

Membership Sales

Selling memberships is essential for the success of your Gold's Gym Facility. This remains true whether you are in the pre-opening phase or recruiting members on an ongoing basis. It is essential that you and your team are prepared to recruit effectively and consistently.

We are confident we have an offering that is unique among fitness offerings. However, if prospective members don't know about the Gold's Gym brand and your Facility, they won't benefit from what we have to offer.

This section provides a solid outline of effective membership sales procedures and will serve as a great reference tool for your sales efforts. You are likely to encounter unique situations not covered in this discussion, so keep in mind that your FBC is only a phone call away.



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The Gold's Gym Sales Philosophy

The Gold's Gym sales philosophy emphasizes a focus on guiding potential members in finding the right fitness solution for their needs. While we used to have a full sales team and program, there has been a shift towards empowering individuals to make informed decisions independently. Our goal is to create a welcoming environment where prospective members feel supported and encouraged to explore their fitness options at their own pace. Rather than employing aggressive sales tactics, we prioritize providing helpful information and assistance to ensure that each individual finds the best fit for their fitness journey. Whether they come into the gym or reach out online, our aim is to offer guidance, provide a tour of the Facility, and support to help them make the right choice for their health and fitness goals.



Attracting Members Through Outreach

Attracting members through outreach initiatives, particularly via corporate wellness programs, represents a proactive strategy to foster community engagement and expand our member base. Collaborating with local businesses and organizations allows us to promote health and wellness directly to their employees. By forging partnerships with these entities, we can offer specialized corporate membership packages, conduct wellness seminars, and organize fitness challenges tailored to the needs of employees. Through participation in corporate wellness programs, we not only extend the benefits of Gold's Gym membership to a broader audience but also position ourselves as trusted allies in supporting employee health and well-being. This approach enables us to establish long-term relationships with businesses in the community while simultaneously attracting new members to our facilities.

See the **Sample Partnership One Pager** in the **Forms and Samples Appendix** to get more of an understanding of how you can build your partnership program.

Additionally, something as simple as getting involved with local community events is a great way to introduce the Gold's Gym brand to the public.

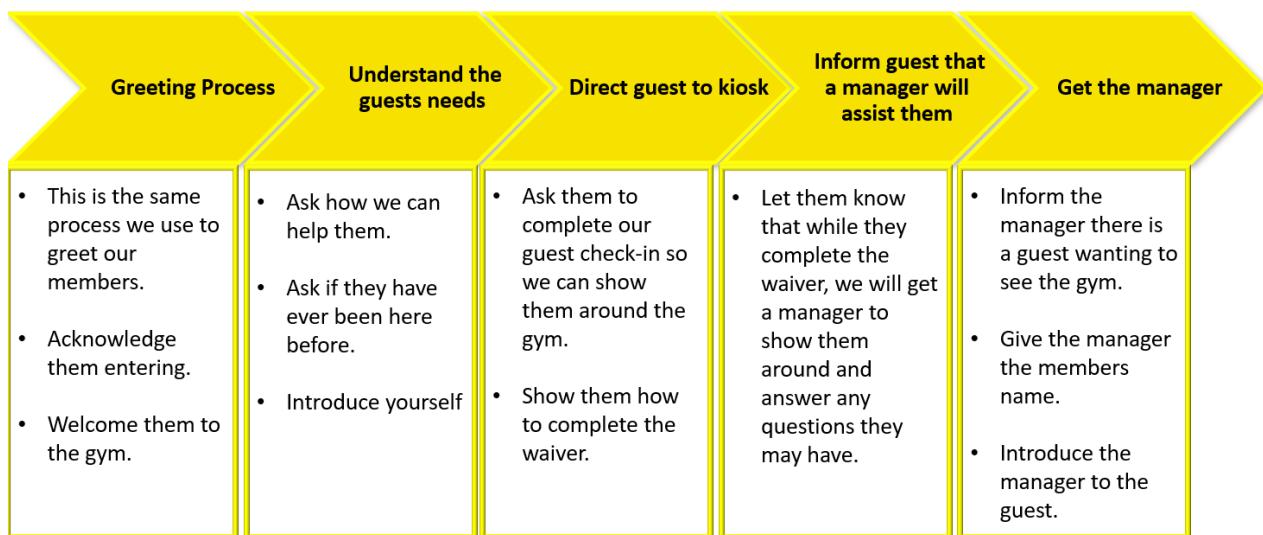


Handling New Inquiries

Acquiring new members is the key to success in growing your business and sustaining it over the long term. You will always have turnover with members, so it's important that you have a consistent stream of new members coming in.

