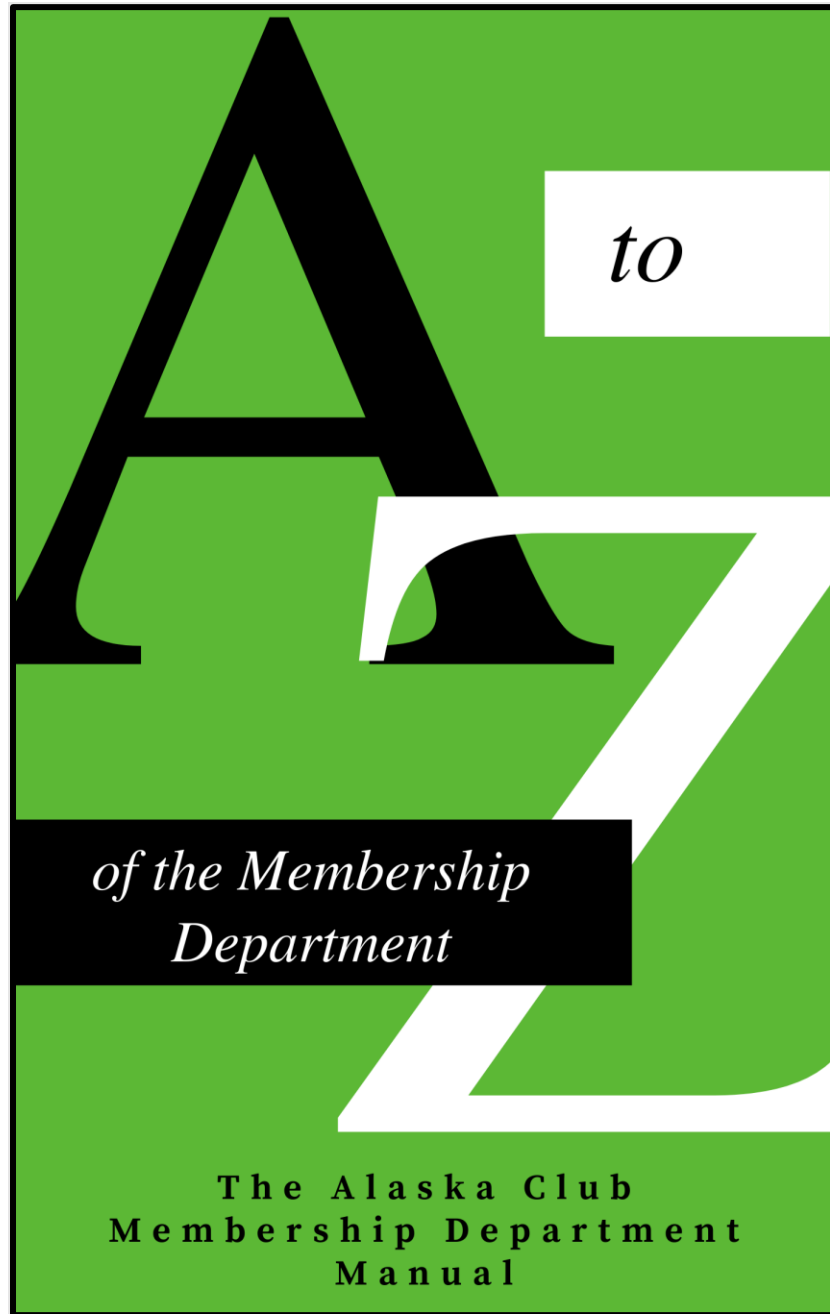




THE ALASKA CLUB



October 2020 Edition

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1. Who We Are

Overview of The Alaska Club

Welcome to The Alaska Club Membership Team! The Alaska Club network consists of 14 unique clubs with different formats, a wide variety of classes, amenities, state-of-the-art equipment, 18+locations, and others with pools for everyone throughout the Anchorage area, 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. For over 35 years we have been dedicated to providing cutting edge programs, services, and equipment to members showing them The Way Fitness Should Be . . . Fun, Rewarding, Inspiring, and Relaxing for all of you. Visit www.thealaskaclub.com for more information on each club.

Studio – the Boutique-Style Location

A drop-in, pay-as-you-go facility, Studio is a boutique-style format unique to TAC system. Features include a 1600 square foot hot yoga studio with a state-of-the-art heat and humidifying system, and sound system. Our yoga instructors teach a uniquely developed style of yoga that strengthens and empowers.

Classes are included at no additional cost for Gold and Platinum level members. **Silver level members and non-members can attend their first class for free** with class packages available for purchase. Because class size is limited reservations are highly encouraged for class participation and can be made by phone or online. Please note: not all new members will be immediately added into MindBody class scheduling program. It is important for membership to let new members know that if they are prompted to pay for their first class, choose "complimentary class", and the Studio staff will make the necessary changes during their first visit.

For more information or to schedule a class, please visit www.thealaskaclub.com/studio-anchorage-gym. Questions about yoga can be directed towards the Studio Experience Manager.

Introduction to Membership Sales

Welcome to The Alaska Club Membership Sales Team! What does it mean to be a “Fitness Salesperson?”

You are given a unique opportunity to change the lives of every guest that visits The Alaska Club for the better. When you inspire our guests to make a commitment to their health and fitness, you get to go home at the end of the day knowing that you have made a difference in their lives. You have now extended and improved their quality of life and provided them with every single tool they may ever need during any part of their fitness journey helping them achieve their fitness goals.

Our new members are given the opportunity to improve their lives in many ways. Parents will now have fun fitness activities that they can participate in with their children. An elderly person can now remain independent longer by participating in our aqua group fitness classes improving their mobility. The new member that is on hypertension or cholesterol medication could possibly reduce their need for or no longer need the medication altogether.

By choosing this career, you are given the opportunity to truly have a huge impact in the lives of each new member; therefore, improving our community.

Being a Professional

Becoming a professional means mastering one's profession and giving 100%. Professionals are known for their specialized knowledge and skill. They have made a personal commitment to develop and improve those skills. Your success is contingent upon your commitment to being a dedicated student. Other important traits in a professional are honesty, integrity, and respect for others. We must represent the TAC brand at all times, and it's not just limited to wearing the logo. If you see a towel or trash on the floor, pick it up. If random weights are left lying around, re-rack them. Take pride in yourself, your club, and our business.

Control what you can control. Prepare for what you can't.

A professional is in control of an interaction at all times through preparation. Thanks to that preparation you can increase control of the outcome before the interaction begins. Projecting a professional image and delivering an exceptional, memorable, and confident experience allows you to calculate, anticipate, and create your own success. You can control the outcome before the interaction begins: guiding a guest's perception that The Alaska Club is a premier health and fitness club through a clean and maintained facility through the attentive, professional, and engaging experience that you provide your guest.

Positivity and optimism are core values of the membership department at The Alaska Club, and a pillar of our decision to recruit one candidate over another to join our team. Optimism is defined as "hopefulness and confidence about the future or the successful outcome of something". Optimism is much easier to maintain when you are a professional because you already know the outcome.

How your facility and workspace is maintained is a direct reflection of the team that works there. If you have a disorganized, dirty, and cluttered workspace or broken/damaged equipment in your facility it will give the guest the impression that you may not be the best equipped service to meet their needs. A lot of the preparation prior to the interaction is a team effort. Stay in communication with your operations and front desk team to ensure your club is prepped for success.

How you present yourself professionally can strongly influence your end result. The fact of the matter is that if you spend time to take care of yourself, to put together that professional appearance each day you will feel better, have more confidence, and be more mentally prepared to take on the day.

Training, Expectations, and Training Checklist

This department manual will provide you with the fundamental tools, processes, and procedures you need to sell health club memberships with The Alaska Club. Each of these sections will help you stay organized and be successful as a sales team member, from the sales process itself, paperwork and legal practices, systems overview, pipeline and process management, and administrative tools and resources. This, combined with your passion and excitement for changing people's lives through fitness, will lead you to success!

The onboarding checklist should act as a guide as you move through the various aspects of training to be a Membership Coordinator. You'll work directly with your Sales Manager and fellow team members to check off each of the boxes and hit the ground running.

Here is an image of the checklist. An official copy is available on MyTAC or from your Regional Director.

