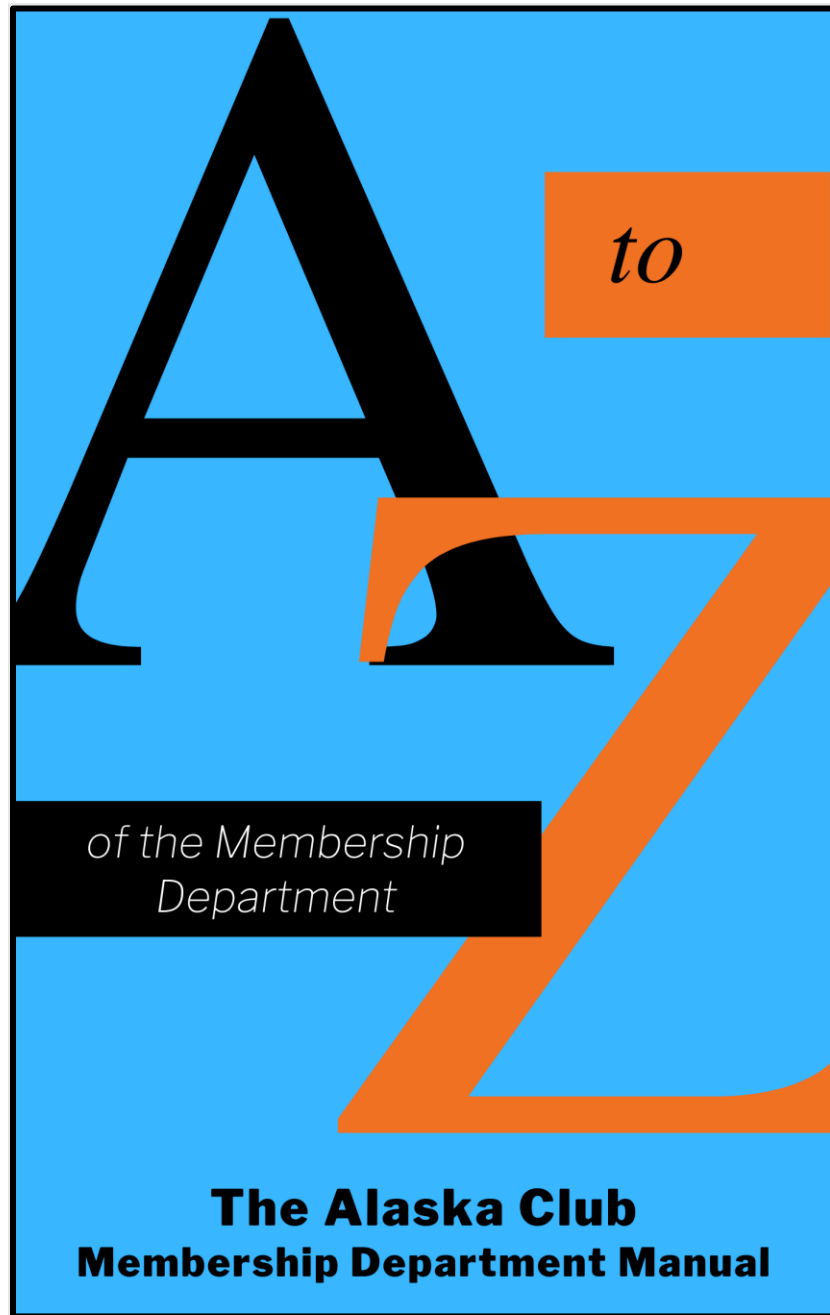




THE ALASKA CLUB



July 2025 Edition

Table of Contents

1. Who We Are	
a. Overview of The Alaska Club	2
b. Introduction to Membership Sales	2
c. Being a Professional.....	2
d. New Membership Coordinator Checklist.....	3-4
2. The Sales Process.....	5-19
1. Prospecting	5
a. Vouchers vs Guest Passes	5
2. First Impressions.....	6
a. Warm Welcome Script	6
b. Brief Overview	6
3. Needs Analysis	7
a. Membership Profile Questions	7
4. Tour	8
a. Making Meaningful Connections.....	8
b. Feature, Benefit, Feedback vs Value Proposition	9-11
c. Transition to Membership Office.....	11
5. Membership Presentation	11-12
6. Overcoming Objections	13-16
a. Top 6 Common Objections and How to Tackle Them	14-17
7. Friend Motivate Friends	17-19
a. Script.....	18-19
b. Common Objections	18-19
8. Lead Management	19
3. Supplemental Sales Tools.....	20
a. Fitness Consultation	20
b. Scripts.....	21-23
c. Community Events.....	23
4. Systems & Processes Overview.....	24-25
5. Administrative Tools & Resources.....	26-29
a. Driver.....	26-28
b. Commission Sheets.....	28
c. Daily Sales Report.....	28
d. Communication.....	28-29
6. TWIW.....	29
7. POS System.....	30
8. Cancellations.....	30
9. Legal Practices.....	31-35

1. Who We Are

Overview of The Alaska Club

Welcome to The Alaska Club Membership Team! The Alaska Club network consists of 13 unique clubs with different formats, a wide variety of classes, amenities, and state-of-the-art equipment—including exciting additions like splash parks and trampoline parks for family fun, a hot yoga Studio, and a serene Nordic spa experience for ultimate relaxation. Several clubs also feature pools for everyone throughout the Anchorage, Eagle River, Wasilla, Fairbanks, and Juneau areas. We provide all the options so that our members stay motivated and engaged in their health programs. We are the best choice for people who want variety, convenience, and a comfortable, welcoming environment. We cater to families and individuals who are serious and dedicated to making fitness part of their lives. Since 1986, we have been committed to providing cutting-edge programs, services, and equipment that embody The Way Fitness Should Be . . . Fun, Rewarding, Inspiring, and Relaxing for all of you. Visit www.thealaskaclub.com for more information on each club.

Introduction to Membership Sales

As a fitness salesperson, you have the power to positively impact people's lives. By inspiring guests to commit to their health, you're helping them improve their quality of life—from boosting mobility and creating family fitness memories to potentially reducing medication reliance. This career gives you the chance to make a meaningful difference for every member, strengthening our community along the way.

Being a Professional

Being a professional means showing up sharp, prepared, and ready to own the moment. You've got the skills—and the mindset—to inspire others, create amazing guest experiences, and keep our club looking top-notch. Whether it's re-racking weights, tidying up the space, or greeting guests with confidence, your vibe sets the tone.

Control what you can, prep for what you can't, and lead with optimism. A well-maintained club and a polished & energized you send a clear message: The Alaska Club is where fitness meets excellence.

Training, Expectations, and Training Checklist

This manual is your go-to toolkit for selling memberships at The Alaska Club! From the sales process and paperwork to systems and team coordination, everything you need is inside. Pair that with your passion for helping people live healthier lives, and you're on track to make a real impact.

Use the onboarding checklist to stay on course as you train to be a Membership Coordinator. You'll team up with your sales Manager and crew to tackle each task and launch your journey with confidence!

New Membership Coordinator Onboarding Checklist

Name: _____ Date: _____

☐ General Onboarding

- ☐ Complete new hire paperwork and orientation
- ☐ Read the Membership Department Manual

☐ Workstation & Communication Setup

- ☐ Set up computer and workstation
- ☐ Log into Mitel
- ☐ Record voicemail greeting
- ☐ Create temporary email signature

☐ Club Experience

- ☐ Schedule and complete your own fitness consultation
- ☐ Attend two GroupX classes and one Team Training session
- ☐ Experience Membership Plus amenities
- ☐ Use your club at least 2–3 times per week to build familiarity

☐ Observation & Role Play

Shadow Manager or Lead Coordinator during:

- ☐ 10 outbound phone calls
- ☐ 3 club tours
- ☐ 3 digital enrollments

Complete:

- ☐ 5 mock tours as a guest
- ☐ 2 test digital enrollments
- ☐ 5 outbound phone script role plays
- ☐ Full club tour role play broken into:
 - ☐ Telephone Scripts
 - ☐ First Impressions & Needs Analysis

- ☐ Club Tour
- ☐ Price Presentation
- ☐ Handling Objections
- ☐ FMF Presentation & Consult Booking

☐ Club Familiarization

- ☐ Visit www.thealaskaclub.com
- ☐ Tour each Alaska Club location virtually
- ☐ Learn what makes each club unique

☐ Key Systems

- ☐ Learn to navigate and use VFP (CRM System) effectively

☐ Legal & Compliance

Understanding and respecting legal guidelines is critical to maintaining the integrity of The Alaska Club and protecting both our guests and team members. All Membership Coordinators must be familiar with key compliance policies and legal standards related to sales and communication.