Walk-In Inquiries ◀

Handling walk-in inquiries at Gold's Gym involves a personalized and informative approach to guide potential members towards suitable offerings. Below, we have laid out our recommended approach for handling walk-in inquiries at your gym:



This recommended approach ensures that every guest receives personalized attention and guidance in exploring membership options and facilities. Your staff should be equipped with knowledge of pricing and membership options to provide seamless assistance, fostering a positive and welcoming experience for all visitors.



Below is a script for an example scenario that may play out when handling walk-in inquiries:

Sample Script:

Team member: "Hi, welcome to Gold's Gym. How are you today?"

Guest: "Hi, I'm good. I was thinking about getting a membership."

Team member: "That's great; have you ever been here before?"

Guest: " Nope, first time."

Team member: "Well welcome again, I'm Joe; what was your name?"

Guest: "John."

Team member: "Nice to meet you, John. If you could step over here with me, I will show you how to fill out our guest check-in, then I will get a manager to show you our Facility, help you sign the waiver, and answer any questions for you."

Guest: "Sounds good."

Team member: "If you click right here on guest check-in, it will ask for a little information, then you will be all set. Let me know if you need any help with it."

Let the manager know John is here inquiring about a membership.

Team member: "Alright John, this is, Jane, our General Manager, and she is going to help you out."

Telephone Inquiries ◀

Handling telephone inquiries at your Gold's Gym Facility involves a customer-centric approach aimed at encouraging potential members to visit the Facility. Our ultimate goal is to convert phone inquiries into gym visits, where guests can experience your Facilities firsthand. We recommend that you have a dedicated team member available at all times to answer calls promptly and provide helpful information to callers.

Sample Script:

Staff: "Good morning/afternoon, thank you for calling Gold's Gym [Location]. This is [Staff Name], how may I assist you today?"



Caller: "Hi, I'm interested in learning more about membership options. Can you tell me about your pricing?"

Staff: "Of course! We offer a range of membership options to fit different needs and budgets. Our memberships include access to our state-of-the-art facilities, group fitness classes options, and more. Would you be interested in coming in for a tour to see everything we have to offer?"

Caller: "Yes, that sounds great. When can I stop by?"

Staff: "We have some time slots open today. When would you typically be using the Facility?"

Caller: "I would typically use the gym on my way home from work, so around 5:00 p.m. typically."

Staff: "Great, how about we schedule for 5:15 p.m. today. Are you planning on working out during your first visit?"

Caller: "That works for me. I'll stop by later today. And no, I was not planning on working out this time."

Staff: "Fantastic! We look forward to meeting you. If you have any other questions before your visit, feel free to give us a call. Have a great day!"

By engaging callers in friendly conversation and offering to schedule a visit, we create opportunities to showcase our gym and convert inquiries into memberships. This approach ensures that every caller feels valued and supported in their fitness journey.

JOL (Join Online) Inquiries ◀

When responding to online inquiries, we aim to provide friendly and informative communication that encourages prospective members to visit in person, so you should always offer a complimentary fitness appointment. Many new members and prospects nowadays have already registered online before ever coming in. Therefore, we want to invite all new members who sign up online to come in and get their key, picture, etc.



Sample email response to online inquiries (for someone who has joined):

Subject: Welcome to Gold's Gym!

Dear [Prospective Member],

Thank you for your interest in Gold's Gym! We're thrilled to have you join our fitness community.