New Membership Coordinator Onboarding Checklist	
Name:	
☐	Complete new hire paperwork and new hire orientation.
☐	Complete membership sales training videos and quizzes.
☐	Read the Membership Department Manual.
☐	Set up computer & workstation - Set-up and log into ShoreTel - Record new voicemail - Set-up temporary email signature
☐	Review membership sales training quizzes and compare them to the master copy.
☐	Schedule and complete a fitness consultation for yourself so you can speak from experience on its value.
☐	Attend two different types of GroupX classes and one Team Training session. Attend two one hot yoga class at Studio.
☐	Observe the Membership Manager's or Lead Coordinator's daily activity, including at least: 10 phone calls 3 club tours 3 paperwork processes
☐	Go through a 5 mock tours as the guest so you can learn the different feature-benefit-feedback modules that are commonly used at your club and get to know the facility as best as you can.
☐	Familiarize yourself with each piece of membership paperwork so you know which form has which regulations, policies, acknowledgements, etc., and practice this process with your Membership Manager or Lead Coordinator at least 5 times using different scenarios and TWIV's.
☐	Memorize the top 5 membership options for your club and acquaint yourself with their location in the price presentation binder.
☐	Role play and perfect the phone script with your Membership Manager and other team members at least 5 times.
☐	Role play and perfect the Club Tour process by breaking it up into various sections. Initial each item as you test out: (Initial for Test Out) - Telephone Scripts (Outbound/Inbound) ____ (SM) ____ (MC) - First Impressions and Needs Analysis ____ (SM) ____ (MC) - Club Tour ____ (SM) ____ (MC) - Price Presentation ____ (SM) ____ (MC) - Handling Objections ____ (SM) ____ (MC) - FMF Presentation and Consult Booking ____ (SM) ____ (MC)
☐	Spend one day working directly with other departments at your club to learn about their roles and understand the operation of the gym. - Spend one hour working at the front desk with Manager on Duty, meeting the member support team, running transactions, and greeting guests and members. - Spend time in the play center to learn the rules specific to your gym. - Spend time with the aquatics team (if applicable) to learn about their job, swim classes, and other activities in the pool. - Spend time with the fitness team to learn about the ExpressWay, how to help members, become knowledgeable with the machines in your club. - Spend time with the personal trainers and familiarize yourself with the team training area in your club. - Spend time with the General Manager and/or Operations Manager at your club to learn about their job and how the membership team and operations teams support each other.
☐	Visit other clubs with Regional Manager to learn what each location offers.
Important Systems	
☐	InTouch Leads including creating and searching for a lead.

	- Calendar including scheduling and updating appointments. - Agenda including managing call list. - Opportunities including managing leads. - Entering a sale, booking an FC, and setting follow up communication.
☐	CSI Review how to processing payment at point-of-sale.
☐	MyTAC - Membership documents – including TWIW's, DSR spreadsheet, application forms, membership rates, prorated calendars, guest log sheet, etc. - Order business cards & email signature through Marketing portal - Club schedule location
☐	Corporate Wellness Program - Signed agreement location on MyTAC - Wellness packet and tier level descriptions - Unique opportunities are handled by Membership Sales Manager
☐	End of Day Sales Entry Review where online DSR is and what information to enter at end of each day.
☐	Driver - Go over what information needs to be captured and entered each day: - Daily activity including NMU, guests, leads, calls, etc. - Discuss how the individual coordinator's tab can help coordinator track their progress and help them make adjustment to hit their monthly goals.
☐	Commission Sheet - Explain how the commission sheet is used and the importance of entering all sales by the end of business each day. - Go over various tabs including Good Life, Membership Plus, ACH, and Sales Credit.
☐	Hold Commission Sheet - Review the spreadsheet highlighting the difference between No Sale/No Commission and Hold Commission status. - Explain how the membership coordinator uses the spreadsheet to resolve any hold comms they may have on their sales.
☐	TAC Website - Schedules for GroupX, Team Training, pool, etc. - Member Account Login - Review different activities TAC offers
☐	ADP - How to clock in and out - Where to find and review pay statements
☐	Commission Bonus Payout and Backup - Go over commission payout schedule - When MC receives first commission payout, go through commission backup explaining the different sections of the report.

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

1. Prospecting

There are many ways to obtain a prospect. In this section, we will be exploring the policies and procedures to effectively secure a potential prospect.

In membership sales, you must be doing one of the 3 P's: Practicing, Prospecting, Presenting. Practicing is very important to honing your craft and becoming a professional. Presenting will increase the likelihood that a guest will purchase a membership, but neither of those activities are effective if you do not have a prospect in front of you.

Here are examples of a few ways you can build your business:

1. Friends Motivate Friends - new member referrals
2. Guest registers
3. Your personal sphere of influence: friends, family, social media, etc.
4. Past member lists/past member birthday calls
5. Current member referrals (After-Point of Sale)

Every day you and your sales manager will choose lead sources to call. As a full-time coordinator, you will be required to make 40 calls each day and book at least 3 appointments per day. Part-time employee with work with sales manager to establish daily expectations.

Vouchers vs Guest Pass

Guest passes: Guest pass means that our guest has gone through the sales process and are using the club to make a final decision to become a member. We want them to see what it is like being a member of The Alaska Club.

Vouchers: Voucher means that our guest has not gone through the sales process. Vouchers give access to the club after we explain what is included and present membership options.

2. First Impressions

First Impressions is one of the most important steps in any sales process. We have only one shot to make a great first impression! Membership is considered the face of the company so in this section we will learn how to properly conduct a meet and greet with our guests at The Alaska Club.

There are five things that you will need before you come out of the membership office:

- Be ready
- Smile
- Confidence
- Pen and profile
- Guest register

Introduction Script

- “Hi! Welcome to The Alaska Club, my name is _____ and I’m a membership coordinator here at the _____ club. What is your name?”
- “Nice to meet you! What brought you in today?”
- “Fantastic! I would love to help you with that. Come with me.”

As we are now walking away from the desk ask *prequalifying questions*:

- “Have you been at any Alaska Club location before?”
 - If yes: “How long ago was that? What did you do during your last visit?”
- “Have you ever been a member with us before?”

Pro Tip: You should always be ready with their name written on your profile sheet and a smile on your face. Remember that their time is just as important as yours!

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.”
- “First, I’ll need your photo ID. Please sign your name here.” (*Fill out Guest Register*)
- *Then roll right into Membership Profile.*

3. Needs Analysis

The needs analysis is an essential step of the guest process. It’s during this time that you ask questions essential to uncovering needs and give you the answers to overcoming potential objections. A quality needs analysis will also build value in your interaction with each guest and shows guests that we care about people individually.

Needs analysis is conducted in an area other than the sales office. Partner with your sales manager to find the ideal place to have these conversations. Come up with alternate areas in case your first choice is overcrowded or unavailable when you are with a guest.

Get familiar with your Membership Profile. The needs analysis should sound like a conversation, not a checklist. The more comfortable you are with the questions on the Membership Profile the easier the conversation will flow. The questions on the membership are specifically designed to break down barriers, discover needs, and provide you with information that will help you overcome objections after the membership presentation.

Membership Profile Questions

Next is an image of the Membership Profile. After question #6, we plant the seed for the fitness consultation.

- “Those are GREAT GOALS! All our new members get the benefit of an hour with a fitness professional to help make those goals a reality.”

Membership Profile  THE ALASKA CLUB

Name: _____ Date: _____

Email: _____ Phone #: _____

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? _____

2. Have you worked out in the past? _____

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? _____

4. What areas of the club are you most interested in? _____
a. What is most important in your selection of a health club? _____

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

6. What are you looking to accomplish with your fitness plan? (circle each 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? (Specific details) _____

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

Notes: _____

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Tour Questions:

1. What recreational activities do you plan on incorporating into your complete exercise program – examples: 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 a half hour towards your goal?
3. Tell me about your plan of action? What's 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.)

Building Rapport with Guests

Start with finding common ground. While using the needs analysis as guide, you can allow the conversation to flow by asking open-ended questions. This will help you identify specific circumstances and conditions of

the guest's lifestyle and help you to get to know them better. Keep things "light and polite" while learning more about the individual. When having a conversation with a prospect, you should be talking about 30% of the time. Remember, the more they talk the more they reveal, so listen carefully.

Rapport is simply your human and personal connection with the person you are communicating with. It's vital to connect and build trust. If you aren't connecting and building trust then you're not breaking down walls and revealing what this person truly wants and needs.

4. Tour

The tour is your last stop before the membership presentation. The needs analysis may be over, but for you, getting to know the needs of the prospective members is just beginning. Remember, the more work you do on the floor, the less you will have to do when you get back to the office and begin your membership presentation.

Every guest deserves a unique and personal experience:

- Find commonalities between yourself and the guest. This will help you relate better.
 - They lift, maybe you do too? They have kids, do you? They enjoy the cardio, pool, or group fitness classes, do you? They have past injuries that have gotten in the way of their goals, do you?
- Experience the tour with them. Get on the equipment alongside them! Pass their child a basketball, have them shoot a hoop! Put each guest on 3 pieces of equipment on every tour.
- Show them this is a place they can feel comfortable and inspired. Don't be afraid to wave back at the members who say hello. Briefly introduce them to other staff members.

Aside from giving a guest an experience that they won't soon forget, you can also take the opportunity while getting to know them to reveal any possible objections and overcome them before ever opening your membership binder.

