and their relationship with the club.

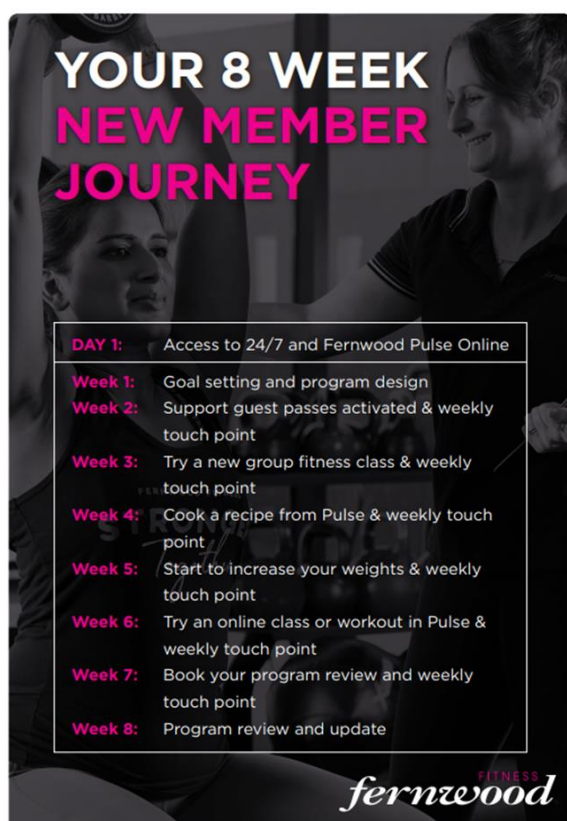
- "What time of day will you be coming into the club?"
- "How many times per week do you plan on coming in once you get started?"
- "How is the gym looking to you?"
- "Can you see yourself joining a class or exercising on the gym floor?"

THE NEW MEMBER JOURNEY

Offered as part of every new membership, the New Member Journey provides support and education unlike any other service available in the industry. This is our unique induction process that helps the staff work with the new member to ensure they become comfortable and engaged within the club, and are exposed to our range of services and products.

There are New Member Journey posters available to be tailored to your club. Ideally have them placed anywhere on the gym floor that you can tour a prospect passed. Probably better on the gym floor than in an office as it's a good reminder for members to log into Pulse for a recipe or a workout.

Take the prospect to this point and explain all of the steps of the new member journey at your club including the Onboarding Fee and the Support Referral Program. This process shows the prospect HOW their problem is solved and that there is a PROCESS that they will follow to get their goals achieved. The HOW + PROCESS = REMOVES RISK and makes them feel more at ease about making the decision to start.



6. Memberships and Services

Fernwood has a suite of products available for our members. These are designed to ensure we can bring health, fitness and wellness results to every woman in a way that suits her lifestyle, goals and experience. Each club offers the same core services and memberships, and some clubs may also offer specialist services depending on their location, demographics and demand.

Core services:

- Personal Training
- FIIT30 & FIITRIGHT
- Fusion Reformer Pilates
- Hypoxi
- Group fitness
- Strength training equipment
- Cardio equipment

- New Member Journey
- Pulse online portal

Complimentary services and products:

- New member starter pack
- Breakfast bar and complimentary tea and coffee
- Fernwood App
- Access to Online Portal
- Change room facilities and toiletries
- Fernwood magazine

Additional services that may apply for additional charges:

- Child minding
- Food and drinks
- Sauna
- Massage chairs
- Beauty room

Membership inclusions:

- Interclub transfer
- Reciprocal rights
- Freeze rights
- Member-to-member transfer (additional fee involved)
- Sister club vouchers (additional fee involved)
- 24/7 access (additional fee for access tag)

It is important in sales that you not only understand the products your club offers, but that you can also articulate the benefits of the products and the difference between Fernwood products and others in the market, i.e. a Fernwood Personal Training session and a Personal Training session run by another provider.

CORE SERVICES AND BENEFITS

The core services offered at Fernwood include Personal Training, FIIT30, group fitness, strength and cardio equipment, the New Member Experience and the Fernwood Online Portal. A brief description of these services is provided below however, keep in mind they will not substitute first-hand knowledge. All staff are encouraged to try each of these services to get an understanding of their benefits. It is well known in the network that salespeople who actually use the club facilities and services have greater success rates when it comes to selling memberships.

Personal Training

Fernwood Personal Training is a 30-minute, intensive, one-on-one training session. Personal Training enables members to achieve better results quickly by providing a high level of motivation. Members become better educated about their fitness and how to exercise safely for the best results. Fernwood Personal Training focuses on functional, compound strength exercises and aims to progress clients to improve both strength and tone.

Key benefits: Highly motivational, members will achieve their greatest results with a Personal Trainer and break through old barriers. Members will get a great workout in only 30 minutes. The workout is tailored specifically for the individual, including the type of exercise, weights, repetitions, order of exercises and focus on different muscles.

FIIT30

FIIT30 is Fernwood's 30-minute high intensity interval training designed exclusively for women that delivers serious results in a short time. Working in a group of 8-10 under the guidance of a qualified FIIT30 Trainer, this whole-body workout will tone, burn fat and build strength. Get fitter, leaner, stronger – FAST!

Key Benefits: build strength, tone muscles, burn fat, improve fitness, learn advanced movement technique, varied workouts, highly motivational, community vibe, heart rate monitors to track performance and push you harder

FIITRIGHT

FIITRIGHT is a lighter alternative for deconditioned members, women just starting their fitness journey or those returning after a long break. Still working in small groups, under the guidance of a Fernwood Trainer, this 30-minute whole body workout will build foundations of strength and functional movement so that you can kick start your journey to your desired health and fitness goals. Whether you want to build up your fitness to participate in FIIT30, are recovering from an injury or you enjoy a slower paced workout, FIITRIGHT is the perfect workout.

Key Benefits: build strength, learn correct technique, improve fitness to build up to FIIT30 sessions, exercise whilst recovering from injury, tailored workout for deconditioned members who are time poor, 30 minute sessions.

Empower Online

Meditation, mindfulness, motivation and more. Empower Online is what we like to call wellness for the modern woman. Designed exclusively for women, Empower Online is a 6-week program combining everything you need to find balance and take control of your mental and emotional wellbeing, including: live weekly wellness workshops, meditations, yoga postures, delicious mood food recipes, Empower coaches guidance and support and much more!

Key benefits: Manage stress, anxiety and burnout. Improve sleep. Build confidence. Boost emotional intelligence and create and achieve meaningful health, wellness and life goals.

Group fitness

Clubs offer a range of strength, cardio and mind/body classes, i.e. yoga, freestyle, Les Mills and other trademark classes. Group fitness is designed to give members a great workout as well as being highly motivating and fun. It's a great way for members to become engaged within your club. Refer prospective members to your club's group fitness timetable for a comprehensive list of classes and their descriptions.

Key benefits: Increase cardio fitness, muscular strength, flexibility, toning and shaping with classes to suit every fitness level and ability. Push yourself and be motivated while having fun.

Strength and cardio equipment

All Fernwood clubs offer an array of strength training equipment to help members tone up, build lean muscle mass, improve fitness and metabolism. There is a wide array of cardio machines, and both free weight and resistance machines.

Key benefits: Assists women to become more functional in their daily lives.

Fernwood Online Portal

Fernwood Online Portal is our online hub, where members get access to a range of online workouts, recipes and meal plans, blogs to read and much more. They can access it directly via online via the Fernwood Website, or via the Fernwood App as their one-stop shop for Fernwood.

As a new member, this is where they can mark off their sessions on their 12-Step Passport under the MyPassport section.

Members can also update their bank account information for credit card holders and much more.

For more information on the New Member Journey, please refer to the Operations page on the Intranet.

What you need to know about our Fernwood memberships

It is essential that you understand the terms and conditions that are attached to each membership, so you can walk through key details of the membership agreement with the new member at the time of joining.

Reformer Pilates

Reformer Pilates is a comprehensive, low impact exercise that combines traditional Pilates movements with resistance training on a Reformer bed.

Predominantly known for improving posture, core, and flexibility; reformer Pilates builds on the mind-body connection and improves body awareness through controlled movements and resistance.

Key Benefits: improve strength, mobility, and flexibility.

Increases muscle tone and definition, offers customisable intensity through spring and resistance choice, and offers varied workout options ensuring that participants can continuously challenge themselves and avoid workout plateaus.

SERVICE	DESCRIPTION	THINGS TO KNOW/FEES
Inter-club transfer	Most members can transfer to any club in the Fernwood network during the life of their membership.	The transfer process is free of charge however, there may be a fee for the member to purchase a new 24-hour tag at their new club.
Member-to-member transfer	Most members can transfer their membership to another person who wishes to take over the membership.	A fee of \$90.00 is applicable for member-to-member transfers.
Reciprocal rights	Each member is given 24 vouchers over a 12-month period to visit any other Fernwood club in the network. This is reset at the start of each calendar year.	This is all inclusive as part of their membership.
Sister club vouchers	Once a member has run out of their reciprocal rights vouchers, they can purchase an additional 12 visits.	\$55.00 for another 12 visits will be purchased at their 'visiting' club.
Freeze rights	Members can put their membership on hold for up to 8 weeks per 12-	Freezes must be taken for a minimum of two-week and the membership payments will be

	month membership period for any reason.	reduced to \$10.00 per fortnight during this time. This is charged as a pro-rata amount on the member's account.
24/7 access	Clubs that are 24/7 access require those members attending the club outside of staffed hours to have a 24-hour security toggle.	A fee is applicable for members who wish to purchase/replace their toggle. Usually included in a member's Activation Kit at the beginning of their membership.
Cancellation fee	An early exit fee applies to all memberships if the contract is cancelled earlier than the minimum term stated in the agreement.	<p>The cancellation fees for each membership types are as follows:</p> <p>18-month: \$300 plus 28 days notice</p> <p>12-month: \$200 plus 28 days notice</p> <p>6-month: \$100 plus 28 days notice</p> <p>3-month: \$50 plus 28 days notice</p> <p>Flexi: No cancellation fee and 28 days notice</p>
Cancellation notice	All Fernwood memberships require 28 days' written notice to cancel a membership.	Cancellation notice must be provided to the club in writing.
Cooling off period	All memberships are subject to a 48-hour cooling off period where members can cancel their contract during this time.	A cooling off period admin fee of \$50.00 applies.

Online Components

It is important to have a good understanding of the online components that members have access to: Fernwood App and Pulse.

Fernwood App: The member portal all members have access to throughout the life of their membership. They can view their group fitness timetable, book FIIT30 and Reformer Pilates sessions, track heart rate and training results, link any wearable training devices (Fitbit, Garmin etc.) and access their Your Fernwood program.

Pulse: This program gives members access to exercise, mindset and meal plans to help them get set up in their Fernwood club and receive as much support as they need and even exercise at home.

It's recommended to set yourself up with both online platforms to get a good understanding of what's included so you can explain them to potential members.

7. Price Presentation

A pre-testing question on the gym floor is to put them on the bike and get them to peddle without them having any settings on and say;

"See you are now exercising!"

A pre-close question to finish off your club tour before the Price Presentation is very powerful to ensure there are no more information questions before the memberships.

"How does everything look to you?"

"Let me show you how you can get started today."

There is a price presentation card designed for your club. It is to help your team close more sales, and more importantly, help our customers be able to step through the buying process more simply and be able to find the solutions to help them start on the day they come and see us.

When you have finished the club tour you need to refrain from giving the prospect any other information other than the prices. Keep themselves and yourself focused on the solution which is the membership.

The Outcomes:

- Increase the experience of the prospect (make the membership options clearly)
- Increase the tour to sale %
- Increase the conversion of trials on the day to membership
- Showcase and boost add on services
- Help all of the staff casual to full time, know clearly the memberships
- Boost referrals at POS
- Increase your enquiry to sale %

The Concept:

1. Pick the base membership
2. Pick the add on service
3. Pick your gift for joining the support program (giving 2 referrals)

Really easy decision making (like selecting from a poke bowl menu) that any of your staff can use to deliver great presentations and sell memberships.

On the back of the card you can choose from the Platinum membership or the New Member Journey (if you choose the later please run through this on the club tour or after the Getting to Know you sheet – not during the price presentation).

Example 1: Front (other options are available)

Your ^{FITNESS} *fernwood* Journey Begins Here

Step 1: Pick your base membership;

\$199
ONBOARDING
New Member Journey

 +

FLEXI
\$35 p/w
6 week min

 or

FOCUS
\$30 p/w
12 month min

 or

FLOURISH
\$25 p/w
18 month min

Step 2: Choose your add ons;

HYPOXI
6 WEEK MINIMUM
\$70
PER SESSION

 or

PERSONAL TRAINING
6 WEEK MINIMUM
\$60
PER SESSION

 or

FIIT30
6 WEEK MINIMUM
\$30
PER WEEK

 or

REFORMER PILATES
6 WEEK MINIMUM
\$30
PER WEEK

Step 3: Support program;

Nominate 2 friends to be your support team and you'll be gifted with;

CAP or **T-SHIRT** or **YOGA MAT** or **PILATES SOCKS**

Example Back:

PLATINUM MEMBERSHIP

INCLUSIVE OF

FIIT30 & **FUSION**
REFORMER STUDIO

PLATINUM
\$65
PER WEEK

6 week minimum.

^{FITNESS} *fernwood*

The Training:

There is a webinar training session in velpic on this. Please watch the training before you make editing changes to the card, just so you have the concepts understood to enable the card to be most effective. Once you have watched, go ahead and make your card more tailored and use this training session with your current and new team for full understanding of the process. <https://fernwoodfitness.velpic.net/#library/83539/watch> under the Amanda Bracks Sales Folder (the POS referral training and my other training sessions are in there too).