I noticed that you recently signed up for a membership online, and I wanted to extend a warm welcome and invite you to visit our gym at your earliest convenience. Our team is here to assist you with any questions you may have and ensure a smooth transition into our facility, as well as assist you in getting set up with our app.

When you come in, we'll be happy to provide you with your membership key, take a picture for your profile, and give you a tour of our state-of-the-art facilities. Whether you're looking to achieve your fitness goals or simply enjoy a supportive environment, we're committed to helping you succeed.

If you have any specific questions or would like to schedule a visit, feel free to reply to this email or give us a call at [phone number]. We can't wait to welcome you to Gold's Gym and support you on your fitness journey!

Best regards,

*[Your Name]
Gold's Gym Team*

Free Pass Online Inquiries ◀

Sample SMS response for someone that has signed up for a free pass online:

Hi, This is Ashley with Gold's Gym. What date and time do you want to activate your FREE PASS? To qualify, you need to be a local resident and be over 18 years of age.

Unknown Day/Time to Redeem: Ok. We will schedule your free pass when you are ready.

Appointment Schedule #1: Perfect! I have notified the team to expect you on Monday at 4 pm.



Appointment Schedule #2: When you arrive, please bring your ID and proof of residency to the front desk. Without proof, you will be subject to a fee. A team member will be happy to assist you in activating your pass and giving you a tour of the facility. See you soon.

Sample free pass/prospect email script:

Hi [Name],

I noticed that you recently signed up for a free pass online and wanted to extend a warm welcome and invite you to visit our gym at your earliest convenience to activate your pass. Our team is here to assist you with your fitness goals and answer any questions you may have. When is the best time for you to come in? I have evening openings between 1pm-7pm the next two days

See you soon!

Tour Procedures ◀

Tours of Gold's Gym Facilities are designed to showcase the unique value and benefits of our facilities, helping potential members understand why they should choose you and the Gold's Gym brand over competitors. As you begin the new member journey, the tour serves as a crucial step in raising the perceived value of our offerings. Our approach emphasizes the importance of engaging with prospective members from the moment they arrive, ensuring they feel welcomed and valued throughout the tour.

During the tour, team members highlight distinctive features and benefits of Gold's Gym Facilities, such as our GGX rooms and resistance training equipment. Prospective members are encouraged to try out equipment and experience firsthand the quality of our offerings. You should also showcase our personal training services. It's a good idea to introduce the guest to a few key staff members during the tour to make it more memorable. By allowing them to interact with our amenities and staff, we create a more immersive and memorable experience that reinforces the value of joining a Gold's Gym Facility.

Throughout the tour, it will be important to train your team on overcoming objections to address any concerns that come up. Additionally, it will be important prior to the tour to ask the guest what their fitness goals are so that you can come back to that when needed on the tour.



Ultimately, the tour is more than just a walkthrough of a Facility. It's an opportunity to inspire and motivate potential members to take the next step in their fitness journey. By demonstrating the benefits of the membership and providing a personalized experience, we aim to make joining a Gold's Gym Facility a forgone conclusion for every visitor.



The Initial Evaluation

The initial evaluation is a comprehensive process designed to address both physical fitness and membership preferences. It involves assessing the individual's fitness levels while also discussing membership options to find the best fit.

Explanation of Gold's Gym Programs ◀

When explaining the Gold's Gym offerings to a potential member, it's essential to highlight the diverse range of amenities and services available to support their fitness journey. Begin by emphasizing the state-of-the-art gym equipment available for strength training, cardiovascular workouts, and functional exercises, highlighting how these tools can help them achieve their fitness goals effectively.

Next, introduce the variety of group fitness classes led by certified instructors, emphasizing the different disciplines offered, such as cardio, strength, flexibility, and mind-body workouts. Mention how these classes provide an opportunity for members to try new workouts, stay motivated, and enjoy a sense of community with fellow participants.

When discussing personal training services, emphasize the personalized guidance and support offered by certified trainers. Explain how personal trainers work closely with members to create customized workout plans tailored to their specific goals, ensuring they receive individualized attention and accountability throughout their fitness journey.