The tour is a crucial part of the process especially for new guests who have never been to the club before. This is where the needs analysis is important. You want to remember some of the prospects answers so you will have things to talk about on the tour and be able to do some great Feature - Benefit - Feedbacks and Value Propositions! During the tour you want to make sure to build the value of the club and move your prospect along the buying cycle. You want to make sure to do at least 3 FBF or VP during your tour to build that value.

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 work 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

- "I know you said you having a pool is very important to you so please follow me" - while walking over to the pool.
- "Here we have our pool and family hot tub area. As you can see it is very well up kept, being cleaned every night and heated anywhere from 82-84°F at all times along with lap areas and kids swim times."
- "It is a fun over-and-under water obstacle race course for adults and kids, a great way to spend time with the family and diversify your cardio routine! Can you see yourself (include the family if appropriate) using this area to incorporate different forms of cardio into your weekly routine?"
- "Now as you see here, each locker room is fully equipped with a steam room, sauna and hot tub but if you want to spend time with the whole family in the hot tub, we do have one next to the pool!"

Tennis Viewing and Playing Area (East Only)

- "A big thing that sets us apart from other gyms is our tennis courts! We have four of them and it is a great way to get out some energy out during our long winters! As you can see the courts are very popular and you have your own locker and lounge area because you can stay here beyond the hours of the gym!"
- "Here's where I like start my workouts. From here, you can stretch, get in some cardio, AND watch some Live ESPN! This is a perfect place to start your workout because it gives you a moment "away from the world" where you can escape. If you follow me this way, you'll see a wide variety of machines you can use, but the REAL reason I brought you here; the stretching stations!"
- *Give demonstration and have a guest stretch using one or more of the stretching machines.*
- "Feels amazing to stretch, right? Could you see yourself using these before starting your workouts?"

Family Weight Room

- "In here we have our family weight room (point out cardio machines in back) which includes everything you need for a well-rounded workout session. The best part is you can work out with your kids!" (introduce them to some machines)

Cardio Theater

- "One of the things you mentioned to me was your interest in the treadmills and bikes; we call this our "Cardio Theatre!" Here you can see we have a wide variety of machines for you to use! Do you watch Netflix? (If yes, ask what they're currently watching or a show they really like) One of the new features our machines have is the ability to stream Netflix/Spotify or even Live TV!"
- "Hop on, let's do this! Tap the screen to get started. You'll get a short countdown and it'll start you off slowly. (3,2,1 . . . GO!) Now, in the lower left-hand corner of the screen, do you see where it says "apps?" (Yes) Go ahead and tap that icon. Here you can see where you can switch back and forth between the streaming services I mentioned earlier. Could you see yourself watching (Name their current favorite show or recommendation you made earlier) and getting lost in it while getting your cardio in?"
- "Here's a little life hack for you. (Take guest over to resistance treadmill) Hop on! Have you ever pushed a shopping cart full of groceries through a freshly, snow-covered parking lot? We've got you covered! Grab that front bar for me, now PUSH!! YOU CAN DO IT!! Keep it going! Let's throw some

more snow on the ground for you! (increase resistance) Now, by next November, you'll have ZERO issues when it comes to those pre-Thanksgiving Costco runs!"

- "How was that? Pretty fun, right?"

If a guest is reluctant to get on a piece of equipment, climb on an empty piece of equipment and demonstrate it yourself. Go through the features of the equipment. It's a good idea to have a Precor Preva profile created for yourself to be able to show the value.

Functional Fitness Area

- "Here we have our Functional Fitness Area. Have you ever tried or seen Battle Ropes before? Let's do it!" (Give a brief demo of posture and procedure.)
- "Your turn!" Let's go for 10 seconds! 10, 9, 8, 7 . . . KEEP IT GOING . . . 6, alright both arms together now, 5, 4, 3, BIG WAVES, 2, 1 . . . you did it! High five!! How'd that feel? It's amazing how quickly and easily those can work you out!"
- "Now, you've got to check out TRX! Have you ever seen these before? You're going to love it!" (Give a brief demo of posture and procedure.)
- "Your turn! Grab the handles, remove the slack, and slowly walk your feet inward. The further you walk your feet in, the more resistance you'll feel. Go ahead and point your toes upward, and do a nice, slow, controlled row. Now do two more for me, 2 . . . 1 . . . awesome! Now, rotate your hands with your palms facing downward, elbows up, and row again. Can you feel how your workout out a totally different muscle group now?"
- "Adding something like the Functional Fitness Area into your regular routine provides you with one of the most important parts of a healthy lifestyle, variety. This combined with, cardio, resistance training, proper diet, and expert guidance, will give you all the tools you need to accomplish your goals we talked about earlier. This is a perfect place for your personal trainer to show you a variety of things you can add into your program."
- "Can you see how incorporating functional training into your routine can help your day-to-day activities?"

Group Fitness Studio

- "Here is our group fitness studio! Every week, network-wide, we have a class for just about anyone! Have you ever done any group classes before?"
 - If yes: "Oh awesome! What classes have you done?"
 - If no: "We offer a large variety of classes from beginner to extreme, so there will definitely be something for everyone in the family!"
- "Another great thing about this studio is, if it's not in use by a class, just like everything else in the club, it's all yours! Back here (lead guest back to equipment storage rooms) you'll see a wide variety of equipment for you to use. What do you see in here that you would take advantage of here?"
- *Lead guest outside of the studio and show them the schedule on TV out front.*
- "Here you can see the full schedule for the week. This makes it easy to, at-a-glance, see if there is a class coming up that you are interested in or if the studio will be open. If you're anything like me though, I'm going to forget that schedule as soon as I walk away. So, the easiest way to check the schedule at any time, is using TAC app!"
- "Could you see yourself coming to our classes/using open studio?"

Gym (Basketball)

- "Do you play basketball or just like to shoot some hoops? (Depending on answer, make recommendation) Just like everything else that we have looked at today, this court, is yours. Here

you can come and improve your skills or bring a friend with you and play a little one-on-one, or HORSE, if you want something a little slower paced.”

- “Could you see yourself shooting some free throws throughout the week?”

Racquetball/Handball Courts

- “Here is our racquetball and handball court area, this is the perfect area to bring your family and play. If you don’t have any equipment, the front desk has racquets and goggles there for anyone to borrow! We also have this amazing lounge area which is a nice spot to get that break in with a TV.”
- “Could you see how anyone could bring their family or friend in to have a great time?”

30 Minute Circuit

- “Variety, like we talked about before, is one of the most important keys to a healthy lifestyle. Here, with our 30-minute circuit, you can get a full body workout simply by starting on one machine and working your way around the room!”
- “This is a great place to familiarize yourself with machines that you might not have seen before and makes resistance training very approachable!”
- “Do you see any machines here that you’ve used before? What are your go-to’s?”
- “Could you see how something like this would make your workouts easier to structure, and make them more rounded?”

Weight Room

- “Here is our main weight room area, we have a variety of machines you can use. This will help you gain that strength you need for a healthy stable lifestyle. If you are ever unsure on how to use a machine or if your form is correct, we have certified personal trainers who can help you with the right form or teach you how to use the weights properly.”
- “Can you see how this room can help you gain strength and get you to that healthy lifestyle you were wanting?”

An example of Value Proposition would be:

Play Center

- “Based off what you told me you were interested in bringing your kids to the play center, we have an amazing play center with slides, ball-pit, and amazing counselors!”
- “It’s a win-win situation because you can get your workout in, and when you come pick them up, they’ve worked out just as hard! It’s the perfect “pre-nap” workout!”
- “Visits are up to 2 hours each time, so you’ll have more than enough time to enjoy a workout, steam and enjoy some YOU time.”
- Parents like to know their children will be safe. It’s important to note the standards of our play center attendants to the guests.
 - “All of our play center attendants have undergone background checks and are first aid and CPR certified.”

Spa Area

- “We are now heading to our spa area! As you can see here, The Alaska Club offers a wide variety of spa benefits such as UV tanning, spray tanning, professional massages, childcare, hydromassage, hydra-facials. These are our UV tanning beds, we have lay down and stand up tanning beds. A lot of members use these benefits to get darker skin, warm up before their work outs. We don’t have a lot of sunny days in Alaska so it’s pretty popular!”

- “Our hydromassage is a water pressure massage chair. You can play music, play games and it helps you with relaxation and muscle recovery these are some of the benefits of hydromassage that you can use every day.”

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?”

5. 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, Silver, Gold, etc.)