The Card Location:

[A4 Price Presentation - Your Journey Begins Here \(canva.com\)](#)

With the Getting to Know You Sheet and this Price Presentation Card, your closing rate should be over 45-55% and your customers will have a smoother interaction and result.

The Language

“Mary to get you started today we have an onboarding fee of \$209 and that gets you started on the new member journey, as we discussed previously. The first step is choosing your base membership from the Flexi membership, a minimum of 6 weeks for \$35 a week, the Focus membership for \$30 a week and the Flourish with our loyalty discount is only \$25 a week. Which one suits you best?”

“Now to choose your add ons. You said you really enjoy small group training, the FIIT30 program would be the experience you are after. Would you like to add this to your membership for an additional \$30 a week?”

“As we have discussed, we have our support program. During the first week or so, we invite your friends who are your support team, so they can best support you outside the club. Will that be Mary and Tina as you have mentioned?”

If not already explained in the GTKYF section:

“Great, finally, we have our support program. During the first week or so, we invite one or two of your friends that you see locally for coffee or lunch and get them to come in and see what we are doing to help you in club, so they can best support you outside the club. Who would those support friends be?”

“Now which gift would you like?”

OVERCOMING OBJECTIONS

An objection is another great opportunity for us to gather information about this person and what they need. Don't view it as a negative, it doesn't mean you have lost the sale.

Maintain your confidence, you know what amazing facilities and services Fernwood provides. Understand and be prepared for the most common objections. In order to be great at handling objections, you need to fully understand the wants and needs of the prospect are.

Price

- Isolate if the objection is the start-up fees or ongoing cost.
- Find out what exactly the issue is “Is it the onboarding fees or the weekly debit?”
- Understand that most price objections are really a lack of value. Ensure your getting to know you sheet has multiple goals ticked and then how it is relevant to the customer to ensure there are solid goals and deadlines in the needs analysis.
- Negotiate what they can pay “What would be a suitable membership rate to be able to get you started?”
- Offer reduced joining fee (at club discretion) with the pre question “If I could..... would you?”

Onboarding fees

- Reiterate how much is actually in the New Member Journey and online program and how crucial it is for their success. The value is amazing!

Talk to husband

- Find out if he knows she is enquiring and if he is supporting it.
- If yes, ask if this is within the budget (they will have discussed this).
- Tell her she's welcome to give him a call now "Would you like me to jump on the phone with them now to explain the services and membership options?" Some women will find this very helpful.

Commitment

- Always ask what date they want to achieve their goals in the needs analysis. This will lock in the commitment to achieving their goals. Revisit it, if you haven't ascertained it.
- Relate commitment back to their goals and the benefit they will get from starting.
- Remind them they will have a club full of women to support her.
- If this doesn't work, ask how long they are willing to commit for as a minimum.

Want to think about it

- Relate back to their goals and how long they have already been thinking about this.
- Ask exactly what they are thinking about, is it the memberships or services?
- Confirm that the price and membership terms are okay. There may be a bigger issue going on than just wanting to think about it, so find out as the customer will not be able to solve their concerns at home without you there to help guide them through the solutions they need to be able to get started.

Mother and daughter (mum paying for daughter but not wanting to pay for herself)

- Remind the mum it's an awesome way to spend quality time together.
- Needs to be looking after herself as well.
- What a great example she is setting for her daughter.
- Think of how a small price per week will benefit the two of them by doing it together.

- Assure her we have loads of mums and daughters that join together.

I work long hours, don't know if I will have time and I'm tired all the time and don't want to waste my money

- 24-hour access will be fantastic for her.
- She can attend on weekends, public holidays etc.
- Attending only once or twice a week to work on your health and wellness is never a waste of money.
- Remind her she needs to prioritise her health.
- Exercise will give her more energy and help her cope.

Gym shopping

- Reiterate the reason why they chose a female only club at the beginning of the Getting to Know You Form.
- Know the competitors, what they offer and their prices.
- Understand and be able to explain how our service and facilities are better than other clubs.
- Isolate what will be the deciding factor for them, e.g. female only, price, classes, 24-hour access, and adapt accordingly

FLIPPING TRIALS

A trial is simply bait on a hook. It's used in marketing to catch the attention of the prospect in contemplation "thinking about it" with the hope to move them along the readiness scale.

Once you have the enquiry name and number, the lead then goes into the sales process, which is contact and appointment or problem solving.

A trial enquiry needs you to thoroughly step them through the needs analysis. Identify lots of goals, educate them on all of the additional benefits, highlight the primary goal and ask them to give you a date they want these goals achieved.

1. Every single trial that is exercising must arrive for a 30 min tour prior to their first class or workout
2. Tour the prospect as normal
3. Goals and priorities
4. Date to have goals achieved by
5. The trial isn't going to serve their needs so offer a trade in to get started today
6. Remember most of the prospects will be using the trial not to get something cheap or free but rather they are using it as an invitation to come to the club

Covering Objections

- Show them how their goals are far greater than a few workout sessions so a trial won't be suitable for their needs and they are not doing the things that would be more impactful if they got started with all the benefits of being a member straight away.
- Highlight that a 7-day trial will not tell them what their schedule of the next 12 months will entail.
- The way they feel in the gym on their own versus having the help of Fitness Coach or Personal Trainer will be totally different.
- Use exclusions on certain activities eg Reformer, FIIT30, 24/7, certain classes to motivate them to get started and have the full suite of activities.
- Offer trade in option.

Top Tips for Converting the 7, 14 or 21 Day Trial Pass at POS

1. Call any leads immediately when they come through to book a club tour (see scripts in the sales manual)
2. Use the 2 option close to book a club tour "morning or afternoon"
3. Avoid sending any enquiry information or timetables as this will make it almost impossible to get them on the phone or to book a tour (as the tour is where the information is usually given out and rapport built)
4. Use the GTKY form and ask deeper more specific questions about their goals
5. Get the specific goal and deadline they want to achieve their goals by

6. Show them the services and how they will benefit from using them
7. Conduct a price presentation with the lead in “From what you have told me you want to achieve _____(goals) by _____ (date) so the 7/14/21 day pass isn’t going to be suitable so let me show you how you can trade it in today and get started on your real program to achieve the goals discussed.”
8. “The most popular memberships are the Focus and the Flourish membership. Focus is a small 12 months at \$____ a week and Flourish is our 18-month loyalty rate of \$____ a week. Both have an onboarding fee of \$209 which is what we spoke about on the gym floor. If you trade in your pass, your joining fee will be reduced to \$____and we will design your individual program to get you the results you want. Which option suits you best?”
9. If they are sitting on the fence and want a night to discuss with their husband, book an appointment for the next day when they will get started on their full-service membership or activate their trial pass.
10. Remember leads should not be able to access multiple offers so they need to pick the trial or the joining special on the day not, have both offers.
11. If someone is on a trial but does not join at point of sale, use the follow up system in the manual to ensure they are receiving regular service calls and close them out before their expiry date with an additional offer, it may not be as good as the first offer, but still create urgency by using their expiry date of their trial pass as a deadline.

8. Referrals

IHRSA studies show that people stay longer if they have a support network to help them:

“Members stay longer with a little help from their friends. Members who socialize with friends at their clubs have higher retention rates than members whose club experience is solitary.”

YOUR SUPPORT PROGRAM

We understand that friends and family can and do have a large influence over your health and fitness results. Having a support person will motivate, support and hold you accountable and make a difference in achieving your goals. We want support for you to continue beyond our gym.

Enjoy your first week as a new member with your support crew working out by your side, complimentary!

Who would you like to nominate?

Name: _____ Contact number/email: _____	Name: _____ Contact number/email: _____
Name: _____ Contact number/email: _____	Name: _____ Contact number/email: _____
Name: _____ Contact number/email: _____	Name: _____ Contact number/email: _____

P.S. Please send them a quick text to let them know that you have nominated them.

fernwood FITNESS

SUPPORT PERSON PROGRAM AT POINT OF SALE

Step 1: Getting to Know You Sheet (introduce the idea)

“Now (goal eg) losing 15 kilos is a big deal. Out of your girlfriends, who do you see regularly, maybe someone that you have coffee with, maybe get together for dinner on the weekend that will be supporting you with this goal?”

Step 2: On the New Member Journey poster show them by week 2 they will be enjoying the club with their friends

“When you get stated as a member at Fernwood, you will go through the new member journey. Today, we will set up your membership, your app to book classes, your access fob and allocate you your 2 one week guest passes to ensure your friends are with you to make you feel even more comfortable during your first week here.”

Step 3: During the Price Presentation after you have asked them which membership they are choosing and then add on you ask her “Joanne you said that Mary and Tina will be your support people. You spend 2-3 hours with us a week and can spend a lot longer with your friends so during your first week as a new member, we will invite them in to try classes with you, come for a workout or even attend your fitness coaching session. That way they’ll know what we do and can help you the most on the outside to achieve your overall goal quicker. Can you please send them a quick message to let them know I’ll be calling tomorrow. What is their best contact number to buzz them on to organise their access passes?”

Objection: “Can’t think of anyone.”

“It is an important step in the new member induction process, and these are new member entitlements that come with your membership. Surely there is someone from work or school that would be able to come and have some fun with you?”

Step 4: Call to the Prospect

“Hi _____, it’s Amanda calling from Fernwood Fitness at (suburb) and Danielle has just joined wanting to _____ (xyz goals). She has nominated you as her support person to come and exercise with her during her first week as a new member to help make her feel more comfortable and make the experience more enjoyable for her. I just need to organise a time with you to come and collect your access pass. Would today or tomorrow suit you best? Morning or afternoon? _____ o’clock or _____ o’clock.

Ok _____, I’ll see you at _____pm tomorrow night, just remember to bring a towel with you if you want to exercise on the day.”

Objection – “Haven’t got time”.

“Can I book you a time next week or perhaps the weekend might be better?”

No- “It sounds like you are flat out. Would it be better if I have you a call in another 2 weeks?”

No –“Thanks for your time and hope to see you in the future soon. Bye.”

Step 5: Try the Gym Floor

If you obtained the referrals, well done. If you didn’t then go to the reception, gym floor, or speak to people waiting for a class and speak to them one or one or announce in a group

“Hi ladies, I have 2 x7 day guest passes available. Who would like to bring a friend to your next class?”

Step 6: Referral Chase Up

See under phone scripts in this manual

OR

If your new member asked for a referral at the time of joining but got an objection give them a call the next week.

See script in the phone call section in this manual

Goal:

- 2 referrals for each sale.
- 80 to 100+ referrals from POS a month
- 35% Enquiry to Sale = 28-35+ additional memberships a month

OTHER POS REFERRAL PROGRAMS

When a member has just signed up, it's the best time to get referrals, as they will be excited, motivated and will want the opportunity to share with their friends and family the great results they are going to achieve. If the new member has a friend or family member that they would like to encourage to attend the gym with them, this will most likely increase her attendance rates and, in turn, increase retention.

There always needs to be a referral offer at POS when a new member is coming into the club. Every opportunity to speak to a member is another opportunity for a referral.

"Here at Fernwood we find that working out with friends during your first month is the best way to ease into a new gym environment and a great way to help keep you motivated. As such you have the opportunity to invite some of these friends down."

- Qualify the lead
- Always prompt "do you want to give a one week pass to a friend from work or uni?"
- Ask questions to find out if they live and/or work locally
- Having friends exercise together gives them accountability and fun
- Have a new member referral offer in place e.g. gift card referral draw
- Set a referral target for new member referrals
- Referrals are our highest lead conversion
- We always listen to our friends, so if they have a positive experience, they will tell their friends about us
- Have a follow-up process for these referrals as well as a thank you process for the members referring

REFFERAL STAND

At any time during the month or during a national or inhouse referral campaign, you can create a referral table.

- Get a table and place in entrance, on gym floor, or in a walk by section of the club
- Place table cloth over it
- Know what you want to offer eg 1 class pass / 7 day pass
- In peak times ask members

“Hi Mary, how are your training sessions going? Are you getting results? Why don’t you bring in a friend next time with you?”

“Hi Mary, do you walk on the treadmill by yourself each session? Why don’t you bring in a friend next time with you?”

“Hi Mary, do you walk on the treadmill by yourself each session? Why don’t you bring in a friend next time with you?”

Staff are to share the referral table, one does it for one hour and the change to another staff member. The staff should aim at 5-10 referrals in an hour during peak times.

REFERRAL COMPETITION

Internal competitions can be run by the staff and fun can be made hitting these targets. Some of the ideas that have come through the network are:

- The staff member with the highest referral number for the month gets a voucher / bonus
- The staff that hit their referral numbers get to hit their nominated pinata full of lollies
- Wall of Friendship: Post it notes with prizes on it on a wall. Every time a member refers someone that joins, they get to take the prize note and hand it to reception for the voucher eg a blow dry at the local hairdresser, and the note gets replaced with the new members name

REFERRAL COMPETITION COMPEITION – NATIONAL PRIZE DRAW

Enter to win a _____ campaign. Just call the referral as normal and the member gets a ticket for everyone they refer for a guest pass into the draw to win the national prize

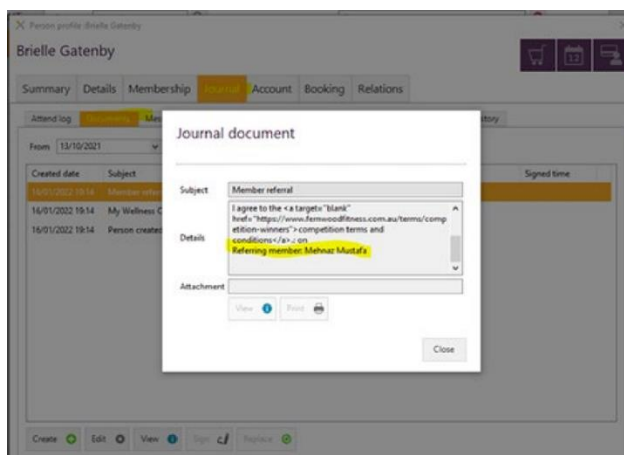
Members can refer their friends to Fernwood by sending them a free class pass.