When explaining Gold's Gym's offerings to a potential member, it's important to note that amenities may vary depending on the specific location. However, be sure to highlight any additional amenities available at the specific location, such as swimming pools, locker rooms with amenities, guest pass options, sauna and steam rooms, Kids Club, and dedicated spaces for functional training and stretching. Emphasize how these facilities enhance the overall fitness experience and provide added convenience for members who have access to them.

Overall, when explaining Gold's Gym's programs to a potential member, focus on highlighting the breadth of offerings available, the personalized support provided, and the overall value of membership in helping them achieve their fitness goals and lead a healthier lifestyle. Additionally, remember to always tie the programs and amenities back to what is important to the guest from a health goal standpoint. Paint the picture of what the guest can accomplish at the facility with a consistent routine.



Explanation of Membership Levels ◀

When presenting the various membership levels to a potential member, it's vital to offer a comprehensive overview of the available options. Begin by outlining the different tiers of membership offered by Gold's Gym Facilities and explaining the unique features and benefits associated with each level. This includes access to facilities, group fitness classes, personal training sessions, and any additional perks or amenities.

Provide a detailed breakdown of what each membership tier encompasses, such as access to specific gym areas, the allotted number of group fitness classes per month, and any available discounts or promotions for premium members. Highlight the value proposition of each membership level and how it aligns with the individual's fitness goals and preferences.

Additionally, mention the option for members with eligible memberships to work out at other Gold's Gym Facilities. Explain that for those whose memberships don't include this feature, they can add on a travel pass to train at any Gold's Gym Facility for up to fourteen days within one calendar year without incurring additional fees.

Be prepared to address any inquiries the potential member may have regarding membership options, pricing, contract terms, and cancellation policies. Offer personalized guidance and recommendations based on their specific needs and budget to ensure they feel confident in their decision to join a Gold's Gym Facility and select the membership level that best fits their requirements.

Explanation of Free Pass Option ◀

When offering free passes, it's advisable to reserve them for individuals who are hesitant about committing to a membership. This approach ensures that the free pass serves its intended purpose of providing a trial experience to those who may need reassurance or convincing before joining. By targeting these individuals, you can effectively address their concerns and demonstrate the value of becoming a member at a Gold's Gym Facility.



Features, Advantages, and Benefits of a Gold's Gym Membership ◀

When discussing the features, advantages, and benefits of a Gold's Gym membership, it's crucial to provide a comprehensive overview that highlights the unique value proposition of our facilities and services. Here's how you can structure this section:

Features:

- State-of-the-Art Equipment: Gold's Gym Facilities are equipped with cutting-edge fitness equipment, including strength training equipment, cardio machines, and functional training tools.
- World Class Group Fitness Classes: We offer world class group fitness classes that are scientifically proven to get results based on your goal. Our class schedule provides members with strength, cardio, and flexibility options, catering to all fitness levels.
- Expert Personal Training: Our certified personal trainers provide personalized workout plans, one-on-one training, and motivation to help members achieve their fitness goals.
- Convenient Locations: With numerous locations worldwide, Gold's Gym memberships offer members convenient access to Gold's Gym Facilities wherever they are.

Advantages:

- Comprehensive Fitness Solutions: Gold's Gym Facilities provides best-in-class fitness solutions, including strength equipment, personal training, cardio, and classes.
- Community Atmosphere: Gold's Gym Facilities foster a supportive and motivating community atmosphere, where members can connect, interact, and support each other in their fitness journeys.
- Flexible Membership Options: We offer flexible membership options, allowing members to choose plans that fit their lifestyle, budget, and fitness goals.
- Professional Staff: Our experienced and knowledgeable staff are dedicated to providing exceptional service, guidance, and support to help members succeed.