- “Alright _____, let me go ahead and show you the two packages that we have available for you today.”
- *Brief overview of options with binder closed*
 - “On the left side is our Fitness Package and on the right side you will see our Good Life package. Both will give you access to our pool, sauna, classes, steam room, weights etc.”
 - The only difference is that the Good Life package will also include:
 - Free 55-minute massage
 - Free child care
 - Free DVD/Blu Ray rentals
 - Free hydro-massages
 - 2 guest passes per month
 - 25% off Pro Shop
 - Discounted Massages
- *Open binder*
- “Ok _____, now this is our gold membership that gives you access to 13 of our Alaska Club locations. We have our one-time enrollment & our one-time fitness consultation that we talked about earlier today. You have your fitness package on the left side and your Good life package on the right side. Out of these two, which one 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.”
- **NOW ASSUME THE SALE!**
- *Have your folder ready and accessible and pull out the membership application and ask them to start filling it out.*
- “_____, Welcome to the club! I just need you to give me some information from name to email address.”
- *Begin prefilling out paperwork for the member to sign (12-month addendum, membership plus, etc)*

6. Overcoming Objections

The first step of overcoming objections is understanding that hearing an objection is normal. Remain positive and confident in the fact that if you provide them enough information they will decide to move forward. The second step to overcoming objections is to log every objection you hear and practice the presentation of the

solution to that particular objection. That way you will know what might be coming and you will be ready for it. Also, don't be afraid to brainstorm with your team on objections.

Steps to overcoming objections:

- Pause, close the binder
- Empathize with guest
- 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.
- Reclose
 - Place paperwork in front of the guest with a pen
 - Sell yourself on your product and present with confidence
- TO – Take Over: Introduce all guests to Sales Manager when you are unable to overcome the objection.

Top 6 Objections:

- Money: The money objection is brought up if the prospect didn't see the true value in your health club, it's normally not their ability to pay but their desire to pay.
- Time: This objection comes up if the urgency for their health and fitness needs wasn't met and talked about. You can make time for anything if you believe it's truly important.
- Spousal: The spousal objection is tied in with the smokescreen, with this objection you want to connect with when you asked about their spouse in the needs analysis and how they are supportive of them working on their health and fitness.
- Commitment: The commitment objection is brought up if they haven't talked or thought about their schedule to come in and use the club.
- Shop Around: This objection comes up if the prospect doesn't see the true value and amenities that your club has to offer. You want to build value throughout the tour to avoid objections like these.
- Smoke Screen (I want to think about it): The smoke screen is a statement used to conceal the real reason they don't want to join which is normally "I want to think about it". You want to isolate it and question it nicely to figure out what the real objection is.

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, close the binder**
- **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 to 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, close the binder**
- **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, close the binder**
- **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, close the binder**
- **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 hadn’t intended on signing 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, close the binder**
- **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 the guest 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:

- \$25 credit for each new member that signs up within 45 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 have to make sure you complete:

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


THE ALASKA CLUB
New Member Referral Program

Congratulations! You are a new member of The Alaska Club, and are eligible to receive 10 Free Friends Motivate Friends 7-day passes. Please pre-register anyone you want to receive this special pass. Each pass is valued at \$105.

Your Name: _____

Date: _____ Membership #: _____

Employee: _____ Club: _____

Family Neighbors	Co-workers Friends	Acquaintances Classmates
First and Last Name	Phone Number	
1. _____	_____	
2. _____	_____	
3. _____	_____	
4. _____	_____	
5. _____	_____	
6. _____	_____	
7. _____	_____	
8. _____	_____	
9. _____	_____	
10. _____	_____	

- \$25 referral bonus when referral joins within 45 days
- Pass expires 45 days from referral date
- Excludes The Summit Club
- The Alaska Club reserves the right to limit the amount of guest a member may bring into our facilities.

- All guests must have valid Photo ID
- Guest passes are for 7 consecutive days

I am waiving my one-time opportunity for my free Friends Motivate Friends 7-day passes.

Member's Signature _____

Date _____

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?”
- *Slide FMF sheet over*
- “Do you have your phone with you?”
- “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.”
- “Go ahead and take your time looking through your contacts and jot down 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, for anyone that you refer that ends up joining the club within 45 days of today you will receive a \$25 credit on your account. Please take a few more moments and see if you can think of anyone else, I definitely don’t want you to miss out on this benefit since this is a onetime opportunity.”
- “Thanks for all the referrals! 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 membership?”
- *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. I just need you to sign here (*shows signature line*) stating that you are waiving your one-time opportunity to provide free 7-day guest passes to your friends and family.”

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: “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 to include the sauna, steam room, hot tub and so on! Even if your friends don't work out, I know they would enjoy those things.

8. Lead Management

In this section, you will learn about what to do when a guest does not join. This is establishing a clear course of contact with your prospect if you are unable to overcome any objections.

At this point you should have:

- First, Last Name
- Phone Number
- 3- or 7-Day VIP pass issued
- Business card issued

Again, if you are unable to overcome objections, let the club sell itself and give your prospect the tools they need to be successful on their fitness journey. It is important to try to schedule your guest's first fitness activity because we have seen many guests who have not used the club after receiving a guest pass.

Lastly, you are not held accountable to enroll 100% of your guests, however you are held accountable to follow up with your guests on their experience. The expectation for a follow up is a call within the first 3 days, then 5-7 days and then 2 weeks after initial contact leaving at least one voicemail and sending one text message.

In this step there are several common pitfalls you'll want to avoid in order to be successful:

- Forgetting to take down your prospect's name and number.
- Not contacting your prospect in the correct time frame.
- Not giving your prospect the proper tools like the guest pass or any schedules.
- Not attempting to schedule your prospects initial workout.
- Not reminding your prospect of their day/time for scheduled activity and mentioning the administrative wrap up about contacting MC regarding getting rescheduled if they are unable to make it in.

Manager expectation for follow up is to make a quality assurance call to every unsold guest the next day in order to ensure that a quality tour and presentation were completed, and work with the guest to help answer questions and move our guest closer to purchasing a membership.

Unconverted Guest Script

- "I understand you're not ready to enroll today (name), what I'm going to do is give you a 3- or 7-day guest pass so you can experience the (specific) class that you were interested in and our equipment and get an overall feeling of the culture here at the club!"
- "I'll follow up with you in a few days and make sure your experience is going great and answer any other questions you may have."
- "Last thing to do is get you scheduled for your next activity. You mentioned (classes/other) was most interesting to you. (Look at schedule) which class is best (give a couple choices)"
- "I've got you set up for (class, day/time). When you get here make sure to present your ID and your guest pass. I look forward to seeing you."

3. Supplemental Sales Tools

Fitness Consultation

Script

- “A fitness consultation gives you an opportunity to discuss and set specific fitness goals, to create a roadmap for success, and to get out on the workout floor to experience our club firsthand.”

Turn-Over during Tour with a Fitness Consultant

If possible, find an available fitness consultant and allow the fitness consultant to speak to the member about the benefits of the consultation and how it will help the member set up a plan to achieve their fitness goals. When the member meets the fitness consultant, it increases the chance of them showing up to their consultation significantly, because the member has spoken with someone face to face and has an added layer of accountability to show up.

- “They also provide any further information needed as far as workouts and how exercise equipment works. Over 90% of people who start out a health plan don’t follow through with it because they don’t have a plan of action set up. The fitness consultation is set up to establish a plan of action as well as motivate the member to achieve their fitness goals.”

Scheduling the Consultation

1. Access your club’s Fitness Consultation schedule.
2. Ask member 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.

After Point-of-Sale (APOS) Leads

APOS are generated from current members, employees, and events such as birthday parties or Family Fun Nights.

You can walk into the workout floor or cardio theater and strike up the chat with a current member. Be positive and outgoing as you walk through the facility. Everybody knows somebody that could benefit from exercise. As you look around, find your prospect. Approach them and start by gaining rapport. How are they enjoying their club? What have they gained from being a member? Do they know that statistics show that when friends exercise together, they are more likely to achieve their fitness goals? Then you can broach the subject of getting a referral lead. Do they know anybody who would benefit from a free pass at the TAC? Simply ask for the contact information and let the member know that you’ll extend an invitation to their friend, relative, or colleague. Convey the value of the guest pass and ask for the lead.

Birthday parties are a great place to talk to prospects about TAC. Start by introducing yourself and ask them what they are currently doing for their health and fitness. Then invite them on tour. If they don’t have time, get their contact information and decide on a plan of contact. Let them know that you’d love to have them come in for a tour and provide them with a guest pass.

Example of an Employee Referral Script:

- “Hi _____, how's it going today? Awesome! Do you have any friends or family members that would like to experience the club for free? Great, I would like to offer you the chance to refer a friend or family member for a guest pass to come in and enjoy our amazing facilities. It's great way to share fitness with somebody you care about. Grab your phone and let's write down some contacts. I will reach out to them and invite them in to get their free pass.”

Communication

Outgoing Call Scripts

Past Member Call

- “Hi! This is _____ from The Alaska Club. Is _____ available?”
- “How is your day going?”
- “I'm currently reaching out to all of our valued past members to invite them in for a FREE 1-week VIP guest pass to reacquaint yourself with the club and check out some of the upgrades.”
- “Are you currently doing anything for health & fitness?”
- “When was the last time you have visited the club?”
- “Well, we have completed many upgrades that you might really enjoy since the last time you were here, _____ (mention amenities and new upgrades your club has).”
- “So, would today or tomorrow work best for you to stop by for your free week?”
- “Perfect, I have this time _____ and this time _____ open.”
- “Great, I have you down at this time _____ on this day _____ at this club _____. Please don't forget to check in at the front desk.”
- “Looking forward to meeting you, and because I work by appointments only if you are unable to make it into the club please call me.”
- “Do you have a pen and paper for my contact information?”

