

B.E. G.R.E.A.T.**BEHAVIORS****OBSERVATIONS**

Be Your Best	• In dress code, on time, knowledgeable, and focused on our members.	
Engaging	• Smile, be attentive to members, make eye contact, display positive body language, show genuine interest in each and every member.	
Greet Every Member	• Greet every member everywhere every time - when you're at the front desk, fitness area, or cleaning a locker room. • Ensure a fast and efficient check in process.	
Relationships	• Members want to know they're important, use their names whenever possible.	
Educate	• Answer questions promptly and accurately. • Resolve member issues right the first time. • Say "I'll find out" - never "I don't know." • Advise and educate members on our products, services and amenities.	
Act	• Always do what is needed without being asked. • Always act to improve the member experience. • Always apologize, accept responsibility, and immediately remedy issues. • You are empowered do what is right to exceed our member's expectations.	
Thank Them Personally	• Thank each member and family personally for attending the club. Let them know that you look forward to seeing them again.	

COACHING**SAY****DO**

Start		
Stop		
Continue		

