ZeroW Client On-boarding Procedure

**Title**: Procedure for On-boarding New Clients

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### **Purpose**

This procedure outlines the steps required to effectively onboard new clients at ZeroW, ensuring they understand our brand, community, systems, and responsibilities.

### **Scope**

This procedure applies to all new clients at ZeroW gyms and covers the on-boarding process from the first contact through the first month of membership.

### **Definitions**

* **On-boarding**: The process of integrating a new client into the organisation.
* **Hormozi Closer Framework**: A sales strategy used to convert potential members during consultations.
* **SBD**: Squat, Bench press, and Deadlift.

### **Responsibilities**

* **Gym Managers**: Responsible for overseeing the on-boarding process and ensuring new clients receive all necessary information and orientation.

### **Procedure**

Refer to video and draft manual

- First contact

- Getting them to become a member

**Initial Contact**

* + **Welcome Message**: Send a welcome email to the new client with information about ZeroW, membership benefits, and the on-boarding schedule.
  + **Introductory Call**: Schedule a call to introduce the client to ZeroW, discuss their fitness goals, and explain what to expect during on-boarding.

**First Visit**

* + **Gym Tour**: Give a tour of the gym, highlighting key areas, equipment, and safety systems.
  + **Membership Overview**: Explain different membership tiers, benefits, and the Hormozi Closer Framework for making the most out of their membership.
  + **Administrative Setup**: Assist with setting up their membership account, payment methods, and provide them with a custom email address for gym communications.

**Orientation Session**

* + **Introduction to ZeroW**: Explain what ZeroW stands for as a brand and how we integrate this into our community.
  + **Technique Session**: Conduct a technique session led by a gym manager to provide an in-depth understanding of ZeroW systems and basic exercise techniques.
  + **Safety Briefing**: Review gym safety protocols, emergency procedures, and proper use of equipment.

**First Week**

* + **Access to Resources**: Provide access to a Google Drive with pre-prepared materials, including a programming guide, workout plans, and educational videos.
  + **Initial Assessment**: Conduct an initial fitness assessment to tailor a personalised workout plan.
  + **Follow-up Call**: Schedule a follow-up call to address any questions and ensure the client is comfortable with their new routine.

**First Month**

* + **Regular Check-ins**: Schedule weekly check-ins to monitor progress, address any concerns, and adjust workout plans as necessary.
  + **Feedback Collection**: Gather feedback from the client to continuously improve the on-boarding process and their experience.
  + **Community Integration**: Encourage participation in group classes, workshops, and community events to foster a sense of belonging and engagement.

### **Materials and Equipment**

* + Welcome kit
  + On-boarding checklist
  + Technique session materials
  + Google Drive access with resources
  + Initial assessment forms

### **Safety and Environmental Considerations**

* + All gym staff must maintain a current first aid certification.
  + Ensure all new clients are trained on gym safety protocols and emergency procedures.
  + Maintain a clean and safe environment during all on-boarding activities and at all times.

### **Quality Control**

* + Gym managers must oversee the on-boarding process to ensure all steps are completed.
  + Feedback from new clients should be gathered to continuously improve the on-boarding procedure.

### **References**

* + ZeroW Website
  + Hormozi Closer Framework
  + ZeroW Gym Safety Manual

### **Appendices**

* + Appendix A: On-boarding Checklist
  + Appendix B: Technique Session Guide
  + Appendix C: Initial Assessment Form

### **Revision History**

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| --- | --- | --- | --- |
| Version | Date | Description | Author |
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