FMF Call

- “Hi! This is _____ from The Alaska Club. Is _____ available?”
- “How is your day going?”
- “I wanted to reach out because your friend (new member) recently became a new member with us and referred you for a FREE VIP one-week pass.”
- “I was wondering, how you ever been inside The Alaska Club before?”
- “Oh, that is great, and let me ask you this - are you currently doing anything for your health & fitness goals?”
- “Well here at The Alaska Club we have lots of amenities and programs that will be great for you to try. We offer _____ (mention amenities and new upgrades your club has).”
- “So, would today or tomorrow work best for you to stop by for your free week?”
- “Perfect, I have this time _____ and this time _____ open.”
- “Great, I have you down at this time _____ on this day _____ at this club _____. Please don't forget to check in at the front desk.”
- “Looking forward to meeting you, and because I work by appointments only if you are unable to make it into the club please call me.”
- “Do you have a pen and paper for my contact information?”

Club Visit No Show, No Call Rescheduling Script

- “Hi _____, this is _____ from the Alaska Club.”

- “I am calling because we missed you yesterday at 1:00. We were excited to show you the cardio equipment (the “carrot”) so I wanted to see if we could reschedule your appointment to come into the club, could you come in tonight or tomorrow? Ok great! Tomorrow in the morning, afternoon or evening? Ok great! I will see you tomorrow in the evening at 5:30pm.”
- “And _____, because we work by appointment only, if anything changes could you let me know? Do you have a pen and paper handy to write down my number and the time of your appointment? Ok great!”
- “Also, for your convenience, after we get off the phone, I am going to send you a confirmation text with the time, date and location of the appointment.”
- “Thanks _____, see you tomorrow.”

Web Lead

(see web voucher section)

Lead Box (events, corporate boxes, other)

- “Hi! This is _____ from The Alaska Club. Is _____ available?”
- “How is your day going?”
- “I’m calling because you were selected for a 3-day guest pass to experience The Alaska Club from your entry at _____!!”
- “I was wondering, how you ever been inside The Alaska Club before?”
- “And are you currently doing anything for your health & fitness goals?”
- “Well, here at The Alaska Club we have a wide variety of programs and activities such as _____ (mention amenities, upgrades, renovations, areas of interest).”
- “So, would today or tomorrow work best for you to stop by for your free week?”
- “Perfect, I have this time _____ and this time _____ open.”
- “Great, I have you down at this time _____ on this day _____ at this club _____. Please don’t forget to check in at the front desk.”
- “Looking forward to meeting you, and because I work by appointments only if you are unable to make it into the club please call me.”
- “Do you have a pen and paper for my contact information?”

Telephone Inquiry – Inbound Call

1. Membership how may I help you?
2. Great, my name is _____, may I ask who I’m speaking with?
 - a. Pleasure speaking with you, hope you’re having a wonderful day.
3. Do you mind my asking, how did you hear about the club?
4. Have you ever been into the facility before? **If YES,**
 - a. Did you work out or take a tour?
 - i. What did you do for your workout?
 - b. What did you think of the facility and how was your experience?**If NO, go to 5.**
5. Are you currently doing anything for your health and fitness? **If YES,**
 - a. What are you doing for your workouts?
 - b. How’s that working for you?
 - c. What is it that you’re looking for that you’re not getting now? **(NOW GO TO 7)****If NO, go to 6.**
6. When you worked out in the past what activities did you enjoy?
 - a. How long ago was that?

- b. Why did you stop exercising?
- c. What features are most important to you in a health club? **(NOW GO TO 7)**
 - i. What is it that you're looking to accomplish by starting a fitness program? *(Use Before #7 if the conversation flow allows it)*
- 7. That's great because we have _____ *(Fill in the blank with something that interests them)* So, what I would like to suggest and I think you'd agree is the best way for you to find out about the club and see exactly how we can meet your needs is to setup a free visit to the club. *(continue immediately into #8)*
- 8. What hours will you be using the club, morning afternoon or evening?
- 9. 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.)*
- 10. Admin/Wrap Up:
 - a. And your last name? And a phone number I can reach you at?
 - b. I'm excited to show you _____ *(reference something they are interested in)* and I'm here at the _____ location. Are you familiar with this location? *(Give landmarks and directions if needed.)*
 - c. When you get to the club, check in with the front desk, let them know that you have an appointment with me again, my name is _____.
 - d. Great! So, I have you down for this _____ at _____ and I only ask you one favor. Because I work primarily by appointment if for some reason you are unable to make it at this time, would you please give me a call here at the club? Do you have a pen or pencil with paper? If not pull up notes in your phone. *(wait a second)* My phone number is _____.
 - e. What I'm going to do 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!

Incoming phone calls are a club-generated lead. Their primary focus is to inform prospects of the club's amenities, policies, cleanliness, helpfulness of its staff, etc. and schedule an appointment with prospect. It also acts as a tool for the MC to accrue valuable information about the prospect (workout history, outstanding concerns/objections, and past membership).

Text Message Scripts

Web Lead

- "Hey, I see you requested a free visit to the club on our website! I'd love to get you set up with a great time to stop by the _____ Alaska Club. Does today or tomorrow work best for you?"

Free guest pass

- "Hey, I wanted to reach out to you to invite you into the club to receive your free guest pass! This pass will allow you access to all our clubs in the state. May I ask, have you ever been to The Alaska Club before?"

FMF pass

- "Hey, your friend, _____, gifted you a free 7-day VIP guest pass to all our clubs in the state. May I ask, have you ever been to The Alaska Club before?"

Promo script

- "Take advantage of \$_____ enrollment, 1st month _____, and 2 free months of our Membership Plus spa package! Are you available this afternoon or this evening to stop by the _____ Alaska Club?"

Appointment confirmation script:

- “Hi _____, this is _____ at The Alaska Club. I look forward to meeting you at _____ at our _____ location, see you then! If you need to reschedule, please call me at _____.”

Guest pass follow up

- “Hi _____, how have your visits to the club been going for you? I wanted to ensure they’ve been great. Thanks in advance for your time!”

Past Member Script

- “Hi _____, as a thank you for being a past member with us I wanted to invite you into the _____ Alaska Club for a free 7-day guest pass! When would you like to stop by and start working out for free?”

Web Leads

Web Lead Protocol

1. Regional Director will send all web voucher requests as soon as they arrive.
2. Contact the lead with a phone call to invite in for a visit. Follow script for fitness goals and book the appointment.
3. If they do not answer, leave a voicemail with the reason why you called and your contact info.
 - a. Send a text via InTouch after you have created a new or updated an existing lead.
 - b. Send an email (similar to text).
4. Schedule a 3-day follow up call from initial contact.
5. Sales manager will follow up if no appointment booked during weekly web lead audit.
6. MC will not get sales credit unless proper follow-up is done, and contact is established with the lead.

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 I would like to suggest and I think you’d agree is the best way for you to find out about the club and see exactly how we can meet your needs is to setup a free visit to the club.”
- “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:
 - “And your last name? And a phone number I can reach you at?”
 - “I’m excited to show you _____ *(reference something they are interested in)* and I'm here at the _____ location. Are you familiar with this location? *(Give landmarks and directions if needed.)*”
 - “When you get to the club, check in with the front desk, let them know that you have an appointment with me again, my name is _____.”

- “Great! So, I have you down for this _____ at _____ and I only ask you one favor. Because I work primarily by appointment if for some reason you are unable to make it at this time, would you please give me a call here at the club? Do you have a pen or pencil with paper? If not, pull up notes in your phone. *(wait a second)* My phone number is _____.”
- “What I’m going to do 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!”

Events

Events are a wonderful way to create sales that may never have happened if not for your efforts at that event. Here are ways to have a successful community event.