Fernwood members can do this in any of the following ways:

- Logging into the Fernwood App and clicking the 'Gift a class pass / Refer a Friend' link
- Scanning the QR code available on the competition poster displayed in your club (available to download and print from Canva here.)
- Adding their friends' details to the referral sheet.

The referral lead will appear in Exerp CRM under the campaign title 'Member Referral - Free Class Pass'. When referring a friend via the Fernwood App or QR code link, the journal note against the referral's person profile in Exerp will list the current member's name.

Manually Assigning the Referral



ASSIGNING REFERRALS IN EXERP

To ensure that we capture the referring member for the competition draw, we need to use the *Referred By* feature in Exerp when the referral lead enters your CRM.

1. Open the lead profile and click into the 'Relations' section

The screenshot shows the 'Relations' tab selected in the top navigation bar. Below the navigation bar, there are search fields for 'Referred by' and 'Counsellor'. Underneath, there are tabs for 'Person relations', 'Company relations', and 'Transferred and duplicate'. A 'Relation type' dropdown is set to 'All', and there is an 'Include old' checkbox. At the bottom, a table header is visible with columns: ID, Name, Type, Relation status, From date, and To date.

2. In the 'Referred by' field, search for the current member to assign them as the referee.

This screenshot shows the 'Relations' tab with 'Alison Grego' entered in the 'Referred by' search field. The rest of the interface, including the 'Counsellor' search field, the tabs, the 'Relation type' dropdown, and the table header, remains the same as in the previous screenshot.

3. You can later review either person's profile and you will notice in the Relations tab you can see the referred by link and details on the profile.

This screenshot shows the 'Relations' tab with a completed entry. The 'Referred by' field still shows 'Alison Grego'. The table below now contains one row of data:

ID	Name	Type	Relation status	From date	To date	Person status
314p11202	Alison Grego	My referrer	Active	30/03/2023 15:32		Active

By actioning the above, this will qualify your current member entries into the competition draw.

REFERRAL CLIPBOARD

On your reception desk or Referral Table place a lead / competition box and note pad or a clipboard with

Bring a Friend to Your Next Class

Date	Member Name	Guest Name	Guest Number

9. Sales Administration

SALES CHECKLIST

Once the member has decided to join the club, there are a few key forms and things to remember when processing the sale to ensure the member can leave the gym with their next steps and all the relevant information they need.

1. Ensure all membership paperwork has been completed and member's details are correct
2. Member has been given a copy of the membership terms and conditions to read (either paper version or paperless) and the main points have been covered:
 - a. Cancellation
 - b. Deferral
 - c. Ongoing membership
 - d. Transfer options
 - e. Reciprocal rights
3. Member has signed (or check-boxed) all the relevant membership paperwork (including 24-hour paperwork if applicable)

4. 24-hour FOB/access key has been set up and security tour has been completed (if applicable)
5. Book in their first Fitness Coach appointment (ideally within the first seven days of joining)
6. Member has been made aware of their Fernwood App (including their invitation email they should receive at POS) and Your Fernwood program access.

Reviewing the Health Screen Questionnaire (HSQ)

The HSQ must be filled out at the time of joining and prior to any exercise being done in the club. The purpose of the HSQ is to identify and exclude people who may have medical conditions that put them at risk when exercising. It is part of your role to identify any major risks that the member has mentioned to minimise the danger to them and the club.

After the HSQ has been completed by the member:

- It must be reviewed by the Membership Consultant
- If the member has answered YES to any question, further guidance from their GP or appropriate allied health professional is required prior to undertaking further physical activity/exercise.
- Refer to the Medical Clearance available on FCM that they should complete prior to their next gym visit
- Add an alert to the member's profile in the system advising that this member requires a medical clearance and is not permitted to use the facilities until it is received

It is the member's responsibility to make the initial contact with their GP or allied health professional to comply with privacy laws.

10. Renewing Upfront Term Memberships and Packs

When members pay for their 3,6 or 12 month membership upfront, this is called an Upfront or Term membership. Packs are sessions of 5, 10 or 20 that are usually sold for added services such as Pilates Reformer on top of regular membership (if not included in unlimited memberships on direct debit). You need to run a report to see what members are due to be renewed each month for memberships and packs.

Membership renewal: Give the member a call 30 days prior to renewal and 3 days after non renewal.

Pack renewal: Give the member a call when 2 sessions are left for a renewal over the phone or identify when they check in for class.

Remember you will need to remotivate the customer, renewals are not that simple. You are still asking the member for money for a service and they will still be weighing up if they have used it enough, gained results, enjoyed the experience and can see this gives them the results they want in the future. Treat the renewal with the same respect as a new customer and know that you may just have to cover objections with the process to motivate them to continue.

Membership Renewal

"Hi Its Amanda calling from Fernwood Fitness at _____. Just giving you a call because it's time to renew your membership.

What are your current health and fitness priorities that you are working on at the moment?

_____W

When would you like to have them achieved by? _____

What is your favourite class or workout at the moment? _____

The easiest way is to simply go onto our direct debit options, we have the Flourish 18 month min at \$_____ and the Focus 12 month min at \$_____ which one would suit you best?

(discuss)

Would you like to add on Pilates Reformer or FIIT30 for some variety or to / boost your training?"

Pack Renewal

"Hi Its Amanda calling from Fernwood Fitness at _____.

Just giving you a call because it's time to renew your Fusion Pilates Reformer Pack.

Who is your favourite teacher/ class type at the moment? _____

What are your current health and fitness priorities that you are working?

_____W

When would you like to have them achieved by? _____

The easiest way is to simply go onto our direct debit options, we have a Platinum Membership which includes all the facilities at the club and unlimited Pilates for \$_____ or Unlimited Pilates Only Membership \$_____ Do any of these suit?"

Yes – discuss No – "Alternatively you can renew your pack for _____" can I go ahead and process this for you now?

11. Follow Up

Following up your client after your is one of the most important customer service deliveries at the club.

Step 1: At the tour if you cannot cover objections and motivate your prospective client to start today, ask what time tomorrow would be good to touch base to see what their decision is. This what they are prepared for your call.

Step 2: Make notes in your CRM about goals, and objections so you know what to discuss.

Step 3: Use the below workflow summary in your CRM system until your client either says Yes or No. Clubs can also choose to edit the standard workflow scheduled where needed via the Edit button and choose an alternative follow up date.

Step 4: Know that your #1 outcome in the follow up is to get a decision from your prospect. Use the follow up scripts in the Phone Script Section of this Manual.

Lead – Post Tour Contact Workflow Summary

Post Tour Contact 1	Day 1 AM
Post Tour Contact 2	Day 1 PM
Post Tour Contact 3	Day 2
Post Tour Contact 4	Day 3
Post Tour Contact 5	Week 1
Post Tour Contact 6	Week 2
Post Tour Contact 7	Week 3
Post Tour Contact 8	Week 4

Trial Workflow Suggestion

Type	Time	Action
One class pass	Next day	How did class go + close out the sale
One week pass	Day 2	Help with class choice + book next session
One week pass	Day 5	Check in, cover objections + close out sale
14 day pass	Day 5 + 10	Help with class choice and book next session
14 day pass	Day 13	Check in, cover objections + close out sale
21 day pass	Day 5 + 10	Help with class choice and book next session
21 day pass	Day 17, 20	Check in, cover objections + close out sale

12. The Close Out

The close out mantra we convey in club through close out is:

If it will not result in a lead, an appointment, an upgrade or a new membership today, leave it and focus on something that will.

Your close out is a process where you are closing out, finalising all of your enquiries over the last 1-2 months. The focus for the last few days of the month is to call all of your current month leads and close them out. Get them to commit yes, or no. Not sit on the fence in procrastination.

Close Out Script (to all closed and not closed leads from the current month)

See Under Phone Scripts in the Manual

Close Out Text (to all closed and not closed leads from last month and this month – this way everyone gets 2 close out text messages)

Text the last 8 weeks of leads. At the end of each month text all of the leads, closed or open (just not the joiners) and remind them the current offer is finishing on the 31st May at 7pm (or whatever time your team member is leaving). You can add in more. I like to extend the

current offer to all memberships and always use a lead in with a theme not just the offer eg “Warm up this winter and improve immunity and reduce aches and pains with our 3 day sale. Get started before 7pm May 31st and you’ll receive a month of Pilates Reformer (save \$140), offer extended to all memberships including our Flexi 3 month min. Hurry call XXXXX”

Every month you should have a schedule to call everyone who has just purchased Flexi the month before and upgrade them for a loyalty discount – 12 month and 18 month rates.

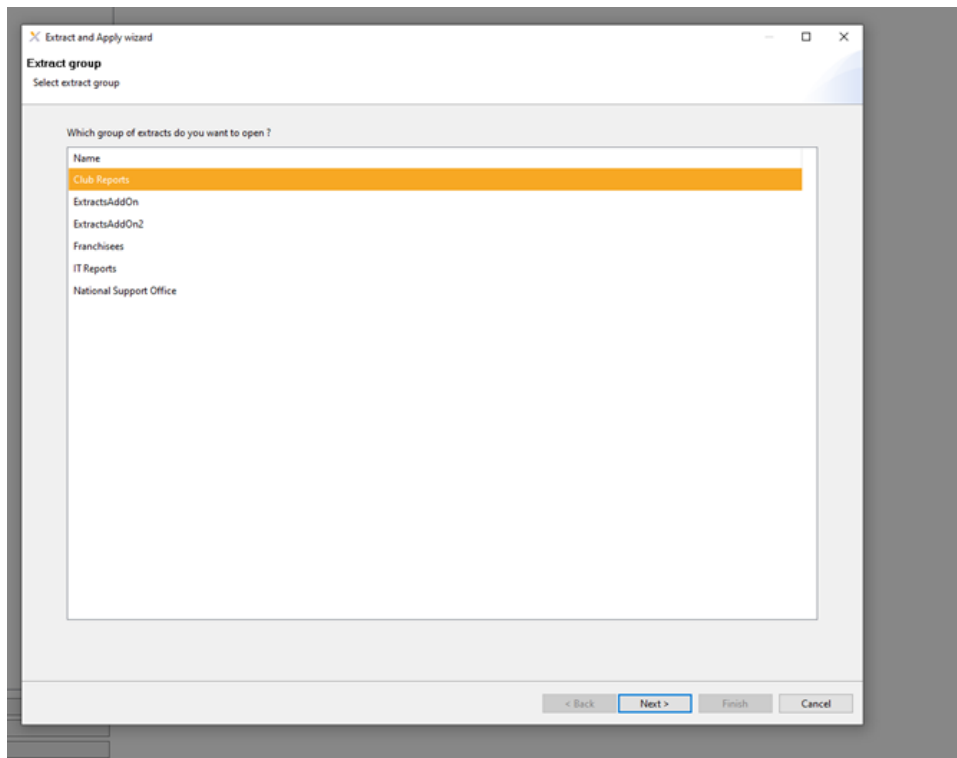
They will go from a 10 month average stay to 24 months (see upgrade script later in the manual). Remember if you are closing out with Flexi’s to add on services. The average stay for Flexi is 10 months but it’s double that if you on-sell Personal Training 20 months and around 17 months for Fit30.

How to Export Spreadsheet File for Upload to Talkbox

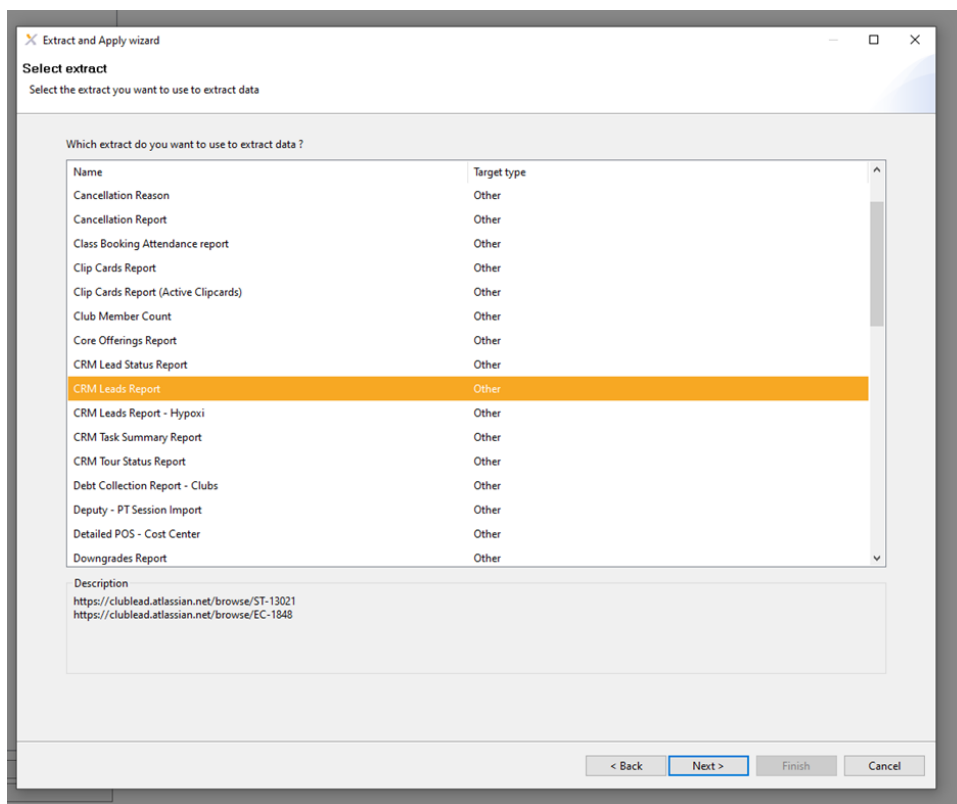
Step 1: Click MENU > REPORTS



Step 2: Click EXTRACT WIZARD > CLUB REPORTS



Step 3: Click CRM Leads Report



Step 4: Click CRM LEADS REPORT > Next

Extract and Apply wizard

Select extract
Select the extract you want to use to extract data

Which extract do you want to use to extract data ?

