

“How it Works”

Date: September 19, 2008
To: Executive Staff, Management Staff, Sales, Juneau and Fairbanks
From: Marketing

1. Guest Registry

All guests entering The Club must sign the guest registry. The front desk is responsible for ensuring that it is filled out accurately and legibly.

2. Passes

When a guest redeems a pass at The Club, the front desk should notify the membership office that there is a guest at the front desk. It's important that a membership representative has an opportunity to meet with the guest. Additionally, they must sign the guest registry before entering the club.

3. Answering the Phone

If someone asks about membership you should always say,

*“Are you inquiring about an **existing membership** or a **new membership**?”*

If they say, existing membership you should direct them to member accounting at 330-0102. If they are inquiring about a new membership you will say,

“I would be happy to get someone to assist you with your question, in case a membership representative is not available, may I get your name and phone number. This way I can ensure that someone calls you right back.”

Record the caller's name and phone number on the phone call log provided and transfer the call to membership.

If the membership office is not staffed, please look for the General Manager or Operations Manager to take the call. If one is not available say,

“Our membership department is currently unavailable, however, let me get your name and number and I'll have someone call you immediately.”

Email dcedeno@thealaskaclub.com or call another location's membership department with the caller's information.

Try again to find someone in membership, a General Manager or Operations Manager to have them return the call. Continue to try other clubs until you find someone to return the phone call. Have ownership in this and make sure that you make contact with someone before you stop trying.

4. When someone comes into the club to inquire about membership

Never let someone wait to talk to membership if they come into The Club. All the General Managers know how to sell a membership. Be resourceful and find someone to help the potential member. If someone is waiting, even just a few minutes, check in with them every few minutes and give them a status on their wait.

Questions? Contact Debbie Cedeneno at dcedeno@thealaskaclub.com

(Front Desk Tracking Sheet)

Please record all membership calls.



THE ALASKA CLUB

Location: _____

Submit Call Log to membership office daily.

[illegible]