- The first step to selling well at an event is a proper setup.
 - There will be a bin in the marketing department at The Alaska Club West location. The “opener” at the event is responsible for obtaining this bin and reporting to the Sales Manager in charge that they have picked up the marketing material. In the bin you will find flyers, tablecloth, foam core sign with The Alaska club promotion, give away items and more.
- The second step to a successful event is attitude.
 - Always smile and be grateful to have this opportunity. If you enjoy coffee, bring coffee to help kick off the event. If you enjoy people, have some fun banter with the booths around you. These events are typically staffed by the same crew at every event for most businesses. They are all very fun social people, so have fun developing relationships with your outside sales crew from The Alaska Club and all of the other businesses.
- The third step to a successful event is engaging event guests.
 - Look every guest in the eyes, smile, and invite them to your booth. Common scripts to engage guests is “30 days FREE for the Alaska Club, right here!” as you gesture towards your booth. Another script is “Enter to win a FREE _____ and get a FREE MONTH to The Alaska Club.” Say these scripts while looking directly at an individual. Do not yell the promo into a crowd. Speak directly to people and have a welcoming smile.
 - The moment that person pauses and looks to the booth, immediately introduce yourself and let them know more about the club. Tell them about childcare, the pool, group fitness, 24-hour access locations, etc. Ask what they’re fitness interests are and get EXCITED. Tell them how we are leaders in the fitness industry when it comes to _____ (whatever it is their interests are.)
 - Summarize the promo, and then pull out the membership application. Let them know “to redeem this exclusive offer you just have to fill out from your name down to email address.” Present with confidence naturally flowing from the overview of the club into a summary of the offer directly into the sales paperwork. After they’re done with top section on membership application, ask if it is a family or individual and find out which club they’d prefer to use. Review the rates as you fill in the gray area of the application for club use only section and tell them “After the FREE 30 days, your dues will monthly will only be _____.” Continue moving forward without missing a beat transitioning onto the 5-day rights and then payment form.

4. Paperwork and Legal Practices

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.

Below shows an example of a TWIW.

June

“The Way It Works”

Membership

Date: June 1-30
To: Executive Staff, Membership
From: Marketing

Advertised Offer: June 1-30
\$0 enrollment
2 months Membership Plus trial
1-year agreement required, fee for early cancellation

OR

Unadvertised Offer: June 1-30
\$0 Enrollment
Month to Month/ 60-day written cancellation notice required

Advertised Offer Instructions:

1. Write "June Offer" on the Offer line on the Membership Application.
2. Collect June prorated dues.
3. If sold June 22-30, also collect July dues.
4. Collect Fitness Consultation Fee.
5. Complete all new member paperwork.
6. Fill out the Membership Plus agreement (on MyTAC).

Unadvertised Offer Instructions:

1. Write "Month to Month" on the Offer line on the Membership Application.
2. Collect June prorated dues.
3. Complete all new member paperwork.
4. If sold June 22-30, also collect July dues.
5. Collect Fitness Consultation Fee.
6. Refer to your commission sheets for month to month commission amounts.
7. Sales for month to month are counted as .85 a sale toward your goal and the club goal.

New Membership Paperwork

For almost all memberships, the following forms will need to be completed. For Month-to-Month agreements, the Membership 12-Month Addendum will not be filled out:

- New Member Application, includes:
 - Applicant Information
 - Waiver of Claims
 - Agreement of Payment of Dues, Fees and Charges
 - Club Use Only box where the coordinator is to fill out the effective date of membership, offer, membership type, enrollment fee, enrollment discount, subtotal, date range of prorated dues, cost of prorated dues, fitness consultation fee, and total cost to new member at point of sale.
- Membership 12-Month Addendum, includes:
 - Initial enrollment fee, what it is reduced to, and the difference
 - End of initial membership term
 - Cancellation policy
 - 90 Day Comfort Guarantee
- Agreement for Payment of Membership Account, includes:
 - ACH and/or Credit Card Auto Pay information
 - Authorization for Charge to Account privileges
- New Member Membership Plus Trial
 - Allows member to try Membership Plus for free for 2 months
- New Member Referral Sheet (FMF sheet)
 - Includes 10 slots for new member referrals
- New Member Checklist
 - Includes acknowledgement of paperwork and information received

In addition, the following are other common forms members might fill out based on their situation and membership choice:

- New Member Membership Plus Agreement, includes:
 - Sign Up Cost
 - Commitment to paying cost of Membership Plus for indicated date range
- New Member Good Life Agreement, includes:
 - Sign Up Cost
 - Commitment to paying cost of Membership Plus for indicated date range
- New Member Good Life Trial
 - Allows member to try Good Life for free for 1 or 2 months (offer-specific – not always available)
- Affidavit for Family or Couple Membership
 - Includes acknowledgement of financial interdependency based off of up to seven criteria
- Corporate Affiliation Affidavit
 - Includes acknowledgement of receiving a corporate offer
 - Paired with valid proof of employment at the partnering organization

If a membership is sold off-site, the following form must be completed:

- 5-Day Notification of Right of Cancellation
 - Includes right to cancel membership within the first five days of purchase based on being off-site during the sale

Scripts for Common Paperwork Forms

The Membership Application Script

- “Jeremy, 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.”
- *Once their information is filled out, circle the areas that need to be initialed.*
- “The first initials are the waiver of liability; The Alaska Club is not responsible for any injuries. If you have questions about equipment, please ask our fitness staff or your fitness consultant.
- “Second initials are our agreement of payment, payments are going to come out between the 1st and the 5th of every month, we have two auto pay options that I will go over with you. We have a \$34 dollar annual fee. This will come out on your second billing cycle and every year in the same month from there on.”
- “Then signature and printed name.”

The 12 Month Agreement Script

- “Now let’s go over the 12-month membership agreement.”
- *Start with the first section.*
- “Now this says the enrollment fee of \$400 is going to be reduced to \$0. Because you’re joining today, you’re saving \$400 dollars.”
- “Next section says that your membership will roll over to a month to month membership on _____” *Fill in the date.*
- “This section states that after six months of membership if you move more than 40 miles away from the TAC then you will be released from the agreement as long as you can provide proof of move.”
- “This section states that if you have a prolonged medical condition and are unable to utilize the TAC with a doctor’s note you could freeze the account or terminate if it is necessary.”
- *This section is the 90-day comfort guarantee.*
- “This is your 90 day comfort guarantee and as a first time member you can cancel between the 90th and 100th day if you are unsatisfied with the club as long as you show up and exercise at least 24 separate days and attend your fitness consultation within the first 90 days of your membership.”
- “Awesome! Now just print your name on this line and sign here.”

Membership Plus Trial

- “This is the membership plus spa package. It is free for the first two months for up to two people and it gives you access to our UV Tanning, Hydromassage, DVD Rentals, Free Guest Passes, and Childcare.
- “This benefit is free until _____. If you would like to cancel it please let us know by _____. If you would like to keep this benefit, keep in mind that the first user is \$38 and second user is \$20 starting _____.”
- “In order to take advantage of this, I just need your initials here and here and signature and name.”

Financial Agreement Script

- “And now we have the payment method form. There are two methods of payment.
- “The first one is through your bank account. All you need to do is fill out your account number and the name of the bank. Don’t worry about the routing number if you don’t have it.”
- “The other option is to use a credit or debit card.”
- “I recommend you use your bank account because you save \$5 every single month.”

- “Once you are done filling out the billing information simply print here and sign here. Please make sure your email is clearly written.”

Fitness Consultation Booking Scripting

- “Perfect Jeremy, now it's time to book your fitness consultation with one of our fitness professionals. I have openings from Monday to Saturday. Would weekday or weekend work best for you?”
- “Would you prefer morning, afternoon or evening?”
- Perfect, I have _____ and _____ on _____. Which one would you like?
- Great, I have you down for _____ at _____ with _____ at the _____ club.

The expectation is that you book 60% of your new members for a fitness consultation.

New Member Checklist Script

- “Take a quick look over this checklist. It just affirms that we went over all the paperwork you just signed, and that we went over all of the options for your membership. Remember, I have you down at _____ for your fitness consultation. I just need your name and signature here and here.”

End of Sale Wrap-Up

Order of Paperwork

After you have filled out the New Member Checklist and scheduled a Fitness Consultation, you will tear off the white copies from the yellow carbon copies. You will keep the white copies and stack them together in this order: Membership Application on top, then the 12-Month Agreement (if month to month, skip this step), then the Membership Plus or Good Life trial (if not signed, skip this step), then the Agreement of Payment, the membership checklist, and receipt.

POS System

After you have placed the FMF sheet in front of the new member and given them their instructions, you will tell them to take their time and you'll be right back. At that point, make sure that you have collected a payment card, cash, or a check. Head to the cash register at the front desk.

You will open up the POS system on their computer and in the white box that says Account No. you will type in the code used by your membership department exclusively to ring up new member charges. The account number for Anchorage is 099999, in Fairbanks it is F999999, and JV9999 in Juneau. Then hit enter on the keyboard. This will auto-populate the first and last names in the subsequent boxes. For example, in Juneau it comes up as “Juneau Snooze”. You will then click the comment box in the grey area on the lower mid left-hand corner of the screen. You will then type in your initials, the member number written on the application (Juneau only), and the first and last name of the new member. Then you will click save.

Next, hit the POA button and type in the amount written in the “Total Paid” section of the application. Then you will hit enter. Then you will click the large button that says “Payments”.

- Cash: This will take you to a new window that will give you three payment options: Card, Cash, or Check. If you click cash, a small window will appear and you will type in the amount of cash given, it will calculate the change amount for you. Click “Print Receipt” and place the cash in the register and remove the correct change amount.

- Check: If it is a check, a small window will appear, and you will type in the check # and you will put the check in the register after hitting “Print Receipt”.
- Card: If it is a card, a small window will appear and you will need to either run the card through a Credit Card strip, or type in the numbers, expiration date, name on card, and security code on the back.