Topics to Review:

- ☐ National Do Not Call Registry – Avoid contacting individuals who have opted out of unsolicited sales calls
- ☐ TCPA (Telephone Consumer Protection Act) – Follow guidelines for outbound calling, text messaging, and customer consent
- ☐ Club-Specific Communication Policies – Adhere to standards outlined in the Membership Department Manual
- ☐ Manager and employee must review legal and communication practices at the end of the Membership Manual, including the National Do Not Call Registry and TCPA compliance laws.

Manager Signature: _____

Coordinator Signature: _____

2. The Sales Process

The 8 Steps of Membership Sales:

1. Prospecting
2. First Impressions
3. Needs Analysis
4. Tour
5. Membership Presentation
6. Overcoming Objections
7. Friends Motivate Friends
8. Lead Management

Prospecting

Ready to grow your membership game? It all starts with prospecting, and we've got the tools to help you connect with future members like a boss.

In membership sales, you're always doing one of the 3 P's: 🔥 Practicing – level up your skills 📊

Prospecting – build your lead list 🎯 Presenting – seal the deal

Presenting closes the sale, but none of it happens without strong prospecting first.

Here's how to boost your lead base:

1. 💬 Referrals – because Friends Motivate Friends
2. 📋 Guest registers – check those logs
3. 👤 Your personal network – family, friends, social media shout-outs
4. 💬 Past members – reconnect and re-engage

Every day, you'll tag-team with your sales Manager to pick lead sources and dive in. 📞 Full-time coordinators: Make at least 30 calls a day and book 2+ appointments ⌚ Part-time coordinators: Set your daily goals with your manager.

Vouchers vs Guest Pass

 **Guest Passes** Think of this as a backstage pass for future members! These guests have already met with the Membership Team and are now sampling club life before they commit. It's like test-driving a lifestyle upgrade.

 **Vouchers** These are your first timers who haven't explored membership options yet. Before they dive in, we give them the grand tour, explain what their access includes, and share how they can go from curious to committed.

2. ✨ First Impressions: Your Time to Shine!

At The Alaska Club, every guest interaction starts with YOU—and the first impression you make is everything! You’ve got one shot to show them that this place is where their fitness journey begins. As the face of the company, your meet-and-greet skills set the tone. Before stepping out of the office, make sure you’ve got your MVP toolkit:

◆ Be ready—mentally, physically, professionally 😊 Smile—it’s your secret superpower 🦹
Confidence—because they trust experts 🖋️ Pen and profile—you’re here to guide, not guess.

You’re not just saying hello—you’re setting the vibe for the entire club experience.

The Warm Welcome Script

Start off every interaction with confidence, kindness, and a dash of charm. Here’s how to make an unforgettable first impression:

Step 1: Meet & Greet “Hi there! Welcome to The Alaska Club—I’m [Your Name], a membership coordinator here at the [Club Name] location. What’s your name?” “Awesome to meet you, [Guest Name]! What brought you in today?” “Great! I’d love to help with that.

Step 2: Let’s first get you checked in on our digital guest register, ask for ID.

Step 3: Light Prequalifying Chat: “Have you visited any of our Alaska Club locations before?” → If yes: “Nice! When was that? What did you check out last time?” “Have you ever been a member with us?”

☀️ Pro Tip: Always greet your guest with a smile and their name written on your profile sheet like a true pro. Their time matters just as much as yours, make sure they feel it from the moment you say hello.

Brief Overview

- “What I will do first is, get to know you a little bit better, find out what your health and fitness goals are and what areas of the club are important to you. Then I’ll give you a tour of the club, show you what we have to offer and if you like what you see we will go over options afterwards. Come with me.” (take guests to a comfortable seating area)
- *Then roll right into Membership Profile.*

Step 3: Needs Analysis — The VIP Chat

This part is where your inner detective shines—minus the trench coat. The needs analysis is your moment to uncover what guests *really* want and how we can help them achieve their goals. Done right, it not only sets you up to handle objections like a pro, but it shows each person we care about *them*—not just selling a membership.

 Skip the desk vibes! These convos happen outside the sales office. Partner with your Sales Manager to scout out the best spot for relaxed, open chats.

 Know your Membership Profile like your playlist on repeat. This isn't a pop quiz, it's a genuine conversation. The smoother you are with the questions, the more natural and engaging it'll feel for your guest. Those questions? They're designed to dissolve awkwardness, uncover true motivations, and arm you with golden insights for the big membership pitch.

💡 Pro tip: People open up when they feel heard. Be curious, be kind, and let the convo flow; you're not just taking notes, you're building trust.

Membership Profile Questions

Membership Profile

 THE ALASKA CLUB

Name: _____ Phone #: _____

Email: _____ Date: _____

1. If you were to sign up today, what type of membership would work best for you?

Individual

Couple

Family - How old are your children? _____

3. Are you currently exercising?

Y

N

a. If yes: What activities are you currently doing? _____

b. If no: What's the impact of not exercising regularly for you? (examples: loss of energy, gained weight, etc) _____

4. What areas of the club are you most interested in? _____

5. How long have you been thinking about starting/changing your fitness routine? _____

6. These are the most common goals that we hear from our members, what are you looking to accomplish with your fitness plan? (Let the guest circle all that apply)

Look Better

Feel Better

Increase Energy

Improve Heart Health

Firm & Tone

Sleep Better

Increase Strength

Lower Blood Pressure

Gain Weight

Lose Weight

Improve Flexibility

Improve Performance

Make Friends

Manage Stress

Increase Lean Muscle

Reduce Stress/Anxiety

7. What is your #1 goal? (Get the specifics and talk about their Fitness Consultation)

8. Do you have a timeline to accomplish your #1 goal? (examples: upcoming vacation, wedding, other special event, etc) _____

Notes:

December 2020 Edition

Tour Questions:

1. What recreational activities do you plan on incorporating into your complete exercise program, for example: will you be doing any biking, hiking, or swimming during the nice weather months?
2. How many days a week are you willing to invest at least half an hour towards your goals?
3. Tell me about your plan of action? What does a typical routine look like for you?
4. What was missing from your last club?
5. Where do you work? (Guest might qualify for a corporate wellness offer.)

Making Meaningful Connections

Rapport is where the magic happens—it's your human-to-human moment with a guest. Before the tour, before the pitch, it all starts here. This is how you earn trust and uncover what truly matters to everyone.

 Start with Common Ground. Use the needs analysis as your GPS but let the conversation wander a bit! Ask open-ended questions and let the guest lead the dialogue. You're here to learn about *them*, so keep things friendly, upbeat, and curious.

 Talk Less, Listen More Aim to speak just 30% of the time. The more your guest talks, the more you'll discover. Be all ears—and maybe a little heart too.

 Light & Polite Make it feel natural. Chat like you would with a neighbor, not like you're checking boxes. Keep things relaxed and relatable, and don't forget to smile (it goes a long way!).

 Quick Tip: Rapport isn't about being smooth—it's about being genuine. If your guest feels safe and seen, they'll open up. and when they do, you've just unlocked the door to their goals.

Step 4: The Tour — Turn Curiosity into Connection

The tour is where the magic comes to life—your chance to transform “just browsing” into “I could see myself here!” The needs analysis warmed things up, but now the real connection begins. The more energy and personalization you bring to the floor, the smoother your membership presentation will be.

 Every guest deserves a personal highlight reel:

- Find shared interests—are they into lifting, swimming, group classes, or chasing toddlers around the gym? If you can relate, say so!
- Don't just talk—move with them. Hop on a treadmill, shoot a hoop, and pass a ball to their kid. Let them experience the club with you.

- Put each guest on at least three different pieces of equipment. That firsthand feeling builds excitement.

👏 Help guests see themselves here. Smile at members who wave, offer a warm intro to nearby staff, and create moments that feel genuine and welcoming.

💡 While you're chatting, listen closely. You'll catch hints of doubts or concerns and can gently address them before the formal pitch even starts.

🧠 Tour Tips:

- Use answers from the needs analysis like breadcrumbs to guide the conversation.
- Sprinkle in Feature–Benefit–Feedback (FBFs) and Value Propositions (VPs) throughout. → *Aim for at least three per tour* to build excitement and show why The Alaska Club isn't just a gym—it's their future community.

Feature, Benefit, Feedback vs. Value Proposition

Feature, Benefit, Feedback: Explaining to the guest the attribute or aspect of something, the benefit of that specific machine or workout and how that applies directly to their fitness goals and finishing with a question such as “Do you see how this workout will get you ready for your vacation in 3 months?”

An example of Feature, Benefit, Feedback would be:

- Feature - The true stretch cage
- Benefit - Revolutionary concept that uses the natural approach to flexibility training
- Feedback - Can you see how this can make stretching easier?

Value proposition: Explaining to the guest the attribute or aspect of something, the benefit of that specific machine or working out, and then continue with your tour. Do not ask the guest for feedback because you do not know if the guest is interested in tanning. You don't want the guest to say, “Oh no, I don't see myself using the beds, I hate tanning.”

