A pink letters on a black background

Description automatically generated**New Staff Induction**

Team Member:\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date Started: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |
| --- | --- | --- | --- |
| Department | Day 1 | Staff | Completed Date |
|  | Shadow Reception 2 -3 Hours |  |  |
| Operations | Club tour - store room, group fitness rooms, kitchen, reformer room, spin room, staff room etc |  |  |
|  | Open procedures |  |  |
|  | Close procedures |  |  |
|  | 24/7 procedures and emergency procedures |  |  |
|  | Air conditioning on / off / temperature |  |  |
|  | Operations |  |  |
|  | Suspension overview |  |  |
|  | Cancellation overview |  |  |
|  | Appointment overview |  |  |
|  | Passwords and codes for entry and till |  |  |
|  | Member service standards |  |  |
|  | Answering the phone |  |  |
|  | **3 Hours Sales Training** |  |  |
| Sales | Reading sales manual chapters 1,2,3,5 |  |  |
|  | Sales shift slip |  |  |
|  | Targets |  |  |
|  | KPI’s and Exerp |  |  |
|  | End of day reports (what is sent to owners) |  |  |
|  | GTKY form |  |  |
|  | Tour |  |  |
|  | Price presentation card |  |  |
|  | Close |  |  |
|  | Offers |  |  |
|  | Referrals |  |  |
|  | Contract – reading terms and filling it out |  |  |
|  | Direct debit dates and process |  |  |
|  | **Day 2** |  |  |
|  | **3 Hours Shadow Reception** |  |  |
| Operations | Revision of suspensions and cancellation procedures |  |  |
|  | Answering phones |  |  |
|  | Member requests |  |  |
|  | Personal Training / Fusion / Fiit30 / Creche appts, activities |  |  |
|  | Timetable and class types |  |  |
|  | When a customer doesn’t sign in for class |  |  |
|  | Cleaning |  |  |
|  | **3 Hours Sales Training** |  |  |
| Sales | Incoming phone enquiries – script and role play |  |  |
|  | Read sales manual chapters 6,7,8, 9,10 |  |  |
|  | Web enquiries, web site and procedures |  |  |
|  | Outreach 30 mins per day per staff member – shadow with another team member |  |  |
|  | Trials and free classes – how they are given out and how they are processed |  |  |
|  | Role play GTKY form and club tour |  |  |
|  | Sales daily targets KPI’s |  |  |
|  | Facebook page and Instagram pages |  |  |
|  | Phone calls and contacts |  |  |
|  | CRM system and calling |  |  |
|  | Entering enquiries into the system |  |  |
|  | Download Pulse App |  |  |
|  | New Member Journey |  |  |
|  | Make 30 mins of outbound calls with mentoring |  |  |
|  | Current promotions |  |  |
|  | **Day 3** |  |  |
| Operations | Cover reception break / 30-60 mins on reception |  |  |
|  | **Sales Training** |  |  |
| Sales | Read sales manual chapters 11, 12, 13, 14 15 |  |  |
|  | Outreach 30 mins |  |  |
|  | Role play GTKY, tour and price presentation |  |  |
|  | Normal duties |  |  |
|  | **Day 4** |  |  |
|  | **Sales Training** |  |  |
| Sales | Read sales manual chapters 16, 17, 18, 19, 20+ |  |  |
|  | Call CRM calls using the scripts |  |  |
|  | Role play club tours x 5 |  |  |
|  | Normal duties |  |  |
|  | **Day 5 -14** |  |  |
|  | Normal duties |  |  |
|  | Outbound calling |  |  |
|  | Outreach – hand out flyers |  |  |
|  | Role play x 1 a day |  |  |
|  | Watch video |  |  |
| **Video Resources** | **Ongoing** |  |  |
| Sales Library | A day in the life of a membership consultant |  |  |
|  | Introduction to sales |  |  |
|  | Building rapport |  |  |
|  | Handling enquiries and booking appointments |  |  |
|  | Lead generation and outreach |  |  |
|  | Getting to Know You Form (Needs Analysis)  <https://fernwoodfitness.velpic.net/#library/58615/watch> |  |  |
|  | Making Outbound Calls  <https://fernwoodfitness.velpic.net/#library/92421/watch> |  |  |
|  | New member journey  <https://fernwoodfitness.velpic.net/#library/83553/watch> |  |  |
|  | Price presentation card  <https://fernwoodfitness.velpic.net/#library/83539/watch> |  |  |
|  | Closing the sale  <https://fernwoodfitness.velpic.net/#library/93884/watch> |  |  |
|  | POS referrals  <https://fernwoodfitness.velpic.net/#library/80757/watch> |  |  |
|  | Business Calls – Lead Generation  <https://fernwoodfitness.velpic.net/#library/92597/watch> |  |  |
|  | Selling Pilates Reformer  <https://fernwoodfitness.velpic.net/#library/88014/watch> |  |  |