

Rest Recovery — Membership & Sales SOP

Purpose: Standardize membership, sales, and promotional processes across all Rest Recovery locations to ensure consistency and growth.

Core Philosophy: Memberships are the foundation of Rest Recovery's business model. Every sale should be handled with confidence, education, and excitement — emphasizing transformation and consistent recovery.

Membership Structure (Standard Pricing)

Type	Description	Price
Individual	Unlimited Wellness Visits	\$149/month
Couples	Unlimited for 2 people	\$199/month
Family	Up to 4 immediate family members	\$249/month
Add-Ons	Float, Hyperbaric, PEMF, Salt Room	+\$40–\$80/month each

Terms: Month-to-month recurring billing, 30-day cancellation notice, auto-renewal, and family-only sharing policy.

Sales Process — Step-by-Step

- Greet every guest with enthusiasm and guide them through their first Wellness Visit.
- Ask post-session: "How are you feeling after your visit?" to build connection.
- Transition naturally: "Most clients come 3–5 times per week — our unlimited plan keeps it simple and affordable."
- Present the three membership tiers visually on a rate card or tablet.
- Handle objections with confidence:
 - 'Let me try first' → Offer 7-day intro that applies toward membership.
 - 'Too expensive' → Compare to monthly massage or stress relief spend.
 - 'I travel often' → Explain 60-day pause option.
- Close confidently by confirming their preferred plan and processing auto-pay setup.
- Schedule next 3 visits before client leaves.

Membership Upgrades & Add-Ons

Add-On	Benefit	Additional Fee
Float Spa	Deep relaxation, magnesium recovery	+\$60/month
Hyperbaric Chamber	Oxygen saturation, cellular repair	+\$80/month
PEMF Therapy	Joint pain and inflammation relief	+\$40/month
Salt Room	Respiratory and skin health	+\$40/month

Payment & Billing SOP

- All memberships must be linked to a saved card in the POS system.
- Automatic billing occurs monthly with 48-hour retry for failed payments.
- Overdue accounts past 5 days receive an automated reminder email.
- Manual follow-up required after 10 days of nonpayment.
- Memberships may be paused for up to 2 months annually.
- 30-day written notice required for cancellations.
- No refunds within active billing cycle.

Sales Targets & Incentives

- Studios should close 5–10 new memberships per week minimum.
- Maintain 85%+ retention month over month.

- Staff Bonuses: \$25 per new membership, \$10 per add-on upgrade.
- Monthly Top Closer award (\$100–\$150 value or service credit).

Follow-Up Scripts

New Guest (24–48 hrs): “Hey [Name], it’s [Your Name] from Rest Recovery! Just checking in — how are you feeling after your visit? Our unlimited membership keeps your results going — want me to get you started?”

Frozen Member: “Hi [Name], we miss you at Rest Recovery! Are you ready to reactivate and get back to your recovery routine?”

Accountability

- All membership interactions must be logged daily in CRM.
- Managers review totals weekly and send report to HQ.
- Monthly HQ audit ensures uniform pricing and compliance.