Scripts for Different Areas of the Club

Pool/Locker Room Area ▪ “You said the pool's a must—so let me show you your new favorite hangout!” ▪ “Here's our pool and family hot tub. It's spotless, cleaned daily, and heated to the perfect cozy temp—between 82–84°F! There's lap lanes and splash zones, so there's something for everyone.” ▪ “Check out our underwater obstacle course—yes, adults can race too! A fun way to mix cardio and family time. Picture yourself using this for a change of pace in your weekly workout.” ▪ “Our locker rooms? Total spa vibes. Steam room, sauna, and hot tub included. Want the whole family to join in? Head to the hot tub next to the pool—it's ready for splashy bonding!”

Tennis Viewing and Playing Area (East Only) ▪ “Here’s one of our coolest perks: indoor tennis courts! We’ve got four, and they’re perfect for shaking off those winter blues.” ▪ “This is my go-to warm-up zone—stretch, get your heart rate up, and catch some live ESPN. It’s the ultimate pre-workout escape.” ▪ “Come check out our stretching stations—I’ll demo a few and you can hop in!” ▪ “Feels great, right? Now imagine starting every workout with that kind of flexibility boost!”

Family Weight Room ▪ “This one is for the whole crew! Our family weight room has everything you need for a balanced workout—and yes, your kids can join in!” ▪ (Show off a few cardio machines in back and guide them through a couple family-friendly options.)

Cardio Theater ▪ “You mentioned treadmills and bikes—this is our Cardio Theater! The machines stream Netflix, Spotify, and even live TV.” ▪ “Let’s fire one up—just tap the screen and we’re off! See that ‘apps’ icon? Tap it and pick your show. Imagine getting wrapped up in your favorite series while logging those miles!” ▪ “Now, for a little adventure—try the resistance treadmill. It’s like pushing a shopping cart through Alaskan snow. You ready?” ▪ “3, 2, 1... PUSH! We’re prepping for that pre-Thanksgiving Costco parking lot workout.” ▪ “Pretty cool, right?”

If hesitant, hop on first and show how it works. Pro tip: create a Preva profile so your demo feels legit and polished.

Functional Fitness Area ▪ “Battle ropes”? TRX? Welcome to our Functional Fitness Area—let’s play!” ▪ “Let’s go: 10 seconds of battle rope fury... and BIG WAVES! You crushed it—high five!” ▪ “Ready to row? TRX time. I’ll show you the move, and then it’s your turn. Feel that burn? That’s progress!” ▪ “Mixing this into your routine adds the variety your body loves. This spot is a personal trainer’s dream—so many ways to get results.”

Group Fitness Studio ▪ “Here’s our group fitness studio. We offer classes for all levels—so yes, there’s something for everyone.” ▪ “Studio not in use? It’s all yours! Let’s peek into the equipment room. Anything catch your eye?” ▪ “And right outside, check the digital schedule—super easy to spot what’s coming up. And if you’re like me and forget the schedule instantly, the TAC app has you covered.” ▪ “Could you see yourself jumping into one of these classes or customizing your own work out here?”

Gym (Basketball) ▪ “You shoot? We’ve got the court! Play solo, battle your buddy in HORSE, or just vibe with a few free throws.” ▪ “Can you imagine swinging by here midweek and getting some shots up?”

Racquetball/Handball Courts ▪ “This area is all about fast-paced fun! Bring the crew, borrow racquets and goggles at the front desk, and let the games begin.” ▪ “Lounge area included—perfect for post-match chill time!”

30 Minute Circuit ▪ “Don’t have an hour? No problem! This 30-minute circuit takes you through a full-body workout, start to finish.” ▪ “It’s perfect for learning new machines and building a balanced routine.” ▪ “Anything here you’ve used before? What’s your go-to machine?” ▪ “Can you see how this setup makes planning your workouts a breeze?”

Weight Room ▪ “This is your strength zone—tons of machines to help build power and stability.” ▪ “Not sure how something works? Our certified trainers have your back and will get you lifting like a pro.” ▪ “Could this be the room that gets you to your next fitness goal?”

Play Center ▪ “You said bringing your kids is key—our play center is their mini paradise! Slides, ball pits, awesome counselors—it’s kid-approved.” ▪ “You work out, they burn off energy. By the time you pick them up, they’re pre-napped and happy!” ▪ “Visits are up to 2 hours, so enjoy your workout, maybe steam, maybe spa—it’s YOU time.” ▪ “And yes, safety first: every attendant has a background check and is CPR and first-aid certified.”

Spa Area ▪ “Time for spa vibes! UV tanning, spray tanning, massages, hydromassage chairs—you name it, we’ve got it.” ▪ “Check out these tanning beds—stand-up and lay-down. Perfect for warming up before a workout or soaking up sunshine when Alaska isn’t delivering.” ▪ “Hydromassage is my favorite water pressure massage with music, games, and total relaxation. It’s a recovery tool that feels like a treat!”

Transition to the Membership Office

- “Did we have everything you were looking for?” or “Was there anything you were looking for that we didn’t get to during the tour?”

6. Membership Presentation

After completion of the tour, you should have a good understanding of which membership option would work best for your guest (Month-to-Month, Annual plan, Gold, etc.)

- “Alright _____, let me go ahead and show you the two packages that we have available for you today.”
- *Complete brief overview of options with our trifold prior to showing membership options on iPad.*
 - “On the left side is our Individual plan and on the right side you will see our Family plan.
 - Both options come with an enrollment fee and your fitness consultation.
- Ask for the sale, which of these two options works best for you today?
- “That’s a great choice!”
- **Give them one drop**
 - “_____, what I’m going to do for you today is waive your enrollment fee down to _____ to help you get started.”
- *Ask them to start filling out their digital application form.*
- “_____, Welcome to the club! I just need you to give me some information from name to email address.”

Membership Trifold



The Alaska Club Camps offer fun for kids ages 5-12, allowing them to explore, play and grow all year long. Each camp focuses on a specific theme designed to expand their imagination and creative nature. Each day features a variety of hands-on, age-appropriate activities where everyone has the opportunity to experience sports, arts and crafts, outdoor activities, and daily swimming. Offered at our East, Eagle River, South, and Fairbanks South locations during winter, spring, and summer school breaks.

YOUTH PROGRAMS



HANDBALL TENNIS KARATE



KIDS FLY FREE WITH THE ALASKA CLUB!

The Alaska Club and Fly Trampoline Park have partnered to offer the ultimate family experience!

Family Memberships at The Alaska Club now include free daily access to Fly Trampoline Parks. 3 locations to choose from - Anchorage, Wasilla, and Fairbanks!



Find details and registration information for The Alaska Club Youth Programs



Starfish Academy offers swim lessons for all ages in Anchorage, Wasilla, Eagle River, & Fairbanks. Group, semi-private, and private lessons are available.

The prerequisite for each level is the successful demonstration of skills from the preceding level, except for Learn to Swim Level 1, which has no prerequisites.



Scan for more information, questions or to register for swim lessons



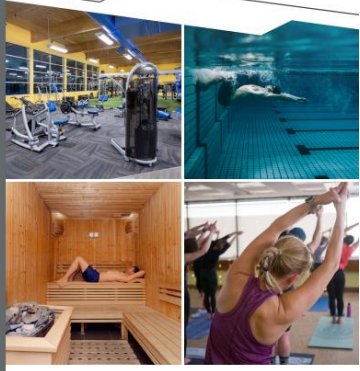
MORE FUN FOR THE WHOLE FAMILY!



PLAY, SLIDE, & SPLASH AT SOUTH ANCHORAGE'S NEW SPLASH PARK!
Splash parks also located at The Alaska Club Eagle River & The Alaska Club Wasilla.



WELCOME TO THE ALASKA CLUB



The Alaska Club has a variety of programs, amenities, and most importantly, a caring staff to help you meet your health and fitness needs.

The benefits of adding exercise to your regular routine include stress reduction, greater focus, mobility, and overall health and well-being.

- Strength Training
- Cardio Equipment
- Group Fitness Classes
- Personal Training
- Studio Hot Yoga
- Basketball Courts
- Turf Areas
- Pools
- Racquet Sports
- Steam & Sauna
- Spa Services
- Childcare

THE WAY fitness SHOULD BE

South Central



- 1 West 264-2720
1400 West Northern Lights Blvd.
- 2 East 237-9550
5201 East Tudor Road
- 3 Club for Women 264-2700
1400 West Northern Lights Blvd.
- 4 Studio Unstarred
3841 West Diamond Blvd.
- 5 Jewel Lake
3841 West Diamond Blvd.
Unstarred 24-hour access
- 6 South 344-8667
11001 O'Malley Centre Drive
- 7 The Summit 365-7200
11001 O'Malley Centre Drive

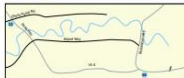


- 8 Eagle River 694-6677
Valley River Center
12001 Business Blvd.



- 9 Wasilla 376-3300
Concise Plaza
1720 East Parks Highway

Fairbanks



- 10 South 452-6801
747 Old Richardson Hwy
- 11 West 575 Riverside Way Unit 3
Unstarred 24-hour access

Juneau



- 12 Valley 799-2181
2841 Riverside Dr
- 13 Downtown 586-5773
641 W. Willoughby Ave
Suite 210

READY, SET, GO!

