Standard Operating Procedure

On-Boarding New Clients at ZeroW

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

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12. **Purpose**

To establish a consistent and high-quality on-boarding experience for new customers at ZeroW, ensuring their first 90 days are engaging, welcoming, and set the foundation for long-term client satisfaction and therefore membership.

By following this SOP, ZeroW ensures a consistent, welcoming, and high-quality experience for all new clients, laying a strong foundation for their long-term relationship with the gym.

1. **Scope**

This procedure applies to all staff members responsible for customer interactions, including but not limited to, front desk staff, coaches, and gym managers.

1. **Definitions**
   * **Prospective Client**: An individual visiting ZeroW for the first time.
   * **Current Client**: An individual who is already a member of ZeroW.
   * **On-boarding Period**: The initial 90 days from the date a new customer joins ZeroW.
2. **Responsibilities**
   * **Coaches**: Initial greeting, acknowledging new visitors, and managing walk-ins. Conducting consultations, engaging with new clients, and providing ongoing support.
   * **Gym Managers**: Overseeing the on-boarding process and ensuring all staff adhere to this SOP.
3. **Procedure**
   1. **Initial Greeting**
      1. **Acknowledgement within 30 Seconds:**
         * When a prospective client enters the gym, acknowledge their presence within 30 seconds.
         * This can be a wave, a verbal greeting, or a nod, ensuring they feel seen and welcomed.
         * Example: If you're busy, simply wave and say, "Hi, welcome! I'll be with you shortly."
      2. **Matching Energy and Stance:**
         * Stand up to greet the prospective client if you are sitting behind a desk.
         * Meet them at their level physically to facilitate an open and friendly conversation.
         * Example: If they are standing, stand to greet them. If they sit, sit with them.
      3. **Immediate Direction:**
         * If busy, inform the client of the wait time and what they can do in the meantime.
         * Example: "Hi, welcome! I'll be with you in 30 seconds. Feel free to look around."
   2. **Managing Walk-Ins**
      1. **Busy Situations:**
         * If engaged with a current client, politely ask for permission to speak to the new walk-in.
         * Example: "Excuse me for a moment, I need to greet a new visitor. I'll be right back."
         * Inform the walk-in of the current situation and arrange a follow-up time.
         * Example: "Hi, welcome! I'm currently with a client, but I'll be free in about 10 minutes. Can you wait, or should we schedule a time?"
      2. **Collecting Contact Information:**
         * Always get their contact details to ensure future communication.
         * Example: "Can I have your name, phone number, and email? I'll get in touch to arrange a convenient time."
      3. **Engagement Techniques:**
         * Ensure the prospective client knows you value their time.
         * Example: "I’ll be with my client for another 10 minutes. Please feel free to explore the gym, and I’ll join you shortly."
   3. **First Consultation**
      1. **Clarify Needs:**
         * Use the "CLOSE" framework to understand the prospective client’s goals.
         * **C** - Clarify: Gather information about why they are here. Everyone who walks through our doors does so because they have goals. It’s our job to help them achieve them.
         * Example: "What brought you to ZeroW? What are your fitness goals?"
         * **L** - Labelling: Assign a relatable label based on their goals.
         * Example: "It sounds like you're really committed to improving your strength."
         * **O** - Overview: Review their past experiences with strength training and gyms, and explain what ZeroW can offer.
         * Example: "Tell me about your previous gym experiences. What did you like or dislike?"
         * **S** - Sell the Dream: Highlight the positive outcomes they will achieve with ZeroW.
         * Example: "At ZeroW, you'll enjoy a supportive community and top-notch equipment."
         * **E** - Explain Away Concerns: Address any objections they may have.
         * Example: "I understand you're concerned about the cost, but think about the value you're getting."
      2. **Active Listening:**
         * Listen attentively and repeat back what they say to ensure understanding.
         * Example: "So you mentioned you want to lose weight and gain strength. Is that correct?"
      3. **Emotional Connection:**
         * Dig deeper to understand the emotional reasons behind their goals.