Name	Target type
Active Members - Last Visit Date	Other
Addon Extract	Other
Campaign Codes	Other
Cancellation Reason	Other
Cancellation Report	Other
Class Booking Attendance report	Other
Clip Cards Report	Other
Clip Cards Report (Active Clipcards)	Other
Club Member Count	Other
Core Offerings Report	Other
CRM Lead Status Report	Other
CRM Leads Report	Other
CRM Leads Report - Hypoxi	Other
CRM Task Summary Report	Other
CRM Tour Status Report	Other
Debt Collection Report - Clubs	Other

Description
<https://clublead.atlassian.net/browse/ST-13021>
<https://clublead.atlassian.net/browse/EC-1848>

< Back Next > Finish Cancel

Step 5: Select your data range. Task Creation date is the date the contact was created in Exerp.

Extract and Apply wizard

Enter extract parameters
Enter the values for each parameter of the extract 'CRM Leads Report'

From Task Creation Date 01/07/2023

To Task Creation Date 24/10/2023

For this center: Ferntree Gully

Scope

☐ Local

☒ Absolute

Ferntree Gully

☐ Relative

☐ Tree

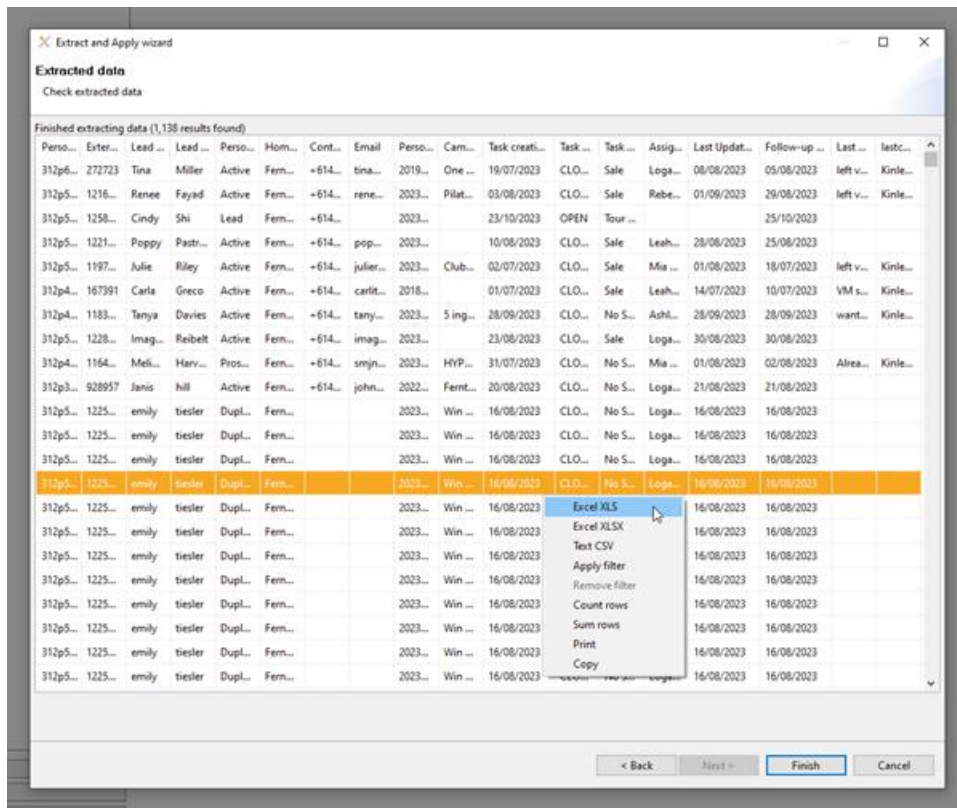
System

Extension

☐ Preview SQL

< Back Next > Finish Cancel

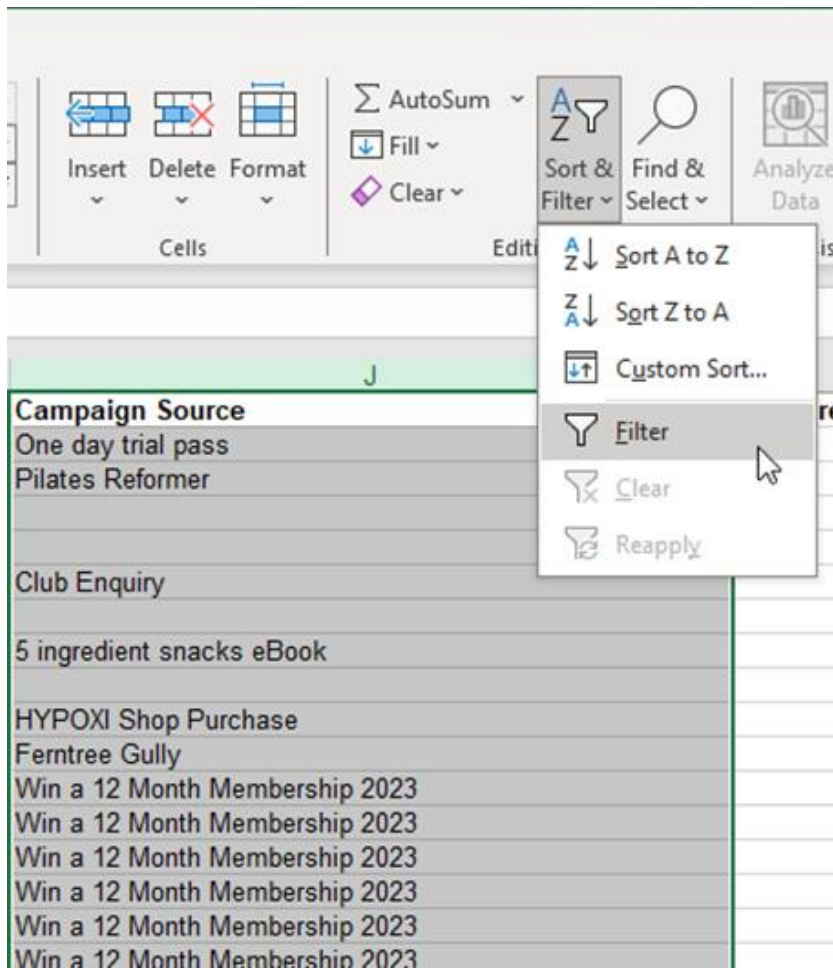
Step 6: Right click anywhere on the data and select Excel XLS



Step 7: A spreadsheet will open which looks like below.

A	B	C	D	E	F	G	H	I	J	K
Person ID	External ID	Lead First Name	Lead Last Name	Person Status	Home Club	Contact Number	Email	Person Creation Date	Campaign Source	Task created
312p0537	272723	Tina	Miller	Active	Fernwood Fernree Gully	*61475460762	tinamiller@live.com.au	2019-02-02	One day trial pass	
312p05088	*161636	Renee	Fayad	Active	Fernwood Fernree Gully	*61421251434	rneere@cloud.com	2023-08-03	Pilates Reformer	
312p05089	*504635	Cindy	Shi	Lead	Fernwood Fernree Gully	*61445895016		2023-10-23		
312p1023	*221014	Poppy	Pastrikos	Active	Fernwood Fernree Gully	*61432620910	poppy_dasney@hotmail.com	2023-08-10		
312p05049	*191432	Julie	Riley	Active	Fernwood Fernree Gully	*61414617484	julieriley@pchn.vic.gov.au	2023-07-02	Club Enquiry	
312p40754	*167391	Carla	Greco	Active	Fernwood Fernree Gully	*61437895303	carla@fsg@gmail.com	2018-11-08		
312p49311	*183131	Tanya	Davies	Active	Fernwood Fernree Gully	*61404646077	tanyadavies16@gmail.com	2023-06-01	5 ingredient snacks eBook	
312p05009	*528738	Imogen	Reibelt	Active	Fernwood Fernree Gully	*61468114339	imogenrebel@gmail.com	2023-08-23		
312p49209	*164659	Melissa	Harvey	Prospect	Fernwood Fernree Gully	*61488330441	smpharvey@gmail.com	2023-04-23	HYPOG Shop Purchase	
312p34434	*928957	Janis	hill	Active	Fernwood Fernree Gully	*61425855866	joh@fernwood.net.au	2022-01-07	Fernree Gully	

Step 8 *OPTIONAL*: If you would like to further filter any columns such as campaign source. Select the columns and click Sort & Filter > Filter



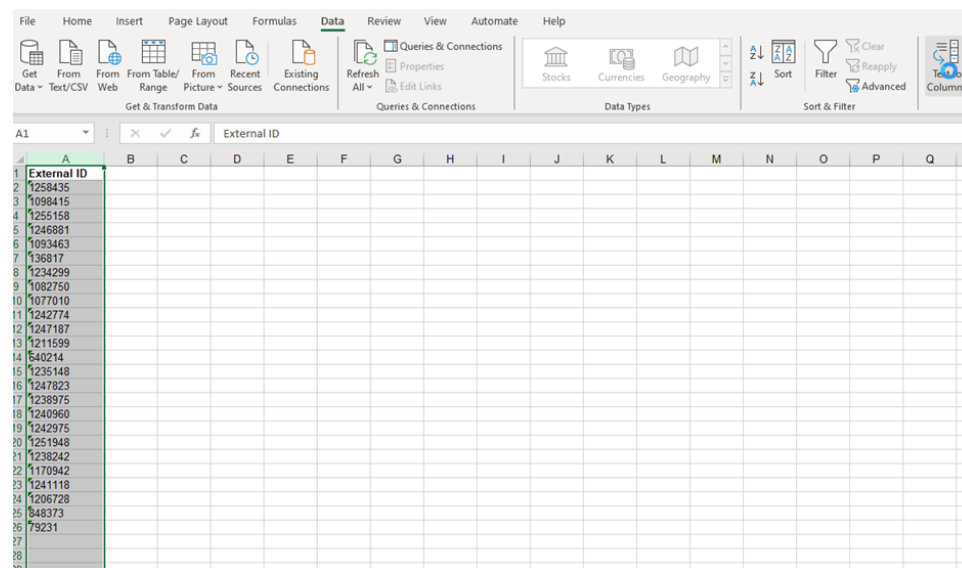
Step 9: Create a new tab in your spreadsheet.



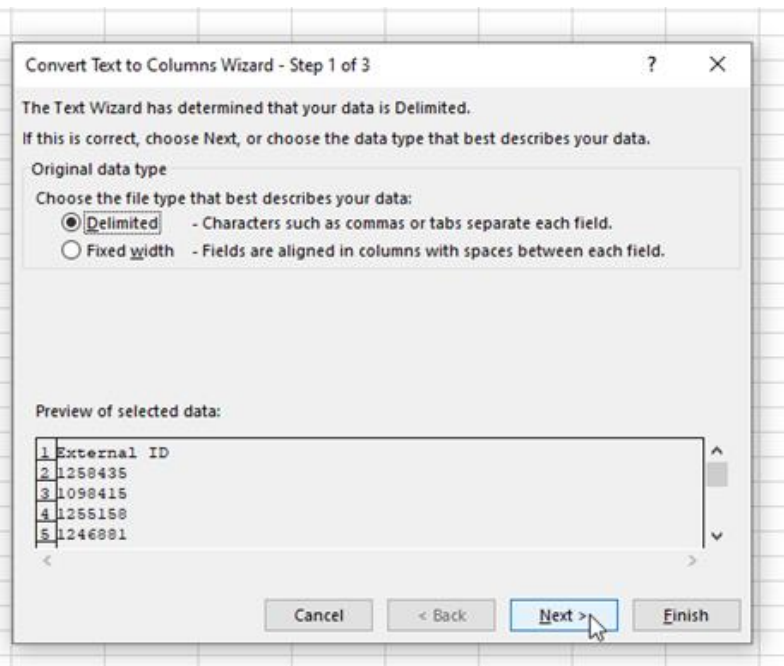
Step 10: Copy and Paste only your External_ID column into the new tab of spreadsheet and delete the original tab.

External ID
1258435
1098415
1255158
1246881
1093463
136817
1234299
1082750
1077010
1242774
1247187
1211599
640214
1235148
1247823
1238975
1240960
1242975
1251948
1238242
1170942
1241118
1206728
848373
79231

Step 11: Select your column. Click DATA tab and click COLUMNS TO TEXT function.



Step 12: Continue clicking next & then finish to close the dialog box. You will notice your data will no longer have the green arrow on the top lefthand corner. This means the data is errorfree.