You've invested in your health by joining The Alaska Club. Let one of our personal trainers help you reach your fitness & wellness goals with a fitness consultation, a personalized plan based on your unique needs and abilities.

HERE'S WHAT YOU CAN LOOK FORWARD TO:

- WORKOUT TIPS**
with your goals and needs in mind
- CONFIDENCE**
to maximize your time at the gym
- CONTACT**
to touch base and track your progress

HERE'S WHAT TO EXPECT:



A discussion to identify your health & fitness goals.



Analysis of your starting statistics including weight & posture.



A run through fundamental exercises focusing on flexibility, and mobility to assess how you move.



An actionable workout plan designed for you.

READY TO GET STARTED?

Scan the QR code to schedule your fitness consultation today!



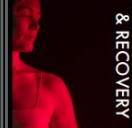
ELEVATE YOUR MEMBERSHIP WITH MEMBERSHIP PLUS

SKINCARE



- HYDRAFACIAL**
-\$59 for 30-minute treatment
- LIV & SPRAY TANNING**
(with moisturizing add on optional)
- 1 free session daily

WELLNESS & RECOVERY



- MASSAGE**
-\$35 for 35 minutes
- CRYOTHERAPY LOUNGE CHAIRS**
- 1 free session daily
- SALT & RED-LIGHT THERAPY**
- 4 free sessions per month
- HYDROMASSAGE CHAIRS**
- 1 free session daily

FAMILY & FRIENDS



- CHILDCARE**
- 1 free visit daily for up to 2 children (2 hours per visit)
- GUEST PASSES**
- 2 free passes monthly



PERKS

- TRAVEL & ENTERTAINMENT**
VIP instant access to discounts on hotels, name brand merch, event tickets, gift cards, and more!
- PRO-SHOP** - 10% off regular price
- BLU-RAY RENTAL DISCOUNT**
- 1 daily (late fees not included)



Join Membership Plus today and embark on a journey of ultimate wellness and luxury.



Step 6: Overcoming Objections — Like a Pro!

Objections aren't roadblocks—they're just speed bumps on the way to success! Stay cool, stay confident, and know that hearing "I'm not sure..." is totally normal. Your job? Serve up the info that clears it all up and keeps the convo rolling.

 Hear an objection? Log it down like a champ and practice your comeback! ✨ The more you prep, the more you'll shine when that curveball comes flying.

And hey—don't go it alone. Grab your team, throw some ideas around, and get creative. Because nothing beats a good brainstorm and a killer response!

Steps to overcoming objections:

- Pause
- Empathize with guest
- Question it nicely
- Isolate the objection
- Find a solution - examples:
 - Refer to their fitness goal and tie it back into the membership to build more value
 - Budget close
 - Promo drop
 - Convenience close
 - Saving gas and time
 - Saving by combining the Anchorage Yoga membership and competition's membership into one all-inclusive membership.
 - Money Back Guarantee
- Reclose
 - Place your iPad in front of the guest and ask for the sale again.
 - Sell yourself on your product and present with confidence
- TO – Take Over: Introduce all guests to your sales Manager when you are unable to overcome the objection.

Top 6 Common Objections & How to Tackle Them

 **1. Money** This usually means they didn't feel the value matched the price—not that they *can't* pay, but that they're unsure if they *want* to. Keep building value until they see the “worth” behind the cost!

 **2. Time** If they say they're too busy, it might mean you didn't tap into the urgency of their goals. People find time for what matters—help them see their health as non-negotiable.

 **3. Spousal** When someone says, “I need to check with my spouse,” dig into what you learned in the needs analysis. Reinforce how their partner supports their wellness journey, and maybe even wants to join in too!

 **4. Commitment** They're unsure about sticking with it? That likely means they haven't imagined when they'd actually use the club. Help them build a routine in their head—and start making it real.

 **5. Shop Around** This one screams “not enough value.” Boost the club's unique features throughout the tour so they leave thinking, “Why would I go anywhere else?”

 **6. Smoke Screen (“I want to think about it”)** Classic stall tactic! Politely dig deeper to uncover what's really holding them back. You'll often discover one of the above objections hiding beneath the fog.

Scripts for Top 6 Objections

Spousal Objection

- “_____, Welcome to the club! I just need you to give me some information here from name to email address. Let me know if you have any questions.”
- Guest: Oh, I'm not ready to enroll today.
- **Pause**
- **Empathize with them and question it nicely:** “Ok, I understand, if you don't mind my asking _____, what's holding you back from getting started today?”
- Guest: I need to ask my wife.
- **Isolate the objection:** “So it's not the product that you are concerned about. It's just making sure that your wife is on board with this, am I right?”
- **Find a solution:** “I completely understand how you feel. I've had many clients that felt the same way. _____, what my clients found was that their spouse was supportive of their health and fitness. We also offer a downgrade and upgrade opportunity once a year at no cost to you. What I would recommend is to get you started on either a family or individual membership, then discuss with your spouse and we can adjust as needed. What I'm going to do to help you get started is discount our first month's membership dues by _____ amount.”
- **Reclose:** To kick off your fitness journey, all I need from you _____ is just some information here, from name to email address.

Money Objection

- “_____, Welcome to the club! I just need you to give me some information here from name to email address. Let me know if you have any questions.”
- Guest: Oh, I'm not ready to enroll today.
- **Pause**
- **Empathize with them and question it nicely:** “Ok, I understand, if you don't mind my asking _____, what's holding you back from getting started today?”
- Guest: I didn't think it was going to be this much money.

- **Isolate the objection:** “So it’s not the product that you are concerned about. It’s just justifying/finding the funds for your membership, am I right?”
- **Find a solution:** “I completely understand why you may feel that way. Please consider these facts with me, the per day investment towards your health is about \$3 dollars per day. That is less than a cup of coffee and what you’re considering here is much healthier than a cup of coffee. So, what I'm going to do to help you get started is discount our first month’s membership dues by _____ amount.”
- **Reclose:** “So what I need from you _____ is just some information here from name to email address.”

Time Objection

- “_____, Welcome to the club! I just need you to give me some information here from name to email address. Let me know if you have any questions.”
- Guest: Oh, I’m not ready to enroll today.
- **Pause**
- **Empathize with them and question it nicely:** “Ok, I understand, if you don't mind my asking _____, what’s holding you back from getting started today?”
- Guest: I don’t know if I'll have time to use the gym.
- **Isolate the objection:** “So it's not the product that you are concerned about. It’s just finding time for you to use the gym, am I right?”
- Guest: Yeah, the gym is awesome. it has more than I thought.
- **Find a solution:** “I completely understand _____. I also understand that your fitness goals are very important. We have multiple 24-hour clubs in the state, and it will only take 30-60 minutes a day to change your life. By just doing 3 workouts each week you will be able to make these goals a reality! By implementing a constantly changing routine that is fun you can achieve these goals with efficient and effective fitness routines. Remember using the TRX and the battle ropes and you saw all of those other toys available for you. What I'm going to do to help you get started is discount our first month’s membership dues by _____ amount.”
- **Reclose:** “So what I need from you _____ is just some information here from name to email address.”

Commitment Objection

- “_____, Welcome to the club! I just need you to give me some information here from name to email address. Let me know if you have any questions.”
- Guest: Oh, I’m not ready to enroll today.
- **Pause**
- **Empathize with them and question it nicely:** “Ok, I understand, if you don't mind my asking _____, what’s holding you back from getting started today?”

- Guest: I'm not ready to commit today.
 - Sub reason: "I just came in today, to use that pass you called me about."
 - OR "I just wanted to try it out today, I'm still checking out gyms around town."
- **Isolate the objection:** "So it's not the product that you are concerned about. It's deciding if committing to your health and fitness is the best idea for you today?"
- Guest: Yeah, the gym is awesome. I just didn't intend to sign anything today.
- **Find a solution:** "I can understand how you may feel that way, _____. I also understand that your fitness goals are very important, and I really want to help you get on that path towards achieving your goals. (reference their specific goals) _____, you've been thinking about getting on the path towards achieving these goals for _____ long already and imagine how close you'd be to achieving your fitness goals had you joined _____ years ago (or _____ months ago). Remember using the TRX and the battle ropes, and you saw all of those other toys available for you that will help you create a fun, dynamic routine that you can change up regularly so you can achieve your fitness goals. What I'm going to do to help you get started is discount our first month's membership dues by _____ amount."
- **Reclose:** "So what I need from you _____ is just some information here from name to email address."