Benefits:

- Improved Health and Fitness: By joining a Gold's Gym Facility, members can experience improved physical health, increased energy levels, and enhanced overall well-being.
- Achievement of Fitness Goals: With access to state-of-the-art equipment and expert guidance, members can achieve their fitness goals more efficiently and effectively.
- Increased Motivation and Accountability: Being part of the Gold's Gym community provides members with motivation, encouragement, and accountability to stay consistent with their workouts.
- Convenience and Accessibility: Gold's Gym Facilities offer convenient locations, flexible hours, and a variety of amenities, making it easier for members to prioritize their fitness and incorporate exercise into their daily routine.

By highlighting these features, advantages, and benefits, you can effectively communicate the value of Gold's Gym membership to potential members and inspire them to join our fitness community.

The Personal Training Initial Evaluation ◀

At Gold's Gym Facilities, prospective members are encouraged to take full advantage of the Personal Training Initial Evaluation. This session provides a tailored approach to kickstart their fitness journey, addressing their specific needs and goals. To incentivize participation, it's recommended to offer the first evaluation as complimentary, allowing them to experience the value of our personal training services firsthand. During this session, certified trainers will assess your current fitness level, discuss your objectives, and develop a customized plan to help you achieve optimal results. By emphasizing the importance of the initial evaluation and offering it as a complimentary service, you can pull in new members. More specifics on this evaluation can be found in **Section E: Personal Training**.

Handling Typical Objections ◀

When addressing common objections from potential members, it's essential to approach each concern with empathy, understanding, and a solutions-oriented mindset.



Here's how you can effectively overcome typical objections:

Time:

- Acknowledge Their Concern: Start by acknowledging the individual's time constraints and validate their concern.
- Highlight Convenience: Emphasize the convenience of multiple locations, flexible hours, and efficient workout options that can easily fit into their busy schedule.
- Offer Solutions: Provide solutions such as shorter, high-intensity workouts or early morning/evening classes that can accommodate their schedule without sacrificing effectiveness.

Spouse:

- Understand Their Perspective: Listen attentively to their concerns about involving their spouse in their fitness journey.
- Emphasize Supportive Environment: Highlight the supportive and community-oriented atmosphere at Gold's Gym Facilities, where couples can motivate and encourage each other to achieve their fitness goals.
- Offer Buddy Memberships: Offer buddy memberships or discounts for couples to join together, making it a shared experience that strengthens their relationship.

Commitment:

- Address Fear of Commitment: Understand their apprehension about committing to a gym membership and the fear of not utilizing it fully.
- Offer Flexible Membership Options: Highlight the Gold's Gym system's flexible membership plans, such as month-to-month options or trial periods, which allow them to experience the gym without a long-term commitment.
- Assure Results: Reassure them of the positive results they can achieve with consistency and commitment to their fitness journey, supported by Gold's Gym's resources and expert guidance.



Money:

- Validate Concerns: Acknowledge that you understand their budget constraints and that you want to find the best option for them. Be sure to mention all of our payment options.
- Highlight Value: Emphasize the value they will receive from their Gold's Gym membership, including access to state-of-the-art equipment, expert training, and a supportive community.
- Offer Discounts or Specials: Provide information about any ongoing promotions, discounts for students or military personnel, or flexible payment options to make membership more affordable.

Closing the Sale ◀

When it comes to closing the sale of membership at a Gold's Gym Facility, our approach is streamlined and customer-centric. After thoroughly addressing their needs, answering any questions, and alleviating concerns, we direct prospects to join directly from our new tablets or kiosks conveniently located at the front desk. This user-friendly interface allows them to explore membership options at their own pace. If they require assistance in selecting the right membership plan, our knowledgeable staff is readily available to provide personalized guidance and recommendations. By empowering prospects to make informed decisions and facilitating a seamless enrollment process, we ensure that every member joins a Gold's Gym Facility with confidence and enthusiasm for their fitness journey.



Utilizing Referrals

Utilizing referrals can be a powerful strategy for recruiting new members of your Gold's Gym Facility. As a franchisee, you have the flexibility to create your own referral initiatives tailored to your Facility's unique needs and culture.