         * Example: "Why is getting stronger and losing weight important to you? How would achieving this goal impact your life?"
      4. **Confirm Understanding:**
         * Summarise their goals and confirm you’ve understood them correctly.
         * Example: "I hear you want to lose weight and gain strength because you want to feel healthier and more confident. Is that right?"
   4. **Selling the ZeroW Experience**
      1. **Sell the Dream:**
         * Focus on the benefits and positive outcomes they will achieve with ZeroW.
         * Example: "Imagine achieving your fitness goals with the support of a community that understands and motivates you."
      2. **Tailor the Presentation:**
         * Speak to what is important to them based on the consultation.
         * Example: "You mentioned you need guidance on proper technique. Our coaches will work closely with you to ensure you're lifting correctly and safely."
      3. **Highlight Unique Features:**
         * Emphasise what makes ZeroW unique compared to other gyms.
         * Example: "We offer personalised coaching, a strong community, and top-tier equipment designed specifically for strength training."
      4. **Price Presentation:**
         * Use price anchoring by presenting the highest membership option first.
         * Clearly and confidently present all options, ensuring the prospective client understands the value of each.
         * Example: "Our top membership is $179 per week, which includes two personal training sessions, unlimited gym access, and personalised programming. We also have options at $99 and $35 per week depending on your needs."
   5. **Post-Sale Follow-Up**
      1. **Immediate Reinforcement:**
         * Congratulate the new client on their decision immediately after they sign up.
         * Example: "Congratulations on joining ZeroW! You’ve made a great decision for your fitness journey."
      2. **Next-Day Reinforcement:**
         * Send a follow-up message the next morning.
         * Example: "Good morning, [Client’s Name]. Just a reminder, you’ve made a great decision for your training. We’re excited to have you on board!"
   6. **Ensuring a Great First 90 Days**
      1. **Personalised On-boarding Plan:**
         * Develop a customised on-boarding plan based on the client’s goals.
         * Example: "Based on your goal to lose weight, here’s a tailored 90-day plan including training sessions, nutrition guidance, and check-ins. Let’s talk through it, and if you have any questions please let me know so I can answer them"
      2. **Regular Check-Ins:**
         * Schedule regular check-ins to monitor progress and adjust the plan as needed.
         * Example: "We’ll have bi-weekly check-ins to track your progress and make any necessary adjustments. What time and day suits you best?"
      3. **Community Integration:**
         * Encourage participation in gym events, classes, and social activities to build a sense of community.
         * Example: "We have a group deadlift training session on Friday evenints. It’s a great way to meet other members and stay motivated."
      4. **Feedback Collection:**
         * Collect feedback at the end of the first week, first month, and at the 90-day mark.
         * Example: "We’d love to hear about your experience so far. How can we make your journey even better?"
      5. **Continuous Support:**
         * Provide ongoing support and encouragement to keep the client engaged and motivated.
         * Example: "You’re doing great! Keep pushing towards your goals, and remember, we’re here to support you every step of the way."
4. **Quality Assurance**
   * **Feedback Collection**: Gather feedback from new clients at the end of their first week, first month, and at the 90-day mark.
   * Use this feedback to continuously improve the on-boarding process.
   * **Training and Reviews**: Regularly train staff on the SOP and review their performance to ensure compliance.
   * Conduct quarterly reviews of the on-boarding process and update the SOP as needed.
5. **Records & Documentation:**
   * Maintain records of all new client consultations and follow-ups.
   * Store feedback and improvement plans securely for quality assurance.
6. **References**
   * **Training Videos**: Refer to the recorded videos by Thomas for detailed insights and examples of ideal client interactions.
   * ZeroW Gym Safety Manual
   * ZeroW Website
7. **Appendices**
   * Appendix A: On-boarding Checklist
   * Appendix B: Technique Session Guide
   * Appendix C: Initial Assessment Form

### **Revision History**

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