Regardless of the method of payment, you will always need to click “Print Receipt” at the end of the transaction. At that point, either two or three receipts will be printed. If there are only two receipts, speak with your front desk staff about how to print another.

Once you have three receipts, you will take them all back to your new member. Your new member will sign one which you will need to collect. The new member gets one copy of the receipt marked as “Customer” and you will keep the third copy. Make sure at this point to take the time to overcome any FMF objections they may have, as discussed in the FMF section of this manual.

Finishing Steps

After they have handed over the completed FMF sheet, write up their temporary membership card and hand it to them. Instruct the new member to check back in with the front desk in 5-7 business days to get a scan card made and their picture taken. Until then, they can use their temp card and photo ID to come in. All they will need to do is show to the front desk and sign in on the New Member Sign-In Sheet. Put their yellow carbon copies in the folder and hand it to them. See them out of your office. You will then need to give the front desk the signed copy of the receipt and you will keep the blank. You will then put your copy of the receipt at the very back of the paperwork stack for your accounting department’s reference.

Return to your desk and enter the sale into InTouch if you haven’t already. Log your commissions and any splits in the Commission Sheet, fill out your driver with the updated numbers, and update the online Daily Sales Report. Turn the paperwork into your designated accounting box.

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, 90 Day Comfort 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>)

5. Systems and Processes Overview

Daily Shift Tasks

There are certain tasks that need to be completed every day to maintain the high caliber quality of the clubs and prepare the membership team for success.

Opening Shift

1. Make sure office is nice and tidy, no dust, carpet is vacuumed, no scrap paper out, etc.
2. WEAR THE BRAND
 - a. Walk the club making sure club looks presentable
 - b. No trash on the floors
 - c. No towels laying around
 - d. Any major concerns are reported to the MOD (manager on duty)
3. Clipboards have fresh membership profiles and guest register sheets for the day.
4. Flyer table is stocked neatly.
5. Water receptacle filled with fresh water (if applicable).
6. Review schedule for day and call any appointments scheduled before 12:00 pm.
7. Read through emails and communication binder.
8. Collect guest registers from the front desk.

Closing Shift

1. All trash is removed and placed in the appropriate area (varies by club).
2. Desks are cleared of loose paperwork and wiped down.
3. Carpet vacuumed.
4. Water receptacle emptied (if applicable).
5. Collect today's guest registers and membership profiles and leave in designated area.
6. Make sure there are at least 10 pre-made membership folders.
7. Enter today's number on Daily Sales Report spreadsheet.

Guest Registers

All guests that enter The Alaska Club will sign in on the Guest Register and meet with membership. The Guest Register serves multiple purposes, but the two primary reasons that we must have guests fill out this form are for the waiver/liability function of the form and tracking guest traffic.

Best practices for the Guest Register are as follows:

- All guests on the Guest Register are contacted within 24 hours, loaded into InTouch (see below for more information on InTouch), and the Guest Register is notated that these items were complete. Highlight each guest signed in based on the following:
 - Good Lead: lives in the area and are 18+
 - Ineligible Lead: do not live in the area and/or are under 18
 - Pass Abuser
 - Signed Up/Current Member
- The Membership Manager assigns the Guest Register to a Membership Coordinator daily.
- The Membership Manager or a Coordinator checks the status of the guest register to ensure completion at least twice a day.

- The Membership Manager is responsible for consistent communication with the Operations Manager, Front Desk Manager, and/or General Manager regarding the monitoring of the Guest Register.
- Guest registers must be filed by date in membership office after being reviewed by Membership Manager.

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 timeclock 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
- Membership Paperwork

ShoreTel

ShoreTel 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.

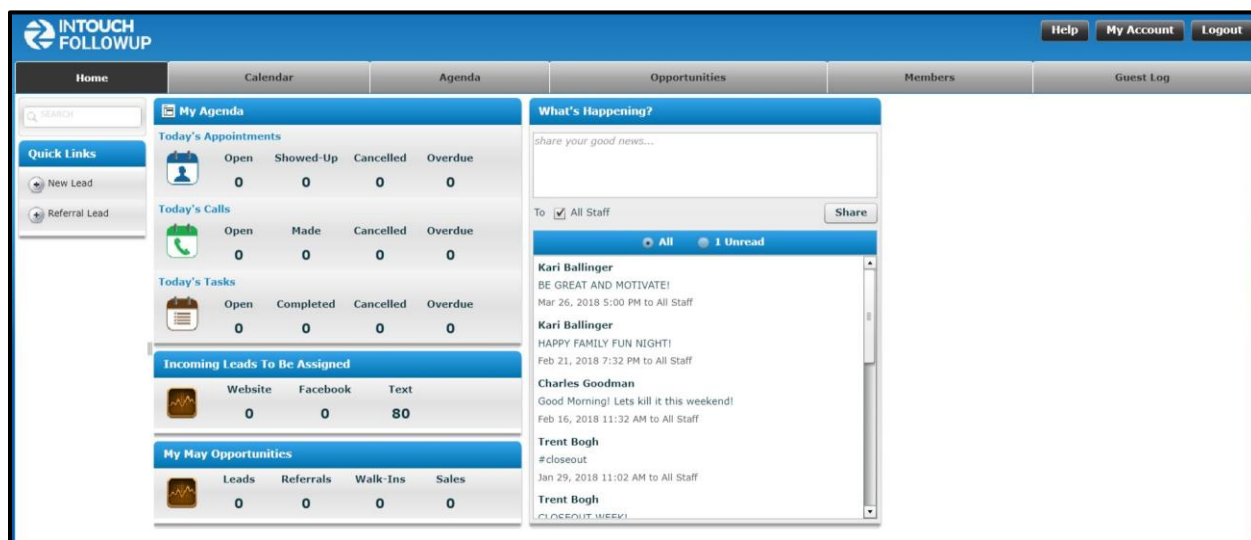
CSI

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.

InTouch

InTouch Follow-Up is the CRM (Customer Relationship Management) system The Alaska Club uses to manage our membership and fitness sales. The purpose of InTouch is to simplify our guest management system, track our leads appropriately and efficiently, and analyze our sales statistics. InTouch 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.

6. Pipeline and Process Management – InTouch



The above picture represents what your InTouch home screen looks like. You will primarily be working within the **Home**, **Calendar**, **Agenda** and **Opportunities** tabs.

Everyone that membership coordinators speak with at the club or that buys a membership at an external event **must** be entered into InTouch.

Finding or Creating a Lead

Finding a Lead

When finding a lead in InTouch you first click the Search box below the Home tab on the left side of the screen. Type the first and last name. As you type the name, a list of previous guests with similar names will pop up. *Double check phone number, email and lead owner to confirm your lead.*

Once you found correct Lead, you can hover over the Actions tab to:

- Schedule a call or appointment
- Make/take a call
- Create a task
- Move the lead to Trial
- Make the Sale

Or you can click the name and access their profile, including their history, contact info, text messages, and more. If the Lead is not in InTouch, you would create a new lead.

Create a New Lead

1. Search name and phone number to confirm not already lead.
2. Click New Lead tab in Quick Links tab on the left side of screen.
3. Add Lead Drop Box appears.
4. Enter information
 - a. First and Last Name
 - b. Phone and/or Email

- c. Contact method (ex. outreach, email, web lead, etc.)
 - d. Lead Source (ex. Radio, Guest registry, open house, web lead, etc.)
 - e. Enter ANY/ALL Notes you have about your contact with the lead for future contacts.
5. Hover over Actions tab - SAVE LEAD

Creating a Referral Lead

Click New Referral Lead tab on the left side of the home screen in Quick Links.

1. Input Member who referred the leads name.
2. Click Select when found
3. New Referral Lead Tab opens
4. Enter information:
 - a. Enter lead First and Last name
 - b. Enter Phone Number and/or Email
 - c. If starting trial - Select tab, Enter length of Trial
 - d. Enter any notes you may have
5. Hover over Actions tab - SAVE LEAD

Calendar Tab

The **Calendar** tab allows you to set and view your schedule, as well as view other team members' schedules. This is the tool used to record tour appointments and walk-ins.

To set your schedule, click on the Calendar Tab, and then the Set Schedule tab once you are on the Calendar screen. From here, you can set a shift by clicking on a time block. You can then copy a week and paste it onto future weeks to save time.

Scheduling an Appointment

From Homepage - click Calendar tab on top of page. Your calendar will appear with your current week schedule. There is a monthly calendar located to the left of the screen to choose the date or month to schedule the appointment. Below the Month is a Drop box with Group calendar options such as:

- Sales South/Summit
- Sales West
- P.R.E.P
- South FC

Below that Drop List is Individual Staff Calendars, depending on who you may be booking an appointment for. Examples

- Jon Cabrera
- Watasha Johnson
- South Consultations Cameron Allen

By choosing one of those calendar drops, you will be able to book an appt, check on one's availability and hours at the club.