Shopping Around & "I Need to Think about It" Objection

- "_____, Welcome to the club! I just need you to give me some information here from name to email address. Let me know if you have any questions."
- Guest: Oh, I'm not ready to enroll today.
- **Pause**
- **Empathize with them and question it nicely:** "Ok, I understand, if you don't mind my asking _____, what's holding you back from getting started today?"
- Guest: I'm not ready to commit today, I'm still checking out all of the gyms around town.
- **Isolate the objection:** "So it's not the product that you are concerned about. It's deciding if committing to your health and fitness is the best idea for you today?"
- Guest: Yeah, the gym is awesome, I just hadn't intended on signing anything today. I wanted to see all the gyms around town.
- **Find a solution:** "I can understand how you may feel that way _____. I also understand that your fitness goals are very important, and I really want to help you get on that path towards achieving your goals. (reference their specific goals) Is there something you are looking for that you did not see on the tour?"
- _____, you've been thinking about getting on the path towards achieving these goals for _____ long already and imagine how close you'd be to achieving your fitness goals had you joined _____ years ago (or _____ months ago). What I'm going to do to help you get started is discount our first month's membership dues by _____ amount."
- **Reclose:** "So what I need from you _____ is just some information here from name to email address."

7. Friends Motivate Friends

During the tour, let your guests know about the Friends Motivate Friends program. “While I am showing you around, think of anyone you want to give a 7-day pass to.”

After you complete your new member enrollment, the final onboarding step is to go over another benefit with the new member. The Friends Motivate Friends allows new members to invite any friends or family into the club for a free 7-day guest pass.

New member benefits include:

- \$75 credit for each new member that signs up within 60 days of being referred.
- A free 55-minute massage for providing 20 referrals.

The purpose of the program is to generate new opportunities to expand your network of leads. These are steps you must make sure you complete:

- Write member name at top of sheet
- One-time opportunity (urgency)
- Take your time (don’t rush member)

Welcome to The Alaska Club

*Refer all of your friends and family for a **FREE 7-day pass!***

New Member

First name*

Last name*

Home club*

TAC Employee*

Referral

Friend's First Name*

Friend's Last Name*

Friend's Phone Number*

Submit

If any of your referrals decide to join The Alaska Club within the first 60 days of your membership, you will receive \$75 toward your future membership dues.
Referral credit will be applied to your account only after your referral has been a member for 30 days.

Script:

- “I have another great benefit to go over with you. Remember the benefit I told you about on the tour where you can gift 7-day passes to your family or friends?”
- “Awesome! go ahead and please pull that out for me. Now _____, this is our Friends Motivate Friends program. It’s a one-time opportunity for you to invite any of your friends and family into the club to receive a free 7-day guest pass.”
- “Do you have your phone with you?”
- “Go ahead and take your time looking through your contacts and type anyone you feel would benefit from this free 7-day guest pass.”
- “While you do that _____, let me go ahead and process today’s payment. I’ll be right back. Take your time, no rush.”
- *When you come back, your script will continue as follows:*
- “Hey _____, I noticed you put _____ names down. I totally forgot to mention that for anyone that you refer to The Alaska Club that ends up joining the club within 45 days of today you will receive a \$75 credit on your account. Please take a few more moments and see if you can think of anyone else, I don’t want you to miss out on this benefit since this is a onetime opportunity.”
- I’ll be doing you a disservice if I didn’t let you know if you get 20 total, we can load a 55-minute message to your account! Again, are you sure you don’t have anybody else that could use a free 7-day pass?”
- *Last step if they don’t provide any referrals.*
- “I totally understand if you can’t think of anyone that can’t take advantage of this one-time benefit. You do have the opportunity to invite any friends or family members for a guess pass through the app after today.

Common Objections

These are the most common objections that you will hear from members as to why they don’t want to give you referrals:

- Member: “All my friends are already members.”
 - MC: Really, what are their names? I can double check. I don’t want them to miss out on this amazing opportunity.
- Member: “I don’t want you to give my name out.” or “I don’t want to give out my friends’ phone numbers.”
 - MC: Sure, I totally understand I’ll make it so you’re completely anonymous.
- Member: “I can’t think of anyone.”
 - MC: Are you sure? Please go ahead and look through your phone again. This is a one-time opportunity that I really don’t want you to miss out on.
- Member: “Can I take it home?”
 - MC: No this is a one-time opportunity, and I must send it in with your membership paperwork.
- Member: “I really only have 2 minutes; I have to go.”

- MC: Ok, no problem. I'll ask my manager to honor this offer for an extra day and call you tomorrow.
- Member: "All my friends workout at another club."
 - MC: No problem, this does not disqualify them from receiving a free 7-day pass to our clubs.
- Member: "My friends don't really workout."
 - MC: I totally understand. Just so you know, with this week pass you would be giving your friends access to everything that you would be getting, including the sauna, steam room, hot tub and so on! Even if your friends don't work out, I know they will enjoy those things.

Step 8: Lead Management — Keep That Connection Alive!

So, your guest didn't enroll today? No sweat! Your job now is to keep the vibe warm and keep the door open. Let the club work its magic, while you give them the tools, they need to see it for themselves.

Before they leave, make sure you've got:

-  Full name & phone number
-  3- or 7-day VIP pass issued
-  Your business card in their hand

Now the follow-up game begins, use your customized VFP track for follow-ups!

 Follow-up Timeline:

- Day 1–3: Quick call + voicemail + friendly text
- Day 5–7: Another touch base
- Final check-in
- Keep your overdue calls empty.

Help them stay excited by scheduling that first workout right away; people who book something are *way* more likely to return.

Avoid These Pitfalls:  Forgetting contact info  Missing your follow-up window  Skipping the pass or schedule  Not booking their first visit  Forgetting to remind them about it

💡 Manager tip: Reach out the next day to any unsold guest with a quality assurance call. It shows care, builds trust, and keeps the conversation moving forward.

3. Supplemental Sales Tools

Fitness Consultation – Let’s Get Personal

Script “A fitness consultation is your launchpad. You’ll chat about your goals, build a custom roadmap for success, and step onto the workout floor to explore everything The Alaska Club has to offer.”

Tour Turnover with a Fitness Consultant

If you spot a fitness consultant nearby, snag the moment! Let them step in and chat with your guests about how the consultation helps shape a personalized game plan. Meeting face-to-face adds a powerful dose of accountability—when someone shakes hands with a coach, they’re way more likely to show up for their session and stick with it.

Why the Fitness Consultation Matters

Our fitness consultants do more than just show you how the equipment works—they help you build a plan that sticks! Studies show that over 90% of people drop off their health journey without a clear game plan. This consultation sets up a roadmap to success and gives you the motivation you need to achieve your goals from day one.

Scheduling the Consultation

1. Access your club’s Fitness Consultation schedule.
2. Ask members what days of the week work better to book consultation rather than asking what their schedule looks like (assume the appointment).
3. Give the member accountability as well as a reminder to show up to their fitness consultation by writing the date and time of their consultation on the back of their new member temporary card.

Outbound Call Communication Standards

Before initiating any sales dialogue during an outbound call, the following must be clearly and promptly communicated:

- Caller Identification: Introduce yourself by name and clearly state that you are calling on behalf of The Alaska Club (TAC).
- Business Contact Information: Provide the business phone number in a clear and transparent manner. The number must not incur charges beyond standard local or long-distance rates.
- Call Purpose Disclosure: Clearly state the reason for the call. If the purpose is promotional or sales-related, this must be disclosed upfront.
- Service Description: Offer a concise explanation of the products or services being discussed.

Examples of outbound calls:

Please work with your manager on specific scripting.

Past Member Outreach Script – Fitness Friendly & Inspiring

- “Hi, this is [Your Name] calling from The Alaska Club—is [Guest Name] available?”
- “How’s your day going so far?”
- “I’m reaching out to invite you back as one of our valued former members with a *FREE* 1-week VIP guest pass! It’s a great way to revisit the club and experience some exciting new upgrades we’ve made.”
- “Are you currently doing anything to stay active or work toward your fitness goals?”
- “When was the last time you came into the club?”
- “You might be surprised—we’ve added some awesome features like [New Amenity], [Upgraded Equipment], and [Popular Class]. I’d love to help you rediscover it!”
- “Would today or tomorrow work best for you to swing by and activate your pass?”
- “I’ve got availability at [Time A] and [Time B]—which one works better for you?”
- “Perfect, I’ve got you scheduled for [Day & Time] at our [Club Location]. Just stop by the front desk with your guest pass and photo ID.”
- “I’m really looking forward to seeing you! I book by appointment, so if something comes up, please give me a quick call.”

FMF Member Referral Call Script – Fun, Friendly & Goal-Focused

- “Hi! This is [Your Name] calling from The Alaska Club, is [Guest Name] available?”
- “Hey there! How’s your day going?”
- “I’m reaching out because your friend just joined The Alaska Club and gave you a shout-out! We’d love to offer you a *FREE* VIP one-week guest pass to come check out the club and explore everything we’ve got going on.”
- “Have you ever been in to visit us before?”
- “Awesome! So let me ask—are you currently working on any health or fitness goals?”
- “Here at The Alaska Club, we’ve got tons of amazing amenities and programs to support your journey, from [insert cool amenities or recent upgrades] to [another feature they’d love]. You’ve got options!”
- “Would today or tomorrow be better for you to swing by and activate your pass?”
- “I’ve got availability at [Time A] and [Time B]—what works best?”
- “Perfect! You’re all set for [Day & Time] at our [Club Location]. When you arrive, just check in at the front desk with your pass and photo ID.”
- “Looking forward to meeting you! Since I work by appointment, if anything comes up, feel free to give me a quick call.”