	A	B
1	External ID	
2	1258435	
3	1098415	
4	1255158	
5	1246881	
6	1093463	
7	136817	
8	1234299	
9	1082750	
10	1077010	
11	1242774	
12	1247187	
13	1211599	
14	640214	
15	1235148	
16	1247823	
17	1238975	
18	1240960	
19	1242975	
20	1251948	
21	1238242	
22	1170942	
23	1241118	
24	1206728	
25	848373	
26	79231	

Step 13: Save your spreadsheet as a CSV file, ready for upload to Talkbox.

13. Sales Targets and Management

Onboarding

For all new sales staff see the Staff Induction Checklist – Membership Sales on the intranet. Use this is a checklist to cover all the training a new staff member needs. It is also a useful tool to conduct performance reviews and get staff to rate next to each point out of 1= needs improvement, 2 = competent and 3 = excellent and work out an action plan for more training or reward where required. [Staff Induction Checklist- Membership Sales.docx \(sharepoint.com\)](#)

Sales Management

The team need constant motivation and guidance to be able to motivate and inspire their community to be their healthiest, fittest self. Here is a checklist of management things needed to be done.

Monthly	Marketing report to team for coming month
Email and meeting	Outreach calendar planned for coming month
	Membership promotion report to the team for coming month
	Wins from last month and next month's targets
	Reviewing of Exerp and the Month to Date Growth Report
Weekly	KPI tally, wins from last week and training to rectify
	Set goals
	Role play
	Allocate training section from email
	Implement weekly sales tips
Daily	Inspection of tours and reasons people didn't join
	Inspection of shift slips appointments and contacts
	Inspection of end of day report of lead generation and referrals
	Checking all required contacts have been made in CRM

	Setting the team up daily with required contacts and sales due
	Reviewing referrals and on-selling of services
	Reviewing of Exerp and the Month to Date Growth Report

Sales Board

	1-7	8-14	15-21	22-28	29-31	TOTAL	REFERRALS
Person 1	2	5	5	5	3	20	20
Person 2	3	3	2	3	3	15	15
Person 3	1	4	3	3	4	15	15
Person 4	1	2	2	2	3	10	10
Online + Reception	3	2	2	2	1	10	10
TOTAL	10	16	15	15	14	70	70
Saves Cancellations Processed	4					4	40
CANCELS LAST MONTH = 25							
GROWTH TARGET = 20							
SAVES THIS MONTH = 1							

Step 1: Set monthly target

Step 2: Divide by team

Step 3: Divide by weeks

Step 4: Total weekly target

Step 5: Set referral target 1 for 1 sale

Step 6: Write up the growth

Step 7: Track all sales, referrals, saves, cancellations and growth on the live sales board and use in your group and individual meetings

Upper Hierarchy Close

During the sales process if one of the team cannot close the sale then using the upper hierarchy close can be beneficial.

Step 1: After the price presentation, and covering objections, if the prospect will not join today let them know.

"Give me a second and I am going to see if my manager can help you get started today"

Step 2: The membership consultant comes to the manager or owner and outlined the prospect, who they are, what they want to achieve and what their objection is.

Step 3: If the membership consultant knows what the issue is eg the prospect wants only to pay 50% of the onboarding costs, then the manager can choose to just accept or to come and meet the prospect. If this occurs, please ensure the membership consultant and the prospect are now sitting on the same side (like a team) and the manager is on the other side so its is not intimidating for them and they feel the consultant is really trying their best to help them.

Step 4: The manager introduces themselves, welcomes the prospect to Fernwood and expresses that they would love to have them here as a member. Then they will say “As I understand you would like eg for the onboarding to be reduced by 50% is that correct? If I could do this would you get started today?” Let the member answer.

Step 5: Close the sale.

Inspection of Getting to Know You Forms

When a sale doesn't go ahead it is important for the manager to inspect the GTKYF and see what information has been discussed. Usually if a sale has not been made the staff member has not:

1. Built enough rapport
2. Obtained enough goals
3. Obtained a deadline
4. Obtained specific details and examples of where the customer wanted to tone and shape for example
5. Retrieved enough information about the overall goals and desires of the customer and built value

Always Inspect what you Expect!

Daily review of the GTKYF and the notes in the system will help with training, allow you to go back over and role play that client to help with training in the future and the manager can always get on the phone for a follow up call to see if there is anyway they can help them start.

CRM and Understanding Targets

The CRM App is Exerp is the platform we use for all our lead management and sales activity. Understanding and knowing your targets can help you drive better behaviours, provide more detailed planning and get better results.

Setting Sales Hours

For every 38 hours a week designated to sales will bring in 40 to 50 sales a month.

How many sales people do you need?

40-50 sales = 1 full time sales person

90-100 sales = 2 full time sales people

120-150 sales a month = 3 full time sales people

Role Play, Practice, Perfect Your Craft

Anything in life takes practice, and no matter how long Membership Consultants have been in their role, there are always different situations and conversations that can be role-played to iron out any concerns/ hiccups along the way.

Every aspect of the sales process should be role-played consistently within your sales team and with your sales and club managers:

- Price presentation
- The pre-chat (phone chat)
- The tour
- The needs analysis process
- Phone enquiries
- Overcoming objections

- Referrals

SETTING TARGETS

Monthly sales targets for the team are set by how much growth the club wants to achieve that month. As a general rule, you can expect around 5% of the membership base to cancel each month. So, if you have 1000 members and you want to grow by 20 members, apply the below formula:

- 1000 members at 5% cancellation rate = 50 members expected to cancel their membership
- 20 members growth + expected cancellations (50) = 70 new sales needed
- Monthly sales target = 70
- Divide this monthly target by 'selling days' in the month (Monday to Saturday) to understand how many sales are needed per day to hit your target
- $70 \div 21 = 3.5$ sales per day

SETTINGS SALES HOURS

For every 38 hours a week designated to sales will bring in 40 to 50 sales a month.

How many salespeople do you need?

Sales Target	Staff Hours Required
40-50 sales	1 full time
90-100 sales	2 full time
120-150 sales a month	3 full time

Firstly, sales hours should be from 8am -730/8pm Monday – Thursday, 8am-2pm Friday, Sat and Sundays for optimal sales opportunity for your local community. See what you can do to extend hours, even if the reception team get in and make calls from 8am-9am.

Mixed Options	Hours per week	Sales per month
Full time 38 hours	38 hours	40-50
Part time / casual	30 hours	30
Part time / casual	15 hours	15

How to Get There?

The close ratio, show ratio and contact-to-appointment ratios are three key statistics we use on a regular basis to help us work out how many leads and contacts we need to make each day to meet our sales targets.

Number of sales required \div close ratio = number of tours needed

E.g. tour-to-sale ratio of 81% = $70 \div 0.81 = 86.4$ tours

Number of tours needed \div show ratio = number of appointments needed

E.g. appointment-to-tour ratio of 63% = $86.4 \div 0.63 = 137$ appointments

Number of appointments needed \div contact-to-appointment rate = number of contacts needed

E.g. contact-to-appointment rate of 55% = $137 \div 0.55 = 249$ contacts made

Number of leads needed to hit contact-to-tour ratio = approx. 3-4 times the sales targets

E.g. lead-to-contact ratio of 40% = $249 \div 0.4 = 622$ leads for the month

Lead > Contact > Appointment > Tour > Sale (LCATS)

Understanding the key statistics we use on a daily basis helps us work out how many leads, contacts, appointments booked and tours we need each day to meet our sales targets.

LEADS: 30-50% will become CONTACTS

What is a lead? A lead is a potential contact.

Types of leads:

EXTERNAL – NSO DRIVEN	INTERNAL – IN CLUB
<ul style="list-style-type: none"> • National SMS campaign • National email campaign • Signage • Facebook leads • Website leads 	<ul style="list-style-type: none"> • SMS (internal) • Email (internal) • Referral boxes/stands • Word-of-mouth and POS referrals • Internal competitions • Outreach • Floor walking

CONTACTS: 50-60% will become APPOINTMENTS

What is a contact?

Someone who has been physically SPOKEN to (phone/in person/walk-in).

Types of contacts:

- Phone in
- Email
- Face-to-face/walk-in
- Floor walking referrals

APPOINTMENTS: 60-70% will become TOURS

What is an Appointment?

- Scheduled visit
- Can only be made once they are a 'lead' (enquiry) in the CRM system
- Appointment is scheduled in the Sales Calendar in Exerp where it is tracked and monitored
- Appointments must be confirmed, reconfirmed (this will increase their show rate) and kept in the cycle until they become a TOUR

TOURS: 80-90% will become SALES

What is a Tour?

A physical club visit/tour of the club – when the appointment shows and can go through the entire getting-to-know-you process and needs analysis.

Quite often the hardest part is getting the appointment to show up to their tour. Once you are with them, the easy part is chatting to them and showing them everything that Fernwood has to offer.

SALES: 30% target to refer or upgrade

What is a Sale?

Payment details have been collected, contract signed and a transaction has occurred.

Upgrade:

- Recurring clip card (e.g. ongoing Personal Training Sessions where sessions are dropped into the member's account each debit)
- Add-On (e.g. ongoing FIIT30 or Reformer Pilates on an unlimited basis)
- PT/FIIT30 clip card packs
- Food Coaching
- Hypoxi

EXPECTATION ON SHIFT

A Membership Consultant's shift should be broken up into smaller 'chunks' throughout the day, with a mix of phone calls, referrals, local area marketing, outreach and appointments. It is important to sit down with your sales manager at the start of each shift and outline your goals for the day and how you will achieve them.

A shift slip is a great way to keep accountable for your sales shift to ensure you get through all your tasks and are working towards your monthly sales target.

FERNWOOD SALES SHIFT SLIP

Name

Date

Shift length

Contacts (spoken to only) hrs)	Appts booked (within next 48 hrs)	Self-Generated Leads	Tours Completed	Number of Sales
1.	1.	1.		
2.	2.	2.		
3.	3.	3.		
4.	4.	4.		
5.	5.	5.		

Project List	Calls Made	Appointments Booked	7-8 Hours Contacts (20) Appts (5) Leads (4)	4-5 Hours Contacts (10) Appts (2-3) Leads (2-3)	2-3 Hours Contacts (5) Appts (1-2) Leads (1-2)

EOD (END OF DAY) ACCOUNTABILITY

Your CRM system will give you reporting on actual sales results, but it is also an idea to track the lead generation activity and requirements of each day.

Having an EOD report open for the day which the team can enter their activity is useful for planning and to see all the spinning plates you have going and the results they are bringing in. The tracking of these is essential.

Targets would be:

Outreach 50 flyers a day plus 2 names from outreach or bookings for tours

4 referrals

4-8 tours a day depending on how many sales you are targeting

30 contacts a day depending on how many sales you are targeting

The EOD report is stored on Google Docs for owners to view daily or emailed with a daily summary to the owner and manager of the club.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
	May-23	Outreach Flyers	Outreach Leads	FB Leads	Referral Leads	Lead Box Leads	Business Call Leads	Web Leads	Spoken To/Contacts	Appts Bkd	Today's Appt	Tours	Sales	Cancel Non Renews	Saves	Growth	Trials Activated	PT Sales	Fit 30 Sales	Pilates Reformer	Other
1	Day Target	50 Flyer	2	2	4	1/day	1/day	2/day	30	10	8	6	5	3	2	1	1	2	1	1	1
2	1	50	2	10	4	0	0	1	6	30	10	6	5	3	2	1	1	2	1	1	1
3	2	0	2	8	4	0	0	0	25	3	6	4	3	1	1	2	1				
4	3	45																			
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14. Upgrade Call

To: Membership loyalty upgrade script to flexi members.

When: Simply call to Flexi or short term members that have joined the month before. You could also call 12/18 month members and check in with how they are going and upgrade them to other additional services.

"Hi _____ it's _____ calling from Fernwood Fitness at _____, how are you? I'm just reaching out to see how you are settling into the club? Do you have any questions I can help you with? Which classes are you enjoying the most? While I have you, would you like your membership upgraded to our loyalty rate to save you up to \$ _____ dollars per week?"

Yes - "Great, you may remember when you started we have a 12 month membership which is \$ _____ week and an 18 month membership which is \$ _____ week – which one suits you better?"

Would you like me to add on any additional options such as Hypoxi / Personal Training / FIIT30 (discuss)"

No

"I look forward to seeing you in studio soon, when are you coming in next? Great enjoy your next workout session!"

Part 2: Call all 12/18 month members to offer ad on services

"Hi _____ it's _____ calling from Fernwood Fitness at _____, how are you? I'm just reaching out to see how you are settling into the club? Do you have any questions I can help you with? Which classes are you enjoying the most? While I have you, would you like your membership upgraded to include FIIT30 or Pilates Reformer classes?"

Yes - "Great, it's only _____ a week for a minimum of _____ Can I add this onto your membership now to give you access straight away?"

No -

"I look forward to seeing you in studio soon, when are you coming in next? Great enjoy your next workout session!"

Part 3: Ask for support person referrals (*script in phone call section*)

15. Lead Generation and Outreach

COMMUNITY AMBASSADOR

The ambassador must be:

- Vibrant and someone that loves to serve others.
- Passionate about health and fitness.
- An advocate of the Fernwood brand, it's services and what it stands for.
- A people person with strong communication skills.
- Able to work on a win win for the organization and their club.