When booking an appointment for yourself select the Time on the Day you are booking the appt for. A Book Appointment Box will appear.

1. Select TYPE of Appointment
 - a. Club tour

- b. Sales Follow up Meeting
 - c. Fitness Consultation
 - d. General Member Meeting
- 2. In the Details Box, put any notes you may have that will help with future meetings.
 - a. Call after 5pm
 - b. Text message Preferred
 - c. Past member
- 3. Verify Date, Time, Length of Appt., and Appointment Owner
- 4. Type Lead Name in With Box
 - a. Like names will appear as you type
- 5. Select Lead Name
- 6. Click Schedule Appointment

PLEASE NOTE: When scheduling an appointment for another MC please contact that MC via phone/email to notify them that you booked them an appointment.

If you don't have a specific MC to book the appointment with, book the appointment in the club generic "Membership Coordinator" schedule and the Lead Coordinator will make sure the appointment is handled.

To Book Appointment from the Lead Name

- 1. Find Lead
- 2. Hover over Actions tab
- 3. Select Schedule Appointment

Appointment Screen Appears

- 4. Select Date
- 5. Appointment Owner
- 6. Select MC/Club Coordinator
- 7. Select Time
- 8. Select Type of Appt.
- 9. Enter Notes
- 10. Select Schedule

Scheduling a Follow-Up Call

To schedule a follow up call

- 1. Find lead
- 2. Hover over Actions tab
- 3. Select Schedule Call

***Calendar will appear.

- 4. Select Date for Call

***Confirmation tab appears

- 5. Enter notes in Detail box
- 6. Select Schedule

Mark Lead as a Drop-In

To make a lead as a drop-in

- 1. Find Lead
- 2. Click Lead name

Lead history will appear

- 3. Select Drop-in box

4. Select Save
5. Follow up page will appear where you can:
 - a. Schedule a Call
 - b. Schedule an Appointment
 - c. Create a Task
 - d. Move Lead to Trial
 - e. Make Sale
6. Select Save

Agendas and Opportunities Tabs

The Agenda tab is meant to help keep you organized with the many leads you will accrue as a membership coordinator. When you schedule an activity of any kind, the activity will populate inside your agenda. When best practices are followed, your agenda will act as a calling list for you and make it easy to hit your 40+ calls per day target.

The Opportunities tab is where all of your leads are kept, including leads you are currently working that show up in your agenda, and leads that are not currently scheduled for any activity. This tab also includes a few sub-tabs, such as the “Sales” sub-tab, where you can see all of your sales. This tab should mainly be used to manage your leads and make sure all of your leads have a scheduled activity. When a lead does not have a scheduled activity, you’ll notice a yellow triangle with an exclamation point in it in the farthest right column, “What’s Next”. In order to stay as organized as possible and make sure you are actively working your leads, we aim to have zero yellow triangles in our opportunities. If you see them start to appear, schedule an activity for the lead.

Making a Sale

All sales made are recorded in InTouch. Most of the time, the new member that you enroll will be in InTouch already if they are a lead you or another coordinator had been working.

Make A Sale

To make a sale:

1. Find the Lead.
2. Hover over Actions tab
3. Click Make Sale as continue with step #5 below.

Or from Appointment box

1. Select Showed up
2. Enter notes, if any
3. Select Save
4. Follow up page appears
 - a. Select Make Sale
5. Make sale screen appears
 - a. Enter email
 - b. Confirm phone number
6. Select Save
7. Follow up Page appears:
 - a. Retention - Select your name

8. Orientation (booking FC)
 - a. Select FC
 - b. Select Date/Time for appointment
 - c. Select Schedule
9. Personal Training Lead
 - a. Select Add Personal Training Lead
 - b. If FC is booked: select FC Trainer
 - c. If FC is NOT booked: select club's Personal Training Manager
10. Add Referral
11. Referral screen appears
 - a. Enter First and Last Name
 - b. Enter Phone/email
12. Select Save Lead if only referral lead
13. Select Save and ADD Another Lead if multiple leads
14. Select Finish

Split Sale Qualifiers

When multiple coordinators work together on a lead (for example, one coordinator books an appointment but another coordinator closes the sale), they are entitled to a split sale to receive equal parts of the credit and commission for that sale. The club sales credit remains 100% in the club where the sale was made. **There is a 21-day window for split sales; any contact that was made before the 21-day window is not entitled to the split sale.**

7. Administrative Tools and Resources

Driver

Membership teams use a Microsoft Excel worksheet called “The Driver” to track all sales statistics within a club. Throughout the day, membership coordinators are responsible for updating their Driver. Each day of the month has a tab in the Microsoft Excel document and a recording box for each coordinator to track the number of memberships they sell, how many guests they see, how many leads they generate from the FMF presentation, how many appointments they book, how many shows they have that day, among other metrics. All this information filters into two additional worksheets in the document; the Club Driver and the Membership Coordinator’s personal driver.

The Driver is used to measure the stats of each Membership Coordinator as well as the performance of the club. Your Sales Manager will utilize these figures to determine action items and goals for each Coordinator for the following week. By reviewing your own stats, you can accurately determine your own strengths and weaknesses and gauge your individual performance. These stats and percentages are calculated automatically based on the daily numbers that each coordinator places in at the end of each shift. In this section we will be talking about what those numbers are and what they mean.

Membership Coordinators are expected to update their daily number in the Driver as they can throughout the day and finalize their numbers before they leave their shift.

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 the sale of a 12-month or month-to-month membership.

Guests: This metric is reserved for viable leads that visited the club and could have been a potential sale. This number should match the number of guests signed in on your guest register that are residents and are over 18. This does not include anyone who is on a current 7-day or 3-day guest pass and have 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.

POS: It stands for Point of Sale leads. This is the number of leads given to you at the time of sale. It should match the total of all the names and number given on a your FMF sheets that day.

APOS: This stands for After Point of Sale leads. It is the amount of leads you acquire from either the workout floor, birthday parties, or events.

GL&MP: The amount of either Membership Plus or Good Life trials or sales for the day.

FC: The number of Fitness Consultations scheduled at the point of sale.

Calls: The amount of calls made in a shift. It does not include calls made to other Alaska Club employees or incoming calls. Any telephone inquiries must be logged in the Driver at the top right-hand column on every day's metric entitled "Incoming calls."

Texts: The amount of texts sent in a shift. This does not include texts sent in response.

How to Read your Driver

At a given time throughout each week as determined by your sales manager, there will be a review of the metrics taken on that determined day to log your progress. You will then be given a weekly review with your Sales Manager on that determined day and specific action items to focus on for the upcoming week. The first column of metrics is your goals as determined by your Sales Manager at the beginning of each month. The next column counts the actual number of each metric that you have achieved this far. The third column is a projection determined by your progress thus far as compared to your goals of whether or not you are on the right track to achieve your goals. The final column is the ratios or percentages that you are projecting based of your current progress. The next three columns determine what your sales manager has recorded on their determined date which will be listed above. In this way, you can accurately review your current progress compared to what the expectations are.

1		30	Monthly Club Driver Form				
Month:		Club:					
Goal Category	Goal	Actual	Projection	Ratio	Projected Week 1	Projected Week 2	Projected Week 3
NMU	0	0	0.0	0.0			
Guest	0	0	0.0	0.0			
Closing	60%	#DIV/0!	#DIV/0!	#DIV/0!			
POS Leads	0	0	0.0	#DIV/0!			
After-POS Leads	0	0	0.0	0.0			
Appt	0	0	0.0	#DIV/0!			
Shows	0	0	0.0	#DIV/0!			
Consults Booked	0	0	0.0	#DIV/0!			
GL & MP	0	0	0.0	#DIV/0!			
Calls	0	0	0.0	0.0			
Text Messages	0	0	0.0	0.0			

When used correctly, the driver gives a snapshot of how the club is doing and projects the current activity to help predict month totals. Recording numbers accurately at the end of each shift give you and your Sales Manager the tools to help you adapt your business so that you are successful and productive. Your driver will be used in your daily and weekly one-on-one coaching with your Sales Manager. It is imperative that you keep track of your metrics and report them correctly.

Commission Sheets

Every sale that is made in the membership office is tracked through InTouch, 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, if it is split and with who, and how much commission would be given for that sale. It also has a worksheet for ACH commission and a worksheet for Membership Plus/Good Life 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/Good Life Trials

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

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

Communications Binder

The Communications Binder is a one-stop for anything pertinent that is happening within the network but is not exclusive to Membership. Anything that a membership coordinator needs to know to do their job is included in here. At the beginning of every shift, a membership coordinator must read all notices inside the binder and initial after reading. Examples are, but not limited to:

- A specific club's pool is closed.
- An area of a club is under construction.
- Information about upcoming Family Fun Night.
- Information about a community event TAC will be at.
- TWIWs and an example of how to complete a membership application.