Lead Box Outreach Script – Energetic & Inspiring

- “Hi, this is [Your Name] calling from The Alaska Club—is [Guest Name] available?”
- “Hey there! How’s your day going?”
- “I’m reaching out because your name was selected from our [event/corporate box/giveaway] for a *FREE* 3-day VIP pass to experience The Alaska Club firsthand!”
- “Have you ever stepped inside one of our clubs before?”
- “Awesome, let me ask, are you currently working on any health or fitness goals?”
- “Perfect timing then! We’ve got everything from [group fitness classes, updated equipment, spa amenities, pools, etc.] to help you hit your goals and have fun while doing it!”
- “Would today or tomorrow be better for you to stop by and activate your guest pass?”
- “I’ve got times open at [Time A] and [Time B]—what works best?”
- “Great! I’ve got you set for [Day & Time] at our [Club Location]. Just bring your guest pass and photo ID and check in at the front desk when you arrive.”
- “I’m really looking forward to meeting you! I book by appointment, so if anything changes, just give me a quick call.”

Web Lead Scripts

- “Hi! This is _____ from The Alaska Club. Is _____ available? Great, I’m reaching out because you recently requested some information and a guest voucher to visit The Alaska Club!”
- “I was wondering, have you ever been inside The Alaska Club before?”
- “What are you currently doing for health and fitness?”
- “What kind of activities are you interested in?”
- “That’s great because here at The Alaska Club we have _____.”
- “What hours will you be using the club, morning afternoon or evening?”
- “I have times available at _____ or _____ which is best for you? (*Give times such as 5:15 or 5:30 to portray short appointments. Not “5PM or 6PM” because some people will assume it’s a 1-hour appointment*)
- Admin/Wrap Up:
 - “I’m excited to show you _____ (*reference something they are interested in*) and I’m here at the _____ location.
 - “When you get to the club, check in at the front desk, let them know that you have an appointment with membership”.
 - “Great! So, I have you down for this _____ at _____.
 - “What I’m going to do next is send you a quick text to confirm our appointment (date and time) as well as my contact info. I look forward to meeting you then!”

Leaving a Message

- “Hi, this message is for _____. My name is _____ and I'm reaching out to get you started on your health & fitness journey here at The Alaska Club. We would love to have you as our guest to experience our amenities and facilities. Give me a call back to schedule your free visit. I can be reached at _____ and again my name is _____. Thanks for your time and have a great day!”

Community Events – Your Stage to Shine!

Events are one of the most powerful ways to spark new memberships and create connections that may never happen inside the club walls. Every interaction matters—and with the right prep and energy, you'll leave an unforgettable impression.

Step 1: Set Up Like a Pro

Before the event begins, make sure your booth is eye-catching and inviting.

- Pick up the marketing bin from the West location's Marketing Department
- The assigned event opener should notify their sales Manager once materials are retrieved.
- Your kit includes flyers, tablecloth, foam-core signage, giveaways, and more—make your table pop!
- Take a picture of the complete booth setup and send it over to Regional Directors and Managers.

Step 2: Attitude is Everything

You bring the energy that draws people in.

- Greet everyone with a smile and positive attitude
- Love coffee? Bring some to kick off the day
- Love people? Strike up lighthearted conversation with nearby booths—they're often regulars and full of good vibes
- Build relationships with fellow vendors and your TAC event team—it makes future events even better

Step 3: Connect & Engage

It's time to invite guests in and start conversations that count.

- Make eye contact, smile warmly, and use confident, friendly scripts like:
 - “Enter to win a FREE [Prize]!”
- Speak to individuals directly, not the crowd. Your approach should feel personal, not pushy.

Once they show interest:

- Introduce yourself, share club highlights—childcare, pools, group fitness, 24/7 access, you name it
- Ask about their fitness interests and get genuinely excited. Show them how *we're* leaders in those areas
- Recap the promotion, then seamlessly transition to the membership application:
 - “To lock in this exclusive offer, just fill out your name through your email address.”
 - Ask if they're joining solo or with family
 - Help them choose their preferred location

- Review pricing confidently: “After your 30-day free trial, your monthly dues will be just \$_____.”

Community events aren’t just sales opportunities, they’re moments to inspire, connect, and build lifelong relationships. Own the moment, represent the brand, and most importantly—have fun!

4. Systems & Processes Overview

A strong, successful club starts with consistent daily habits. These essential tasks ensure your space stays clean, organized, and guest-ready, and that your membership team is set up for success.



Opening Shift Checklist

1. Tidy up the office—vacuum, dust, and clear out stray papers
2. Represent the brand! Walk the club and ensure it’s presentable:
 - No trash or towels left out
 - Report major concerns to the Manager on Duty (MOD)
3. Prepare clipboards with fresh membership profiles
4. Review your schedule and call any afternoon & evening appointments before 12 PM



Closing Shift Checklist

1. Remove all trash to designated disposal areas
2. Wipe down desks and organize paperwork
3. Vacuum carpets and tidy the space
4. Ensure daily numbers have been entered into the Sales Report spreadsheet on www.mytacnet.com

ADP

ADP is our payroll system. It is used to clock in and out of your shifts and view your payment statements. Each club has a time-clock computer for you to use. Digital paystubs, yearly tax forms, time off balances, and current timecard are all viewable on the ADP website.

To log into ADP, visit <https://workforcenow.adp.com>.

- “Myself” tab is the main menu
- “Pay” submenu
 - “Personal Accrued Time” shows available and used sick and vacation
 - “Annual Statements” shows yearly W-2
 - “Pay Statements” shows digital paystubs
- “Time and Attendance” submenu
 - “My Timecard” shows daily clock-ins and clock-outs

MyTAC

MyTAC is The Alaska Club's internal company portal where you can find information regarding anything related to your job and employment. Examples of resources you can find on MyTAC include:

- Current TWIWs (main page)
- Employee Handbook
- Business Card Request
- Corporate Membership Agreements

MITEL

MITEL is the phone system used internally and externally at The Alaska Club. You can sign in or out of any phone at the company with this system. It is directly connected to a computer application that allows you to listen to messages, view your phone call history, create a contact list, and contact other employees.

To sign into any phone:

- Hit the "Voicemail" button on the phone
- Press #, follow the prompt to enter your extension, follow the prompt to enter your password
- Once signed into your voicemail, hit 7-3-1. This will log you in. Hang up the phone.

To sign out of any phone:

- Hit the "Voicemail" button on the phone
- Enter your password followed by the #
- Once signed into your voicemail, hit 7-3-2. This will log you out. Hang up the phone.

CSI

CSI is the CRM (Customer Relationship Management) system The Alaska Club uses to manage our existing members, make transactions, and schedule club services. You will most frequently use this system when processing the payment you take at the point of sale for membership.

VPFnext

VPFnext is the CRM system The Alaska Club uses to manage our membership and fitness sales. The purpose of VPFnext is to simplify our guest management system, track our leads appropriately and efficiently, and analyze our sales statistics. VPFnext is the primary tool we use for Pipeline and Process Management; the next section of this manual takes a deeper dive into how we use this program.



5. Administrative Tools & Resources

The Driver — Your Personal Performance Dashboard

“The Driver” is a Microsoft Excel-based tool used by membership teams to track sales activity, guest engagement, and personal performance throughout the month.

Each day has its own tab where Membership Coordinators record key metrics like:

- Memberships sold
- Viable guests engaged
- FMF leads generated
- Appointments booked
- Daily shows and more

These entries automatically feed into two additional worksheets:

- Club Driver – Tracks overall club performance
- Personal Driver – Highlights individual stats and trends

Your sales Manager reviews this data to help set personalized goals, identify strengths and areas for growth, and guide weekly strategy. It’s your built-in coach for growth and results.

Coordinators should:

- Update stats throughout the day
- Finalize entries before clocking out

In this section, we’ll walk through what each metric means and how to use the insights to level up your performance.

Definitions

- **NMUs:** This acronym stands for New Member Units. This is the number of new member sales you made that day. This metric is reserved only for new member sales.
- **Guests:** This metric is reserved for new viable leads that visited the club and could have been a potential sale. Viable guests are considered residents and guests over the age of 18. This does not include anyone who is on a current 7-day or 3-day guest pass and has already spoken with a coordinator about membership options.
- **Appts:** This metric refers to the number of appointments set for that coordinator that day. It does not include any appointments that you booked for a subsequent calendar date. It also does not include walk-ins.
- **Shows:** This is the number of appointments that showed up for a tour, pass, or options. This number also does not include walk-ins; and therefore, does not need to match the number of guests. It helps us to determine how effective our confirmations and call quality are when booking the appointment.
- **FMF:** It stands for Friends Motivate Friends leads. This is the number of leads given to you at the time of the sale.
- **MP:** The amount of Membership Plus trials for the day.