Each club is to have a nominated Community Ambassador at their club. Their role is to spend 5-15 hours a week working on the following:

- Ensuring street reach / outreach is done (handing out flyers and obtaining names and number of people who would like to book a tour or register for a class) This can be done every day down the street, bus stops, ferry's, school pick up or drop off, sport days etc
- Setting up the outreach calendar up for the month
- Working with local schools and sports registration days to organize fetes / fairs / stalls / advertising in newsletter to parents
- Working with childcare centres to put colouring in competition in there
- Putting vouchers into real estates for new home hits for new sales and rentals
- Working with dry cleaners to put vouchers on the pick up product
- Working with car wash and servicing places to hang thank you vouchers off the car mirror
- Organise business calls or a business of the month to collaborate with
- Working with bridal shops to have vouchers in there
- Placing min 4 leads boxes in the community
- Organizing casual leasing opportunities using the outreach promotion report
- Organising other local area initiatives like local fun run and other networking opportunities

It is crucial to work the Community Ambassador and the Club Manager meets to form a strategy for local area marketing, referrals and outreach. Your club manager will allocate the hours that are available, the budget and which businesses/audience to target. Below are a few ideas that should be included in the yearly local marketing and outreach calendar:

MONTHLY PLANNER

At the beginning of each month, put together 4 weekly planners for outreach to ensure that lead generation is occurring each week and in different locations. You can choose to plan your outreach using a weekly or monthly calendar. Here is an example below:

Outreach and Lead Generation Daily Activity

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
7am						
9am		Hand out flyers street reach		Hand out flyers street reach		Netball
11am	Business of the week – send box fruit	Collect lead box leads	Westfield staff room lead box lunch room		Collect lead box leads	Netball
12	Street reach				Corporate outreach	Soccer
3.10pm		School mums catholic school		School mums public school		Soccer
5.45pm	Flyers at bus stop					
6.15pm		Flyers at train station (where corporates come off)	Flyers at bus stop (where corporates come off)			
Other	Chiropractic email out free pass					

SCHOOLS

Schools are the hub of your local community. Some ways to lead generate with them are:

- Hand out flyers outside school grounds at drop off and pick up times
- Advertise in school newsletters (advertise class pass, teenager memberships, open days)
- Have an outreach stand and fete's and fairs
- Donate prizes for lucky door prize and silent auctions

OUTREACH

There are so many opportunities to get out in your local community; we should be doing this every single week.

- Local schools and childcare centres
- Outreach stands at shopping centres, supermarkets, big retailers and like-minded retailers
- Cafes/restaurants, retail shops, hairdressers, wedding dress shops, beauty salons • Sporting clubs
- Allied health centres, i.e. physios, GPs, medical centres
- Street reach – handing out flyers in the local area
- Street reach at sports days – netball, soccer, cricket, softball, AFL, rugby league, rugby union, baseball are all great places to hand out flyers to parents, girlfriends or wives
- Real estate agencies – send a letter to new homeowners in the area
- Search your local community and council websites and Facebook pages to be involved in their fetes and events



Outreach Activity Promotion Report

Name of Activity: _____ Date of Activity: ____/____/____

Place of Activity: _____

Type of Activity: " School " Fete/Fair " Market " Shopping " Sport " Other _____

Objective: _____

Targets: _____ leads _____ flyers _____ booked appts _____ new sales

Part 1: Set Up

Action	Date Due
Book fete / fair / sport registration activity	
Set out offer; win a 3 / 6/ or 12 month membership	
Get design for lead box / competition box header	
Get pads printed for entry to competition box (name, phone, mobile, #1 health and fitness priority)	
Have offer if they want to join on the day eg half price onboarding plus first 2 weeks additional service ad on eg Fit30	
Organise items for display (competition box, flyers, merchandise, flags, tablecloths, banners)	
Organise staff and roster to man the event	
Set expected targets (15 leads an hour, plus flyers, plus membership sales)	

Set cost analysis of investment and return	
Staff training on what to say, targets and objectives (make eye contact, smile and speak to everyone)	
Enter leads in computer and call to book club tour (use script)	
Sales analysis of costs and results eg \$1000 spent and 50 leads and 5 sales = \$20 per lead and \$200 per sale	

Part 2: Booking the Leads

Closing The Leads

Step 1: Email to Leads.

"Congratulations to Mary Smith who has won a 12-month full access membership at the Yarra Valley Community Fair, which includes group fitness classes, gym access and Pilates Reformer. Mary's wellness journey is up and running at Fernwood Fitness and we are so excited for her. The good news is your journey is starting as well. We are gifting you a 7-day temporary membership to Fernwood Melton, all you need to do is simply give our reception team a quick call on 994744646 and activate it by 31st May 2023. Warm up with us this winter and reduce aches and pains, improve your circulation, tone and shape, feel more energetic, improve your wellbeing in a supportive community."

Step 2: Call to Leads.

"Hi Jennifer, its Amanda calling from Fernwood Fitness at Melton, we met at the *Yarra Valley Community Fair*. I'm just giving you a quick call as you have been gifted a 7 day temporary membership, did you receive the email? What is your number one health and fitness priority at the moment? *(It says here that your number one health and fitness priority is... tell me a little more about this)*.... When would you like to achieve this by? Would this morning or this afternoon be better for you to drop in and activate your access pass? _____ or _____ o'clock?"

No – "How about tomorrow or the weekend?"

No time – "Winter is such a great time to start an exercise program, if you change your mind please give me a call back, otherwise I will buzz you in a couple of weeks to see if that be a more suitable time."

Step 2: Close Out Text to Leads (end of the month or 4 weeks later)

“Hi Mary, your 7 day temporary membership is going to expire in 3 days. Please call 9999999 to activate it and allow us to support you to warm up this winter and feel stronger, more energetic, and live with vitality. Fernwood Fitness Melton, The Experts in Women’s Fitness”

BUSINESS OF THE MONTH

Choose a business of the month and all month you advertise that business in your club and they advertise you in their business and to their staff. For example if it was the local Thai restaurant, then you can give all of your members and staff 10% off at the restaurant that month and they can give all customers that month a free class pass for all dine in and deliveries to your club

Business of the Week

Choose a business of the week and send them a fruit box with Fernwood free class stickers on the fruit and a letter letting them know they are your business of the week and you’d like to gift them with the fruit box for their staff for morning tea along with a class pass for all of their female team members.

Real Estates

Real Estate agents are great to work with as they are welcoming all of the newly moved community members to your neighbourhood.

Places to put your guest passes:

- At open homes
- In the new home owner packs
- With new home renter contracts

Check in every quarter with them and top up as needed.

LEAD BOXES

Lead boxes are competition boxes that we place at local stores, clubs and staff rooms to generate leads. They can be for a prize draw eg win a 3 month membership or to register for a trial offer eg register for a 5 day pass. See the script under outgoing calls section in this manual.

You can draw the leads at the end of the 3 months and have a winner or you can buy a spinning wheel and ask the prospect to come down and spin the wheel to see if they win the 3 month membership. Have other prizes on the wheel eg join and get 3 weeks free, \$200 off joining, 30 day pass for friend, 7 day trial pass, 50% off joining, 1 month of reformer free when joining, 2 PT sessions free when joining, 1 class pass, 30 days of FIIT30 free when join.

Goal is to have 10 lead boxes out and ideally getting 2-10 leads per week. If your lead box is in a heavy traffic area with great signage opportunity but it doesn't get leads, it still might be worth keeping there for exposure.

If you have 6 lead boxes out getting 2 leads per week = 624 leads per year
E/S 35% = 218 sales per year

Tips on lead boxes;

- Visit location 2 x week (Mondays and Thursdays are great choices)
- Choose retail outlets, beauticians, hairdressers, cafes, shops, staff rooms eg Coles, sports registration days, fetes and fairs
- Clean lead box, ensure pen and pads are there
- Ensure you don't have flyers next to your box, only the box for maximum success
- Give the staff at the location some 7 day passes or a corporate rate
- Get to know the staff by name and always say hi to them

- If the box moves, it is probably the night cleaner, move it back to the best location. Place it not where people order, but where people wait for coffee, or waiting room for massage or chiropractor for example
- Change the header on the lead box to suit the season
- Track the leads
- Use the lead box scripts in the telephone section of this manual
- Track the leads each week and each month and work out which ones are generating the most clients

Tracking:

May	Week 1	Week 2	Week 3	Week 4
Lorna Jane	5	4		
Athlete's Foot	6	5		
Blue Illusion	2	5		
Chiropractor	1	6		
Physio	7	3		

GROUPON VOUCHERS

Groupon is a group buying site where customers can subscribe to deals of the day and get products and services at heavily reduced costs. Advertise in this channel with a trial and try to flip the leads into sales on the day offering \$100-200 off joining fee on 12 and 18 month memberships as well as a reduced joining fee incentive for week one and week two to join prior to the end of their voucher if they do not start on day 1.

Set Up:

Call Groupon and set your ad up and leave it there (you don't need to ever change it if it is working)

Ad example:

Deal

14 days for \$14 reduced from \$350

Highlights

People can come here for a group session of workouts including cardio, yoga and Zumba.

About This Deal

What's included: -

Access to the gym floor, including cardio & weights equipment

Group classes to suit every style

Yoga and mat Pilates mat classes

Complimentary breakfast every morning

Sparkling clean change rooms & Free use of available toiletries

Fine Print

Appointment required 30 mins prior to first workout. Please contact by phone at XXXXXXXXXX or email to membership@ferwnooditnss.com.au. Download free Groupon app for Android and iOS. State Voucher and Security Code at time of booking. Present printed or smartphone Groupon on arrival. Offer gives access during staffed hours. Excludes 24hr access, Personal Training, Hypoxi, FIIT30 and Reformer sessions which can be purchased additionally). Must live or work within 6km radius of club. Expires 90 days after purchase. Limit 1 per person, first time user only. Voucher is consecutive days. Must be 17 years or older.

About Fernwood Fitness

Fernwood Fitness has been the experts in female fitness for over 30 years, with over 70 locations Australia Wide, over 70,000 women and girls workout in Fernwood every week. Our location at XXXXXXXX is a Female Only health and well-being club located in the heart of Westfield. The Fernwood XXXXXXXX team prioritises women's strength, mobility and mental health - and is dedicated to providing a safe, inclusive and supportive experience for women of all ages. Our exclusive full-time members enjoy 24/7 gym access and over 50 group fitness

classes per week. We can't wait to welcome you into our community of supportive and passionate women.

Process

Check Terms:

- First time user only (check if they have been in before)
- Must live within km specified as term on the ad
- Is not for reformer classes, FIIT30, PT, HYPOXI or 24/7

Process:

- Book tour at least 30 mins before 1st class or just as a club tour
- Getting to know you sheet and price presentation must be done on first visit
- POS flip into the offer of the month – find out what their needs are and the voucher wont achieve this so give them a suitable solution
- Obtain Groupon security code and write on GTKY form with expiry date once you have activated
- Follow up using normal follow up and calls procedure
- Register the voucher on the Groupon site below

Redemption

The Groupon Vouchers need to be registered online when they are redeemed. You need the customers Groupon security number that needs to be lodged with Groupon

Log onto <https://www.groupon.com.au/merchant/center/>

Log in with email [XXXXXXXXXXXXXXXXXX](#)

Password XXXXXXXXX

Click in the top right hand corner "Redeem". Enter the security code of the voucher in the redeem line and submit

16. Pro Shop Sales

- At Fernwood we have other services to offer members and guests to enhance their experience. These include:
- Drinks and snacks
- Yoga mats
- Pilates socks
- T-shirts, hats and bags
- Water bottles
- Sauna
- Massage chairs

The Benefits to members:

Proshop items are not only convenient, but they can help increase commitment to members goals, the relationship with the business, results, retention and help members feel like they belong.

Please ensure that new members are equipped with the things they need for class;

- Pilates socks for Pilates reformer classes
- Mats for Pilates and yoga classes
- T-shirt to feel part of the tribe

Cues and Clues;

When someone is leaving looking puffed:

“Mary, you look like you’ve had a great workout, do you want to grab a protein drink to help you recover”

When someone has joined for weight loss:

“You said

that nutrition was crucial to you losing 20 kilos, let’s start you off on a box of bars to assist for your snack time and a protein powder to use after your workouts. I can do one of each for \$89, which do you prefer chocolate or strawberry?”

When someone comes in saying they are hungry or for early risers:

“Why don’t you try a protein drink / bar before you start. The ones I recommend are X and Y (give 2 options only) and they will give you all the energy you need to maximise your workout.”

17. Reactivating Cancelled Bad Debtor Members

Sometimes you will have bad debt members cancelled off your systems. Give these members a call to reactivate them.

Go into Exerp – extract wizard – club reports – next – cancellation report – choose past month range – click local – hit next – gives you a list – right click and export to excel and then look at who is a bad debtor. A member cancelled off due to bad debt can be identified by the person who processed this – this will be your NSO Member Admin rep and the processed date and cancelled date will be the same.

Strategy:

1. Give your last month cancelled bad debt members a call today on the 1st 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.
3. 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 by our head office. It is 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, 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 \$309 but otherwise if they let it go past this time, they will have a re-joining fee.

Keep an eye on the people that have 2 failed payments and let them know ahead of time that you’ll need to fix up their membership to keep them exercising at the club. Reports,

extract wizard – club reports – debt collection – run dates past fortnight – send to excel – see what level they are at and make sure you are following them up at club level in studio.

18. Selling a Challenge

A challenge is really exciting for the following reasons:

- Extra motivation
- Builds community
- Boosts attendance
- Boosts results
- Gives members a sense of purpose
- Makes working out interesting
- Encourages new people to join for a short time (initially)

Incoming Challenge Enquiry Phone Script (outbound)

Step 1: Enquiry comes through.

Step 2: Look up to see if they are a member (and already on FIIT30), call to go through details and ask if you can register them today.

Step 3: If not a member use the script below.