Consider implementing incentives or rewards for members who refer friends, family, or colleagues to join the gym. This could include discounts on membership fees, complimentary personal training sessions, or branded merchandise as a token of appreciation. Encourage your staff to actively promote the referral program and educate members about the benefits of referring others. Another option is to run team member and member challenges/contests to help drive referrals. Additionally, leverage digital platforms and social media channels to amplify your referral efforts and reach a wider audience.

By harnessing the power of word-of-mouth marketing and incentivizing referrals, you can drive member acquisition and foster a sense of community within your Facility.



Member Transaction Procedures

Membership profiles and policies provide a comprehensive framework for managing member interactions, ensuring a seamless and positive experience within the Gold's Gym community.

Completing New Member Forms and Waiver ◀

Completing new member forms and waivers is an essential step in the enrollment process at Gold's Gym Facilities. Every new member must sign a waiver to ensure they understand and acknowledge the risks associated with physical activity. Additionally, you have the option to utilize ABC Financial formats as a base to create your own waivers and membership agreements, tailored to your specific location and requirements. This customization allows you to ensure that all necessary legal and membership documentation is in place while maintaining consistency with the Gold's Gym brand standards. Note that it is your responsibility to ensure that your waivers and membership agreements comply with all applicable law. You must also provide us with any changes you make to your membership agreements.

Entering Members into the System ◀

Entering members into your gym's chosen database or management system is a crucial step to ensure seamless access to the gym's facilities and services. Upon completing the necessary paperwork and waivers, the member's information, including contact details, membership level, and any additional preferences or requirements, should be accurately entered. This process not only facilitates efficient communication with members but also enables tracking of membership status, attendance, and other relevant metrics essential for effective management and member engagement. By diligently inputting member data into the system, you ensure a smooth transition for new members and lay the foundation for a positive and personalized experience throughout their membership journey.



Member Transaction Procedures

In the realm of gym operations, member transactions constitute a crucial aspect that requires meticulous handling. From membership sign-ups to cancellations, these transactions form the backbone of financial interactions within the gym environment. Efficient management of member transactions ensures accuracy in financial records and fosters trust among members regarding their accounts.

Billing Procedures ◀

Managing billing procedures is essential for ensuring smooth financial operations within your gym. Using a robust point of sale (POS) system, such as ABC Financial, streamlines billing processes and facilitates seamless payment processing. You have the flexibility to determine billing cycles, whether it's monthly on the first day or based on the member's sign-up date. Accepted forms of payment typically include bank account sweeps, credit card charges, and debit card transactions, while cash, prepaid cards, and checks are not accepted for memberships.

In case of payment issues, the POS system often includes a billing collection team that handles overdue accounts. Alternatively, you can opt for third-party services like Aldous or First Credit Services for collections matters. Decide on initial fees, whether it's an enrollment fee, prorated fee, or none at all, and consider offering annual fees or participating in corporate promotions like waived enrollment fees.

Regularly running reports enables you to monitor past due payments and failed transactions, allowing for timely follow-up and resolution. Additionally, performing account updates ensures accurate billing information, facilitating smoother payment processing. By implementing efficient billing procedures, you can maintain financial stability and provide members with a hassle-free payment experience.

Handling Freezes ◀

When it comes to handling freezes, you have the flexibility to establish policies that align with your gym's operations and member needs. Consider offering freezes for valid medical reasons, requiring proper documentation for verification. Additionally, you may choose to implement a freeze fee for non-medical purposes, providing members with the option to temporarily suspend their memberships for personal reasons or travel.



You may even choose to charge a monthly convenience fee. By tailoring freeze policies to accommodate various situations, you can enhance member satisfaction and flexibility while maintaining operational efficiency.

Cancellation Procedures ◀

When it comes to cancellation procedures, you have the autonomy to establish policies that suit your gym's specific requirements and member expectations. Be sure to follow any additional state/city laws/regulations. Consider offering options for members to cancel their memberships with ease, such as allowing cancellations in person or via written notice. Additionally, you may choose to implement a notice period for cancellations, ensuring sufficient time to process requests and manage membership accounts effectively. You can also choose to charge a fee for early termination that does not meet your cancellation policy. By providing clear and transparent cancellation procedures, you can streamline operations and maintain positive relationships with members, even in the event of cancellations. Be aware that many states have adopted, and other states are considering or in the process of adopting laws regarding automatic renewal contracts and what are called "click-to-cancel" laws that essentially require you to provide an easy, online method for your members to cancel membership.