- **FC:** The number of Fitness Consultations scheduled at the point of sale, one new member unit = one fitness consultation.
- **Calls:** The number of calls made in a shift. It does not include calls made to other Alaska Club employees or incoming calls.

Understanding Your Driver – Tracking Progress, Building Success

Each week, your sales Manager will sit down with you to review your performance metrics and provide feedback and personalized action items to help you stay on track toward your monthly goals.

Here's how to read your Driver worksheet:

- **Goal Column:** These are your monthly targets set by your sales Manager.
- **Actuals:** Your current numbers—what you've achieved so far this month.
- **Projections:** Based on your progress, this column shows whether you're on pace to hit your goals.
- **Percentages/Ratios:** This gives you insight into how efficiently you're performing based on your results so far.
- **Manager Review Columns:** These highlight the stats your manager captured during their designated review period.

This breakdown helps you compare where you are to where you need to be, and gives you the clarity to adjust and power forward with confidence.

1		31	Monthly Club Driver Form				
Month:		Name:					
Goal Category	Goal	Actual	Projection	Ratio	Week 1	Week 2	Week3
NMU		0	0.0	0.0			
Guests		0	0.0	0.0			
Closing		#DIV/0!	#DIV/0!	#DIV/0!			
FMF		0	0.0	#DIV/0!			
Appts		0	0.0	0.00			
Shows		0	0.0	#DIV/0!			
Fitness Consultations Booked		0	0.0	#DIV/0!			
MP		0	0.0	#DIV/0!			
Calls		0	0.0	0.0			
Apps Set		0	0.0	#DIV/0!			

When used consistently, the Driver provides a clear, real-time view of your club's performance and helps forecast monthly results. Recording accurate data at the end of each shift equips both you and your sales Manager with the insights needed to adjust, strategize, and drive productivity.

Your Driver plays a key role in your daily check-ins and weekly coaching sessions, serving as your personal scoreboard for growth. Staying on top of your numbers and reporting them correctly isn't just a task—it's essential for your long-term success.

Commission Sheets

Every sale that is made in the membership office is tracked through VFPnext, the Driver, and the club's Commission Sheet. The Commission Sheet is a Microsoft Excel document that is used as a tool to organize each sale that is made and how much commission would be given for that sale. It also has a worksheet for ACH commission and a worksheet for Membership Plus trials commission.

Coordinators are expected to update the Commission Sheet each time they make a sale and ensure all their sales are entered into the Commission Sheet before leaving for the day.

Daily Sales Report Spreadsheet

The closing Membership Coordinator is responsible for entering in the club's production numbers each night. The current metrics needing to be entered on DSR spreadsheet are:

- Total NMU sales
- Total Fitness Consultations Booked
- Total Membership Plus Trials

The link for the online spreadsheet can be found on MyTAC in Membership section.

<http://www.mytacnet.com/membership/index.htm>



Communication – Keeping Everyone Informed & Aligned

Strong communication is the backbone of a successful membership team. The Communications Binder is your central hub for updates, announcements, and essential information that helps you serve guests effectively and stay aligned with what's happening across the network.

This binder includes everything a Membership Coordinator needs to be informed and prepared—from operational updates to community events—and is not limited to membership-specific news. Reviewing it ensures you're aware of any changes that could impact guest experiences or your day-to-day workflow.



Expectations:

- At the start of each shift, all Membership Coordinators must review the binder and initial to confirm they've read the updates.



Typical Information Found:

- Temporary pool closures or facility maintenance
- Construction zones or relocated amenities
- Upcoming TAC-hosted events like Family Fun Night
- Community outreach or off-site events

- Weekly instructions (TWIWs) and membership application examples

Timely communication empowers the team to deliver consistent, high-quality service—helping us stay proactive, avoid surprises, and foster trust with every guest.

6. TWIW

The Alaska Club provides the membership team with various resources to ensure all paperwork is completed properly and that no sales fall through the cracks based on paperwork and/or legal practices.

“The Way it Works” (TWIW)

TWIWs are issued primarily through the marketing department and provide a step-by-step guide to completing new or temporary paperwork or new procedures. TWIWs are used to announce a new monthly offer or any special offers during the month such as Family Fun Night, during times when there are temporary memberships (summer/winter), and when there are additional promotions going on with the community (external event participation, etc.). TWIWs are distributed via email when new offers and events come up, and ongoing TWIWs are posted to MyTAC.

Example TWIW:

“The Way it Works”

July 2025

Date: July 15, 2025
To: Executive Staff, Membership
From: Marketing

General Advertised Offer: July 15-31st
 \$0 Enrollment
 1st month FREE
 2 months FREE wellness and recovery amenities (Membership Plus)
 14-day Satisfaction Guarantee
 Fitness consultation fee required
12-month agreement required / Fee for early cancellation.

Internal Offer 18 Month: July 1-31st
 \$0 enrollment
 1st month FREE
 2 months FREE wellness and recovery amenities (Membership Plus)
 14-day Satisfaction Guarantee
 Fitness consultation fee required
18-month agreement required / Fee for early cancellation.

Unadvertised Offer: July 1-31st
 \$0 Enrollment
 Month to Month/ 60-day written cancellation notice required.
 2 months FREE wellness and recovery amenities (Membership Plus)
 Fitness consultation fee required

General Offer Instructions:

1. Write “**12 Month**” on the offer line
2. Complete all new member paperwork
3. \$0 Enrollment
4. 1st month FREE
5. Starting July 22nd, collect Aug prorated dues.
6. Collect Fitness Consultation Fee.

Internal Offer 18 Month Instructions:

1. Write “**18 month**” on the offer line.
2. Complete all new member paperwork.
3. Collect Fitness Consultation Fee.
4. Starting July 22nd, also collect prorated Aug dues.

7. POS SYSTEM

See MYTAC – Select your market.

Links:

https://www.mytacnet.com/membership/files/NewMemberPaymentPOSInstructions_ANCHORAGE.pdf

https://www.mytacnet.com/membership/files/NewMemberPaymentPOSInstructions_VALLEY.pdf

https://www.mytacnet.com/membership/files/NewMemberPaymentPOSInstructions_FAIRBANKS.pdf

https://www.mytacnet.com/membership/files/NewMemberPaymentPOSInstructions_JUNEAU.pdf

8. Cancellations

Accounting and Cancellation Policies

The Sales Accounting Manual covers all membership types and associated member accounting policies, such as Silver, Gold, Platinum, Temporary, Corporate, and Rehab memberships, various leaves of absences, upgrading and downgrading options, dependent surcharges, city to city transfers, 14 Day Money Back Guarantee specifics, hold commission guidelines, etc.

Familiarize yourself with the Sales Accounting Manual by visiting MyTAC and reviewing the various policies throughout it.

(<http://www.mytacnet.com/membership/files/sales%20accounting%20manualDec13.pdf>)

8. Legal Practices

The Alaska Club (TAC) – Marketing Policies and Procedures

The Alaska Club (TAC) - Do Not Call Policy

This Do Not Call Policy (“Policy”) is available internally at TAC’s document storage. It may also be posted to TAC websites.

TAC does not intend to violate the privacy rights or wishes of any person who does not desire to be contacted through telephonic communication (i.e., calls, text, sms) by TAC or with respect to TAC offers. This Policy is mandatory in all telephonic ad/sales campaigns by TAC.

TAC-Specific Do Not Call (47 U.S.C. § 227)

Consumers may request that TAC cease telephonic communication with them, and be placed on the TAC-specific Do Not Call list (“DNC List”). Although we may ask for additional contact information such as name and address, at the time of the request, we will accept a request even if the consumer declines to provide such information. In order to honor the request, the consumer must provide the telephone number at which they no longer desire to be contacted. A consumer can provide multiple telephone numbers (e.g., home and mobile). Consumers have the right to have telephonic communication stopped and to be put on our DNC List, even if they are still a customer.

DNC List requests may be received in the following ways: written request (i.e., letter, email); through automated opt-out notice (e.g., texting STOP); or orally during sales or marketing telephone calls. ALL DNC LIST REQUESTS ARE HONORED AND THE TELEPHONE NUMBERS IN QUESTION ARE ADDED TO OUR DNC LIST WITHIN SEVEN (7) BUSINESS DAYS. If an oral request is made during a sales or marketing call, the call shall be promptly disconnected. TAC cannot process DNC requests made orally to employees. Please note that in some cases it may take up to thirty (30) business days for a telephone number to be removed from other TAC wide calling lists.

