

There is a huge difference between showing someone each area of the gym, and selling each area of the gym.

- We need to have the knowledge to be able to tell them how each area of the gym will benefit them.
- Tell them what it is, what it does and give an example that relates to their goals. 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 watching or listening to your favourite music or 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 tour

We don’t want any awkward silences on the tour. We 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 in?”

“How many times per week do you plan to come in once you get started?”

“How is the gym looking to you?”