Consult your local counsel to ensure you are complying with the laws in the state in which you are operating or from which your Facility's members are located.

Collection Procedures ◀

Effective collection procedures are essential for managing payment issues and ensuring the financial health of your business. When it comes to addressing overdue payments, you may rely on systematic approaches facilitated by your POS systems. These systems usually include built-in billing and collection functionalities that automatically generate reminders and escalate collection efforts as payments become overdue. Typically, reminders are sent at 30, 60, or 90-day intervals to prompt members to settle their outstanding balances.

In cases where traditional collection methods prove ineffective, you may enlist the services of specialized agencies like Aldous or First Credit Services. Please refer to the GVP list for updated vendors. These agencies specialize in debt collection and employ dedicated teams trained to handle delinquent accounts efficiently. By outsourcing collections to reputable agencies, you can streamline the process and recover outstanding payments more effectively while maintaining positive member relationships.



Overall, having robust collection procedures in place, whether through automated systems or third-party services, is crucial for minimizing financial losses and maintaining cash flow stability in your business.

Billing Corporate Accounts ◀

When it comes to billing corporate or group accounts at Gold's Gym Facilities, we recommend offering two primary options to accommodate varying needs and preferences:

- **Group Rate:** Provide a standard or custom group rate applicable to all members of the organization, simplifying the payment process and potentially offering cost savings through bulk pricing.
- **Direct Bill:** Offer a direct billing arrangement where the organization pays for memberships upfront or on a recurring basis, either through payroll deduction or a corporate purchase agreement. This option provides convenience for organizations and their members by eliminating the need for individual payment transactions and ensuring timely and consistent billing. By offering both group rate and direct bill options, you can cater to the diverse needs of corporate clients and streamline the billing process for all parties involved.



Follow-Up Procedures

Incorporate follow-up procedures into your marketing strategy to maintain engagement and foster long-term relationships with members. Consider implementing drip campaigns, utilizing electronic and automated systems to send targeted messages over time. Additionally, a win-back campaign can be effective, reaching out to inactive members after a specified period, such as ninety days, and offering incentives or special promotions to encourage them to return. These follow-up initiatives demonstrate your commitment to member satisfaction and can help re-engage individuals who may have lapsed in their membership.

Prospect Management Reporting ◀

In prospect management and reporting, it's crucial to establish clear expectations and goals for your team members across various key performance indicators. This might include metrics, such as:

- **Appointments:** Define expectations for the number of appointments each team member should book on a daily, weekly, and monthly basis to ensure a steady flow of potential members.
- **Shows:** Set targets for the number of shows each team member should generate, with an expectation typically set above 50% of appointments resulting in shows.
- **New Members:** Establish New Member Unit (NMU) goals aligned with overall gym objectives, considering memberships sold from appointments, referrals, and walk-ins.
- **Referrals:** Define targets for the number of referrals each team member should collect daily, weekly, and monthly to expand the member base through word-of-mouth marketing.
- **Phone Calls:** Identify the volume of daily, weekly, and monthly outbound calls expected from each team member to engage with prospects and nurture leads.
- **Closing:** Provide clear direction on the desired team closing percentage, ensuring that every interaction with a prospect is aimed at converting them into a new member.



It's recommended to track these metrics within your chosen gym management system or database to effectively monitor and manage prospect management efforts. By recording appointments, shows, new member sign-ups, referrals, phone calls, and closing rates in a centralized platform, you can easily analyze performance trends, identify areas for improvement, and provide targeted training to team members. This ensures that your prospect management strategy remains data-driven and responsive to evolving needs, ultimately maximizing the effectiveness of your sales and marketing efforts.