A DNC List request stays on our DNC List for at least five (5) years. If the consumer changes their telephone number or adds additional telephone numbers, the consumer must provide the new telephone number(s) to TAC in order for TAC to prevent calls to that number. TAC will only share the consumer DNC List information on an as needed basis with affiliates and/or related entities who are responsible for telephonic communication services, or otherwise perform such on TAC’s behalf. The TAC provides a real time, updated DNC List to all affiliates and related entities. **Any DNC request is nullified by a subsequent opt-in.**

National Do Not Call

The Federal Trade Commission also offers a free service to consumers allowing them to place their personal phone number(s) on a National Do Not Call Registry. This service is offered and maintained by the federal government, not by TAC. Consumers may add their personal phone numbers to this list

either by calling 888-382-1222 or by going to www.donotcall.gov. TAC scrubs against the National Do Not Call Registry at least once every thirty (30) days.

Training

All employees and agents that engage in telephonic communication on TAC's behalf are trained in this Policy and made aware of these procedures before they are allowed to engage in telephonic communication. Managers, supervisors, or trainers must review this Policy with these employees annually. All new administrative/corporate hires must review this Policy as part of their onboarding process. Re-certification of training occurs on an as needed basis.

The methods and procedures in this Policy are reviewed by TAC's attorneys on a regular basis. As the interpretation of the TCPA changes, so will this Policy.

Requests for Copy of Policy

Any person who requests a copy of this Policy is entitled to receive it as soon as is commercially reasonable. The requestor will be sent a copy, via regular mail. A copy of the Policy together with the stamped envelope addressed to the requestor, should be maintained by TAC whenever possible.

Telephone Communication Marketing

DISCLAIMER

This confidential memorandum contains recommendations regarding Telephonic Communication Advertising as applicable under the Telephone Consumer Protections Act ("TCPA") found at 47 U.S.C. § 227, the Telemarketing Sales Rule ("TSR") found at 16 CFR 310, and Alaska's Unwanted Telephone Solicitation and Telephonic Solicitations Act ("Alaska Act") found at AS 45.50.475 and 45-63-010-100. This memorandum focuses on live voice calls and message advertising (i.e., text and SMS). This memorandum does not address pre-recorded calls, automated messages, or ringless voicemail. It is our understanding that TAC does not engage, and does not intend to engage, in any prerecorded calls, automated messages, or ringless voice messages.

It is impossible to provide any promise or guarantee regarding the results of your adherence to the recommendations in this memorandum. No compliance audit, memorandum or recommendation, no matter how thorough, can guarantee you will be free from investigation, claims, complaints, litigation, liability, etc. arising out of Telephonic Communication advertising as such is an area of risk and a hotbed for litigation. Further, the law regarding electronic forms of marketing is rapidly changing and dynamic. New laws (or changes to existing law), interpretations thereof, opinions, theories of violations, precedent or statutory analyses may develop that have not been considered in the preparation of this memorandum. It shall be your obligation to remain apprised of all developments in the laws that affect your business.

I. GENERAL

- TAC's relationships with its platform vendors are governed by contracts which require compliance with telemarketing laws.
- TAC only generates opt-ins directly through its own online properties and does not utilize or rely on third party generated leads.

- TAC utilizes only live operators for telemarketing calls, it does not utilize pre-recorded calls.
- TAC does not utilize auto-dialing technology to place calls or sent messages.

II. OVERVIEW OF TELEPHONIC COMMUNICATION LAWS

Restrictions on making autodialed calls to cell phones encompass both voice calls and texts. Just as texts are a subset of “calls”, “robotexts” are a subset of “robocalls” or autodialed calls. Simply, telephonic communication laws apply to both voice and message marketing.

The TCPA and the Alaska Act generally prohibit prerecorded calls, texts, and ringless voice message (whether or not using an Automated Telephone Dialing System). The laws also prohibit live voice calls and text messages, which are the subject of this memo (hereinafter “Telephonic Communication”), unless made with the prior express consent of the contacted party. Prior express *written* consent is required for Telephonic Communication that includes or introduces an advertisement.

The TSR and the Alaska Act require telemarketers to make specific disclosures of material information; prohibits misrepresentations; sets limits on the times telemarketers may call consumers; prohibits calls to a consumer who has asked not to be called again; and sets payment restrictions for the sale of certain goods and services. Compliance with the TSR likely ensures compliance with the Alaska Act.

III. WRITTEN CONSENT

Proper written consent must satisfy the following:

- Be in writing;
- Come from the owner of the device;
- Identify the Advertiser (i.e., TAC) and all companies that will have access to the consumer’s phone number;
- Make clear the type of Telephonic Communication the consumer is signing up for (consenting to event updates is not the same as consenting to ads);
- State that standard messaging fees may apply;
- Include how the consumer can opt out at any time;
- Disclose that the consumer is not required to provide consent as a condition of purchasing products or services;
- Indicate a clear and affirmative agreement (i.e., I agree/ consent);
- Obtain the consumer’s signature (either electronically through E-SIGN or handwritten).

Example Opt-In:

By submitting my name and information below, I consent to receive telephone calls and/or text messages that use an automated dialing system and/or a prerecorded messages from The Alaska Club communicating offers and information related to The Alaska Club’s services, products, sales, and promotions, at the telephone number I enter below. I represent that the number I provide is my number. I acknowledge that I am not required to provide consent as a condition of

purchasing products or services. I also understand that standard messaging, data rates, or cellular fees may apply. I understand that if I no longer desire to participate in the program or no longer agree to these terms, I can reply “STOP” to any Mobile Message from TAC in order to opt out. I may Opt-Out at any time, without penalty or charge. More detail regarding this Policy may be found at www.thealaskaclub.com/terms-and-privacy.

Once written consent is given, it cannot be transferred between affiliates or by sale or other contract. Further, all messages must include an interactive "opt-out" mechanism. Even if a customer has provided prior consent, his or her later opt-out request requires the cessation of Telephonic Communication.

IV. OPT-IN PROGRAM

TAC maintains an opt-in program for walk-in guests. The program requires the walk-in to provide a phone number, certify its accuracy, and consent to receive communications. In order to ensure compliance with telemarketing laws, the program should comply with the recommendations in this memo, and include the following:

- For web-based or point of sale portal opt-in, a written opt-in consent that satisfies the requirements set forth herein in Section III, is required.
- The First communication send via text or SMS should include:
 - o (1) An identification of The Alaska Club;
 - o (2) Reference or link to Terms at thealaksclub.com/term-and-privacy;
 - o (3) Opt-Out option.
- Subsequent communication sent via text or SMS should include:
 - o (1) Identification of The Alaska Club;
 - o (2) Reply STOP to opt-out.

The latest *Communication Waiver* was updated on December 18, 2020, and complies with applicable law.

V. SALES CALLS

Under the Alaska Act, registration is required with the Department of Law prior to any calls being made. However, the registration requirement does not apply to outbound calls where the sale is not completed over the phone, but instead is completed at a later meeting in person.

Under the Alaska Act and the TSR, an opt-in for a sales call may only identify a single specific seller (i.e., TAC).

In any outbound call, you must promptly identify the following before any sales pitch can be made:

- Clearly identify TAC and the name of the individual making the call.

- State clearly the telephone number of such business. The telephone number provided may not be a number for which charges exceed local or long-distance charges. Best rule of thumb is to provide a toll-free number.
- Identify the purpose of the call. If it is a sales call, you must state that.
- Describe the nature of the goods or services being offered.

Until TAC receives a signed, written contract from the buyer, it may not solicit payment. In telephonic sales transactions, only accept credit card payments. All terms of payment must be clearly stated. Further, if the payment requires monthly transactions (e.g. auto-pay, payment plan) consent for such must be received in writing (i.e., a signed, written agreement in hand).

For all sales made over the phone, TAC must permit cancellation without penalty of any subscription if cancellation is requested within seven (7) days of TAC's delivering the membership credentials. *See TAC's Telephone Sales Addendum.*

VI. REQUIREMENTS FOR CALLS GENERALLY

- Opt-ins for sales calls are only good for three (3) months.
- General opt-ins may be used to communicate marketing information (but not to try to consummate a sale) for 18 months.
- Misrepresentations, profanity, obscene language, etc. of any nature are prohibited.
- Must disconnect unanswered calls within 15 seconds or 4 rings.
- Must scrub against National Do Not Call every 30 days, and do not place any calls to any number on the list.
- Must scrub against internal Do Not Call list, and do not place any calls to any number on the list.
- Must not call outside of the hours of 8 a.m. and 9 p.m. based on the location of the recipient.
- Must not block ID of caller from the recipient's caller-ID.
- Must not spoof a local number.

VII. OPT-OUTS

You shall not interfere in any manner with a person's right to opt-out from future calls. If, at any time during a call, a person indicates that they do not want to be called, the caller must immediately thank them for their time, and disconnect the call. *See TAC's Do Not Call Policy* for more detail.

VIII. TRAINING

All new employees involved in marketing and sales shall be trained on this policy as part of their onboarding process. All marketing and sales employees shall receive follow-up or reminder training at least annually.