“Hi this is From Fernwood Fitness Club at You’ve enquired about our 6 Weeks to Strong Challenge coming up soon.

Where did you hear about it? Referral / Radio / Instagram / Facebook / Email / SMS / Other

What’s your number one health and fitness priority at the moment?.....

When do you want to achieve this by?

Great, the next step is to pop down to the club to show you around and run you through the details of the challenge, would today or tomorrow suit you best?

Morning or afternoon? O'clock or O'clock ?

Great we are located at and your club tour will be with
..... See you then"

Questions on The Gym Floor

"Are you getting maximum results in the quickest time?"

"Are you needing a boost to stay motivated this winter?"

"Want to get involved in our club challenge?"

"Want to increase your results this winter?"

Questions to Non Attender Calls

"Are you getting maximum results in the quickest time?"

"Are you needing a boost to stay motivated this winter?"

"Are you needing some motivation?"

"Would you like more accountability and a fun workout environment?"

Challenge Information Night

- Text message out to ensure everyone knows they are invited to your information night.
- Highlight problems eg working out in winter, being demotivated, not having a team and solve with the challenge benefits.

- Ask everyone to be involved and get their name registered on the night.
- People have to be invited to attend the challenge info night and also invited to the challenge.
- Highlight all the past challenge participants and their success.

Price Presentation Closing Questions

- “Which option suits you best?”
- “Are you going to go for it?”
- “It’s a great way to workout socially, can I get you registered today?”-
- Motivate, Motivate, Motivate

Covering Objections

I don’t want to be photographed “Let’s get you registered and you can see how you are progressing along the way”

I’m not fit enough “You are only here to improve your own health and fitness not compete with anyone else. Do you feel by at the end of the 6 weeks you would have achieved this?... Let’s get you started.”

“It’s our job to do that, do you feel that with our guidance in the group sessions, you’ll be stronger and fitter in 6 weeks?... Let’s get you started.”

I cant afford it. “We can work out a payment plan of”

I don’t have enough time. “The beauty of this program is that it is just 30 minutes 3 times a week to get maximum results in the quickest time. It is perfect for busy members like

yourself. Can we get you registered, give it a go for a few week and see how you are tracking?"

Set Your Goal

- Goal is to get 5-10% of your members on this program.
- 1000 members = 50-100 members.
- Remember, members that attend challenges will have better results, better experiences and better member retention.

Upgrading

In the last week of the challenge put out an offer to all clients to stay on the program (eg if it is a FIIT30 challenge then encourage them to stay on and have an offer, simply just ask them all or have a close out offer for the challenge participants)

19. Fusion Sales – Pilates Reformer

3 Phases of Pre Sale (usually 12 weeks)

What they should be planning/ actioning in each of these periods:

Phase 1- 4 weeks duration (weeks 8-5 pre-launch)

Phase 2- 4 weeks duration (weeks 4-1 pre-launch)

Phase 3- 1 – 4 weeks duration (opening offer)

➤ Establish what Reformer products & memberships will be available in your club including standard (full) pricing.

Not ALL reformer offerings need to be promoted/ discounted in pre-sale. Deciding what \$pp to offer

➤ Ensure your products & memberships are set up in Exerp prior to pre-sale.

Reformer pricing to be calculated considering:

- Your business objectives
- Your studio and class capacity
- Your local competition (most studios across Australia are around \$50-\$80 a week for unlimited reformer classes)
- Focus is on DD style memberships over packs (stops .

Profit vs loss?

how to decide what to set up- only memberships in pre sale NO PACKS

Leads / LAM campaigns drive leads- how to maximise the call outcome.

Member upgrade options:

OPTION 1 – RE CONTRACT

Member is on a 12-month min term gym membership at \$27 per week.

To add reformer– re contract to \$59 per week for the remainder of their minimum term. (or the price of your 12-month reformer membership)

OPTION 2 – OVERRIDE REFORMER ADD PRICE

If no recontract option, you can take the rate you want/need to get for the total weekly rate (suggest your flexi reformer membership rate) and subtract what they pay weekly currently –

eg \$59 - \$20 = \$39. This is their Flexi Add on rate. You can override you Reformer Ad

20. HYPOXI Sales

HYPOXI combines low-impact exercise with vacuum and compression technology and healthy nutrition to supercharge the body's natural fat burning system in key areas including stomach, hips, thighs and bottom. HYPOXI helps your body work smarter, not harder.

TAGLINES AND BRAND VOICE

- Rethink Weight loss
- Drop a dress size in just 4 weeks. - Lose up to 26cm in 4 weeks.
- Targets cellulite key areas including stomach, hips, thighs and bottom.
- Visibly reduce the appearance of cellulite while improving skin tone.
- Low-impact training method for targeted centimetre loss.
- Scientifically proven technology that boosts your body's natural fat-burning system.
- Nutritional support to complement your sessions.
- Visible results in a short amount of time.
- Three times more effective than regular exercise.

SETTING TARGETS

Download a goal setting template [here](#) to determine how many calls and appointments are needed. 20k minimum is the ultimate target per club, per month.

HYPOXI - GOAL SETTING TEMPLATE

SET MONTHLY REVENUE GOAL:	\$10,000
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AVERAGE REVENUE PER SALE (Transform Membership/ 12 weeks total)	\$ 1,908
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Average Close %	40%
Average Show %	75%
Average Intro Offer %	30%
Working Days per month	22

ACHIEVE YOUR GOAL!	Per Month	Per Day	Calculation
Number of Transform Membership Sales needed:	5.2	0.2	Sales Goal = Average Revenue Per Sale divided by Total Revenue Required
Number of Intro Sessions completed	13.1	0.6	Intro Sessions Completed = Number of Sales divided by Average Close % e.g. 10 divided by average close 40% = 25 intros completed
Number of Intro Sessions booked	17.5	0.8	Intro Sessions = Intro Sessions Completed divided by Average Show % e.g. 25 divided by 70% = 33 intros booked
Number of Leads needed:	58.2	2.6	Total Leads = Intro Sessions Booked divided by Intro Offer % e.g. 33 intros booked divided by 30% = 111 leads

- Communicate your target to your team and share the vision!
- Set up reports, a whiteboard, or/and a team WhatsApp group to keep the whole team up to date each day.
- Create some fun incentives for your team.
- Create a 4-week HYPOXI competition with staff members – Turn them into HYPOXI brand ambassadors!

INTRO OFFER

We recommend promoting a special Intro offer at 1 for \$29.

Leads will be able to try the machines, feel what it's like and want more to see how it can transform their body.

Having a once off paid trial, ensures client gets the experience, however, now their only option is to go on a membership to see further results.

The objective is to eliminate too much thinking and apprehension, and commit now to get the full experience and reach their goals.

During the session, your client should be able to visualise how HYPOXI can seamlessly fit in their lives.

At completion, you might like to have a one-time only offer ready to increase conversion.

INTERNAL LEAD GENERATION

Connect with your existing members and use database to create excitement and educate about HYPOXI around the club. Create urgency! Limit number of available spots and provide an end date to your offer! Use a QR code on your assets.

- A4 posters for toilets, notice boards, changing rooms
- Cardio tags for your treadmill
- Postcards for your reception area
- Price presentation card for reception
- Welcome booklets (Reception, Kitchen area, HYPOXI studio)
- A4 nutrition posters for your kitchen area
- A4 educational / Intro sessions posters
- Print a HYPOXI - Our staff poster
- Before and after posters for changing rooms

Examples:

Supercharge your fat loss with **HYPOXI**

HYPOXI-Method 8 weeks		Nutrition-Only 8 weeks	
8 kg	79 cm	7.5 kg	20.5 cm

Before **After** **Before** **After**

Book your Intro sessions today!

Call (00) 0000 0000

HYPOXI WETHERILL PARK
243 Fitzroy Street
Wetherill Park 3182
hypoxi.com.au

Carbs per 100G

To get the best HYPOXI results, we recommend choosing these foods 2 hours after your HYPOXI session.
A rule of thumb is maximum of 10g of carbs per 100g serve of food = HYPOXI-friendly.

HYPOXI

Supercharge your body's fat burning system

HYPOXI Rethink Weight Loss

- Targets centimetre loss in key areas including stomach, hips, thighs and bottom
- Lose up to 26cm in 4 weeks
- Improves the appearance of cellulite
- Low-impact exercise method

COMING SOON *fernwood*

HYPOXI

GET STARTED TODAY
\$29
FOR YOUR FIRST SESSION!

Scan to claim your offer

30
DAYS TO GO

HYPOXI
OPENING IN BALLARAT!

EDM

Marketing communications via TalkBox is a great way to drive offers to existing HYPOXI leads and communicate with your existing Fernwood members.

Email is all about generate leads and interest from your members – add a hook of a “enquire about our complimentary consultation.”

Use your existing database

- Current members
- New joins
- 14 day non-attendees
- Cancelled members - Send an email to former Fernwood members, who have not experienced HYPOXI in your club before. This might be just what they have been looking for!

External Lead Generation

Think Partnerships

- Speak to like-minded businesses e.g. local beauty salons, hair dressers, health stores. Offer them HYPOXI trial sessions to become a HYPOXI ambassador promoting to their clients and database.
- Create a partnership by promoting each other by creating a referral offer.

Consider Local Sponsorships & Letterbox drops

- Sponsor a local school concert/ trivia night or local community event.
- Create a flyer drop with QR code special offer – \$29 voucher for intro session and distribute in your local area / shops and homes
- Casual leasing set up in local shopping mall/ street

Social Media

Add daily local posts, videos (stories and reels) to educate about what HYPOXI is and key benefits, e.g.

- What are the machines?
- Before and after photos ARE A MUST!
- Tour of studio.
- HYPOXI members before and after the session.
- Things you can do whilst in your HYPOXI session.
- POV HYPOXI.
- Step by step HYPOXI sessions
- Announce your opening day HYPOXI studio
- Post a countdown
- Show machines arriving/ setting up the HPOXI space
- Introduce staff

Phone Calls

Who makes the call? HYPOXI consultant

Objective: Build rapport and book an intro appointment for within 48 hours

- Leads should be contacted as soon as possible.
- The objective is to book the lead into an intro session at the studio.
- The contact should be made via phone call and/or SMS.
- Follow the call flow in the CRM to maximize conversion.
- Stay up to date with your CRM
- Make sure you are making the right amount of calls/SMS to be able to reach your lead
- Focus on selling the great long-term results as you know you can help her achieve her goals – then let her know the type of results people achieve for each of the memberships
- Every new lead should receive an informative email after the first contact and an SMS either via Zipleads or via a club mobile on day 2

Hypoxi Incoming Call Script

(Smile) This is _____ (your name) how can I help you?
Caller: "I'd like to find out about Hypoxi?"
"Sure. Can I have your first name _____?"
"Have you tried Hypoxi before?" Yes / No
"How did you find out about us?"
☐ Location ☐ Paper ☐ Leaflet ☐ Friend told me ☐ Outreach ☐ Ex member
☐ Facebook ☐ Instagram ☐ Radio ☐ Magazine ☐ Other _____
"Tell me a bit more about your weight loss goals?" _____

"When would you like to achieve this by?" _____
"How many times can you visit each week?" _____
"_____ the next step is to book a consultation, this is normally \$99 but if you book today we can reduce this to \$ _____. You will be seeing our weight loss consultant to address your needs, show you the process and once you're happy with the program, we can take you through the options that will best suit you. 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: _____
(If take payment over the phone) Can I just grab your credit card details to book the consultation: _____
Great, _____ I'll be looking forward to seeing you then, just ask for _____ (your name) when you come to reception

Follow Up

"Hi Rose
It's Amanda from HYPOXI at (suburb). I'm just giving you a quick call to see what you decided about getting started on your weight loss program at the studio. Are you going to get started and start on your goals of _____, _____ and _____ (from GTKY or notes in EXERP)?
Can I book you in for your first appointment with one of staff to get your program started?
Yes – book it
No – We are a really supported environment and so many of our current clients are achieving great results. Can I ask what it is that is preventing you from starting with us?"
(cover objections and re-ask them to start/ buy)

Close Out

“Hi Jan, it’s Amanda calling from HYPOXI at _____. I’m just giving you a quick call to see if you are ready to get started on your weight loss goals and remind you that our offer _____ is ending on the 30th / 31st and just wanted to touch base with you again because it’s such a great offer and won’t be repeated this year. We’d love the opportunity to help you _____ (goals)”. Are you ready to get started on these? That’s fantastic, would this morning or this afternoon suit you best to come down to go through the details?”

No- What is preventing you from starting? What can I do to help you move forward?”

Option 1 – “If you change your mind drop by but don’t leave it past Wednesday (last day)”

Option 2 – “Can we book you a tomorrow or Wednesday to come down and run through the options again?”

Converting Intro Offers

- Emphasise they will need to do HYPOXI for at least a month to see the most visible results!
- Relay back to their GOALS – what do they need and WHICH membership will help them achieve that?
- Have an offer to secure the deal today.
- Offer a comfort guarantee – waive the cancellation fee and give new members 48 hours to cancel for no cost. Can be used for leads who are apprehensive or would like to think about it as a peace of mind at point of sale.

Overcoming objections after intro offer

Ensure you empathise!

“I understand how you feel”.

“Others have felt the same way”.

“BUT what they have found is that they have spent much more money trying out other weight loss methods and nothing achieved targeted fat loss as quickly and efficiently as HYPOXI”.

Too expensive

- Go back to their NEEDS and what they wanted to achieve
- Explain that although the initial investment is greater, you WILL achieve results 3 times faster
- This is something you can do to accelerate your results and then you can continue with your regular exercise program once you are happy...or go to our maintenance program
- We find people save money in other ways when doing HYPOXI e.g. saving money on takeout as their meals are planned
- Can you offer a 1 day offer to join now?

I need to think about it.

- Empathise with them.
- Ask them exactly what they want to think about
- “I know you loved the sessions and wanted to achieve [insert goals] – do you mind if I ask what you want to think about”.
- Make sure to go back to their needs and this will delay the results – “I know you wanted to be ready for [event/date]. If you can do 3 sessions a week you will start to see the difference instantly. You are here now let’s get you started straight away”.

I need to chat to partner.

- Ask at the start of the session if anyone knows they are here to support them? Then “you had mentioned your partner knows you are here today so I am sure they will support you reaching your goals”
- “You are more than welcome to call them right now and then we can book your next session”
- Offer a “comfort guarantee” or a “cool off period” where they can get started, start seeing results and still have time to chat to their partner.

Understand their needs

- How are they feeling now?
- WHY do they want to achieve their results?
- What are they unhappy about now?
- If they follow the program, they WILL see results
- HYPOXI is a specialised service. We will track and measure your results and support you the whole way

Alternatively, can you offer a complimentary consultation where you go through more detail on their requirements and a treatment plan and show them how HYPOXI works.

Refer to clients needs:

Feel/Felt/Found



I understand how you feel, some of our other clients have felt the same way, but what they have found is, that they starting seeing the results much faster than any other method of exercise or diet alone.

Where previously they had spent thousands of dollars over a long period of time trying to reach their goals, they found that with HYPOXI the small investment at the start allowed them to see the results within as little as 2 weeks for the small changes and bigger changes within 8-12 weeks!

DAILY SALES ACTIVITY

It is recommended that shift KPI's are implemented for all HYPOXI coaches.

Please see an example of Shift Slip [here](#) to track daily activity

SHIFT SLIP		Staff Name	Date	Shift Time		
Appointments	Booked	No shows	Cancelled	Rescheduled	Intros shown	Total Shows
Sales Summary	Call Attempts	Call Contacts				
Call Summary	Name	Date of Appointment	Time of Appointment	Type of Appointment (Intro, Consultation, First App, etc)		
Product Type Sold	Member Name	Notes				
Expectations this shift	3-4 HOUR SHIFT + 20 call attempts + 75% conversion from intro packs		 KEY FOCUS FOR TODAY...			

Getting to Know You Form

The getting to know you form will remove judgement and show support and a process to your client. Please use in every single consultation to conduct a deep needs analysis, get as many ticks as you can in the goals section to boost value and educate the customer on all the fabulous gains weight loss brings and allow your customer to become ready to start.

GETTING TO KNOW YOU FORM

HYPOXI
Rethink Weight Loss

ENQUIRY TYPE ☐ Phone ☐ Walk in ☐ Internet ☐ Other

Name >

Mobile No. >

Appointment Date & Time >

E-mail >

FIRST TIME HYPOXI USER

1 What are your current goals? Tick as many that apply.

- | | |
|---|--|
| <input type="checkbox"/> Pain relief | <input type="checkbox"/> Improve eating habits |
| <input type="checkbox"/> Look better | <input type="checkbox"/> Improve confidence |
| <input type="checkbox"/> Feel better | <input type="checkbox"/> Have a better routine |
| <input type="checkbox"/> Hormone regulation | <input type="checkbox"/> Assist with fitness goals |
| <input type="checkbox"/> Improve mood | <input type="checkbox"/> Recover from injury |
| <input type="checkbox"/> Fit into my clothes | <input type="checkbox"/> Improve symptoms of menopause |
| <input type="checkbox"/> Improve energy | <input type="checkbox"/> Improve the appearance of my skin |
| <input type="checkbox"/> Improve health | |
| <input type="checkbox"/> Reduce risk of health issues | |

2 What is your number one priority from the above?

3 What date would you like to have this achieved by or do you have a specific event coming up?

4 What is important to you when choosing HYPOXI as your weight loss or body shaping method?
Tick as many that apply.

- | | |
|---|---|
| <input type="checkbox"/> 1-1 Support/Accountability | <input type="checkbox"/> Low Impact |
| <input type="checkbox"/> Time Efficient | <input type="checkbox"/> Lifestyle Friendly |
| <input type="checkbox"/> Fast Results | <input type="checkbox"/> Online Support |
| <input type="checkbox"/> Motivation | <input type="checkbox"/> Non-Invasive |
| <input type="checkbox"/> Nutritional Guidelines | <input type="checkbox"/> Tailored Program |

5 What is your number one priority from the above?

GETTING TO KNOW YOU FORM

HYPOXI®
Rethink Weight Loss

6 Briefly describe your lifestyle, for example work, home, family.

7 a) Are you currently exercising and what type?

b) How frequently?

c) Are you getting results? Why/why not?

8 On a scale of 1-10 how would you rate your current fitness level?

LOW 1 2 3 4 5 6 7 8 9 10 **HIGH**

9 On a scale of 1-10 how important is losing weight or changing your body shape to you?

LOW 1 2 3 4 5 6 7 8 9 10 **HIGH**

10 What areas of your body concern you the most when you look in the mirror?

11 Do you have concerns relating to the appearance of cellulite?

12 What are your current eating habits? Please provide details below:

21. Non Attender Call

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

Step 1: Try and book a class or gym session time

"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?"

Step 2: Overcome Objections (time/ motivation):

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*)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 suit you more? It will give you maximum results in the quickest time. Instead of \$ I could give you this first consultation session for (*recommended \$29*) \$..... it will really help give you."

Step 3: Encourage to Use Pulse App:

".....(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?"

Step 4: Ask What Else You Can Do:

"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”

22. Member Cancellation Procedure

Step 1: Nominate 1 person in the team to handle the cancellations. This should be the best communicator and problem solver in the team.

Step 2: Try and book an exit interview with the member

“Hi it’s calling from Fernwood Fitness at and I’m calling regarding your membership cancellation request. I just need to book you a time to come in and we can process this request, would today or tomorrow suit you best?”

Step 3: Leave a Message (no answer)

“Hi it’s calling from Fernwood Fitness at and I’m calling regarding your membership cancellation request. I just need you to call me back to be able to process this for you. Can you please call me back beforepm on”

Step 4: Handle Over the Phone if Necessary

“Hi I just need to ask you a couple of questions to be able to process your request to cancel your membership.”

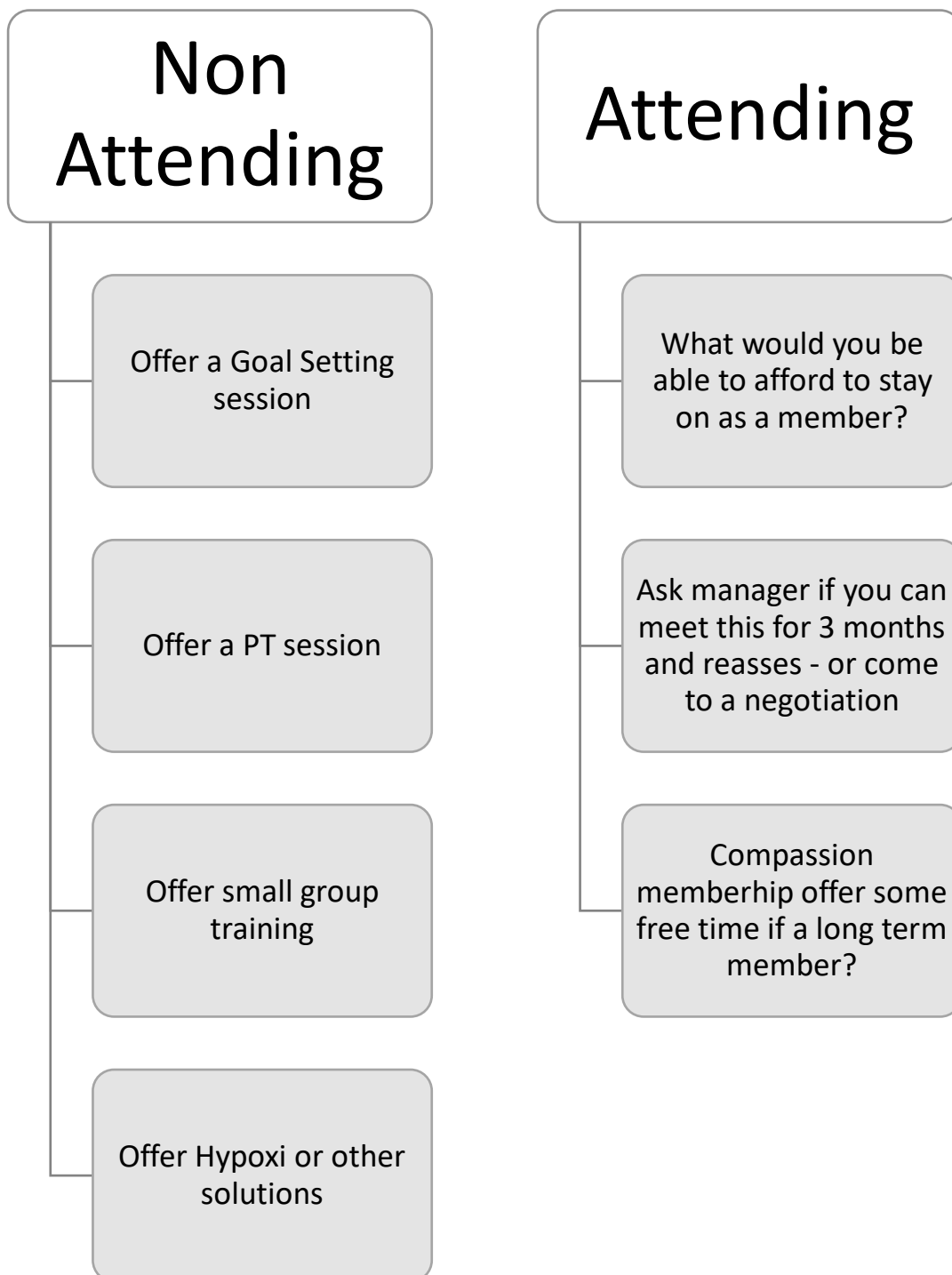
Go into the exit interview on the next page

Step 5: Problem Solve using the Exit Interview in person or over the phone. If you have solved the problem and provided a solution then stop the process and handle the option selected. (see next page)

Overcoming Cancellations for Financial Reasons

Step 1: Check the members' last visit

Step 2: They are either attending or have not been in for 4 weeks or longer



23. Membership Exit Interview

1. Member Name: _____ Date: ____/____/____
2. Has minimum term been completed? YES / NO
3. When you joined, what was the number one fitness or health goal you wanted to achieve?
4. What % did you achieve of this? 0% 25% 50% 75% 100%
5. What is the number one reason you want to cancel your membership with us?
6. Is there anything we can do to help you stay on your health and fitness program? Maybe try different class types, more suitable to the current situation?
7. What are you going to do to continue your exercise / stress release routine?
8. Have you considered a personal trainer to provide guidance and accelerate your results? Yes / No
9. Have you considered Fiit30 or Pilates Reformer for small group training? Yes / No
10. Have you considered keeping your membership as is and use the exercise routines and recipes in the Pulse app at home for the next month or so until you can exercise regularly in the club?
11. Your membership is an investment for your health and fitness, can we suspend it for a month just to help give you some time off @ _____ a week? YES / NO
12. Are there any other suggestions to allow us to help you to not give up?
13. Our memberships required 2 payment periods in written notice to cancel, if this cancellation proceeds your last debit is on _____ and your membership will end on _____
14. Signed _____ (or email attached)

Office use only

☐ Staff Name _____ Date: ____/____/____

☐ Member advised of early cancel fee if term not completed ☐ Member advised of re-joining fee

- ☐ Membership details looked at on computer
- ☐ Computer termination date set on file

- ☐ Form completed and signed or email attached
- ☐ Cancellation recorded on KPI reports

24. Fernwood Fitness Suspension Scripts

Goal: To encourage members to keep exercising over the Xmas Period and avoid breaking their exercise habit.

All options have to be about keeping their exercise habit going.

Member: "Can I suspend my membership please?"

Staff: "Sure, why are you looking to stop your exercise program?"

Member: (gives reasons)

Staff: "We have a few options for you to keep moving during this time"

TOO BUSY

Step 1: Suggest a **different time to exercise**

"Why not take advantage of our 24/7 access and try a workout at a different time to what you normally train to ensure you keep exercising during this busy period"

Step 2: **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, but you need to workout during this busy time so I can gift you with a complimentary FIIT30 session this week so you can see the impact it will make on your time and results? This is our small group training session that runs 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 (\$____) suit you more? It will give you maximum results in the quickest time.

Step 3: Suggest using **Pulse App**

".....(name) Why don't you keep your membership the way it is and use 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?”

GOING AWAY

Step 1: Suggest keep their membership as is and use the **Pulse App**

“.....(name) Why don't you keep your membership the way it is and use Pulse app, it has so many virtual workouts including HIIT, dance, yoga and Pilates sessions, plus hundreds of healthy recipes. It's so good to use while you are away as you can do the classes anywhere anytime while you are on holidays. It will make coming back into the club a lot easier when you return?”

HAVE FAMILY VISITING FOR HOLIDAY PERIOD

Step 1: Offer **everyone's a member in December**

“This month everyone's a member in December. You can bring in your..... (sister) for a complimentary workout. How long is she here for?

(If longer than a few days) Why don't you purchase her an out of town temporary membership for a week for only \$30 and she will be able to come in with you and workout while she is visiting?”