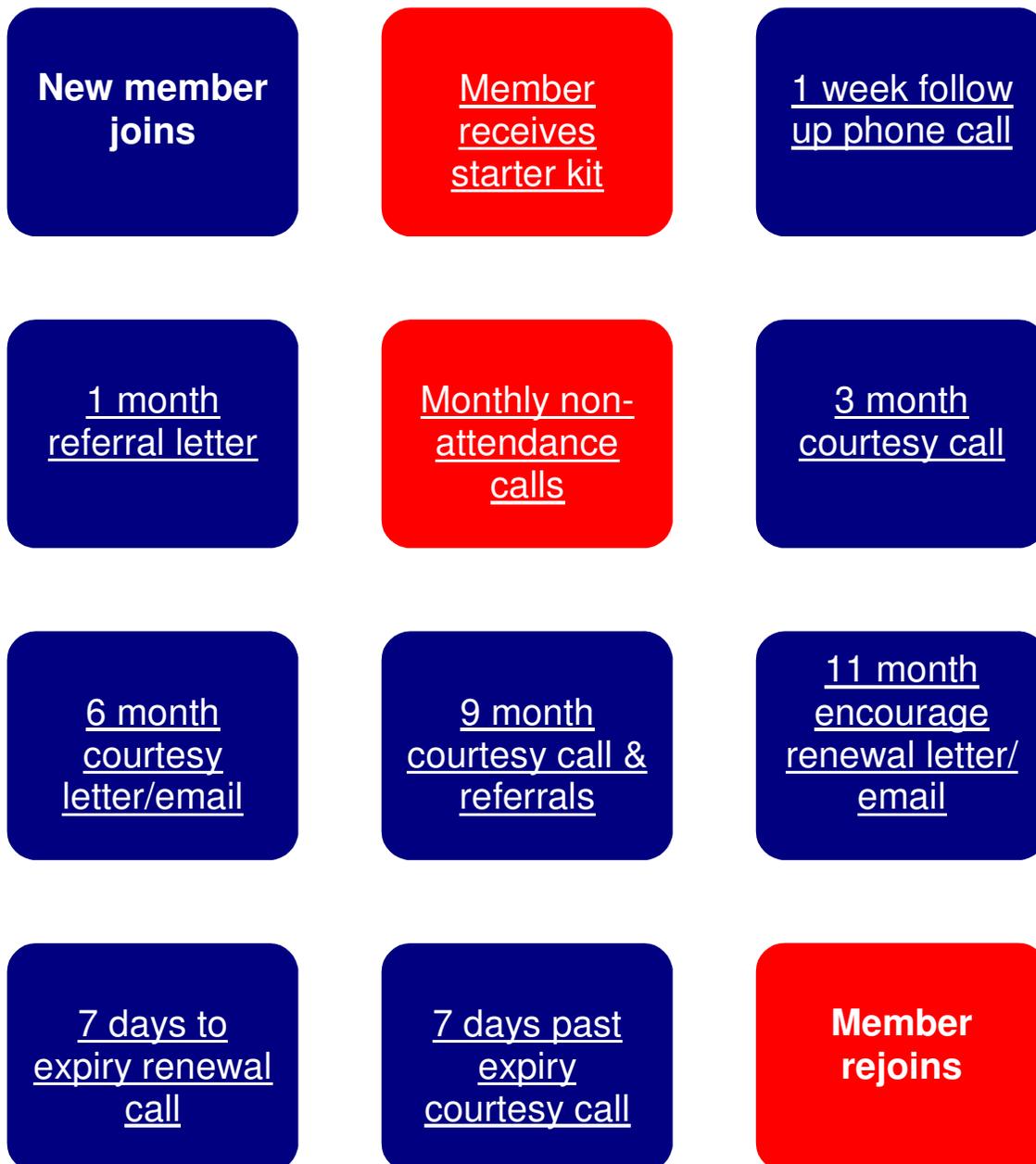


Sample Retention Procedure

Once you have attracted your members it is crucial that you retain them for the long term. The simplest way to ensure that your members rejoin your facility is to ensure that they are using it. Keep in regular contact with your members and keep them training. The following is a simple retention procedure may assist you in this process.



Starter Kit Example

The following outlines ideas of what you may wish to include in a starter kit that the member receives on joining. A member always appreciates taking something away with them following any purchase – fitness centre membership or otherwise, so give them something to take away with them once they join.

- ♣ **Membership card** – give them their card when they join, everyone loves to put something in their wallet, purse or on their key ring to show that they are a gym member!! It may even have some form of advertising on it for you!

- ♣ **Welcome letter** – This may outline the rules or details of the gym, perhaps details of what their membership includes, gym hours or any other relevant information that they may not be aware of.

- ♣ **Brochures** – Any brochures or details relating to the centre, perhaps even other services that you may offer. This is a good way to encourage members to take advantage of the other services that you offer in future.

- ♣ **Small gift** – Perhaps you can give them a small gift as part of the kit. This may include a gym towel, even a club t-shirt. If they wear it then they are advertising your centre for you. The cost of getting T-Shirts printed can be incorporated into the price of their membership.

- ♣ **A discount voucher** – Perhaps this may be a discount on their first personal training session (or sessions) to encourage them to start using your trainers. Your personal trainers are (or should be) a valuable source of revenue for you so assist them in gaining new clients where possible. Perhaps it is a discount supplement voucher to encourage them to start utilising the range of supplements that you sell.

- ♣ **Customer service cards** – Make it easy for your members to contact the relevant party regarding any queries that they may have on their membership.

The cost of a starter kit is negligible, however the perceived value can be immense. Package it up to look attractive to your members and it will add a huge amount of value to your membership.

Sample 1 week follow up call

Staff: Hi, it is <name> calling from <fitness centre>. Is <members name> available?

Staff: Hi <members name>, it is <name> calling from <fitness centre>. How are you?

Staff: I am just calling to see how you are settling into your membership with us?

Fine thank you.

Staff: Great, I am glad to hear it. Do you have any questions about your membership at this time?

No?

Staff: OK, I look forward to catching up with you next time you are in. If you do have any questions about your programme or membership then please let us know.

Sample 1 Month Referral Letter

<member name>
14 Fitness Ave
Bicep Row

18 October 2003

Dear <member>

It is great to have you at our centre and training regularly. I hope that your programme is going well and that you are starting to make progress towards your fitness goals.

Please let us know if you have any questions about your current programme, or would like us to have a look at your current exercise regime and make any revisions for you.

We thought you might have a couple of friends or relatives that you may wish to train with, to assist and motivate you in your regular exercise sessions. With this in mind we have included two **FREE 1 WEEK TRIALS*** of our centre. Your friends can simply present these trial vouchers at our centre when they wish to begin their training.

We look forward to seeing you at your next visit

Regards,
<centre name>

<name>

*Limit of one trial per person. Trial offer not open to current or ex-members.

Sample Monthly Non Attendance Call

Staff: Hi, it is <name> calling from <fitness centre>. Is <members name> available?

Staff: Hi <members name>, it is <name> calling from <fitness centre>. How are you?

Staff: I am just calling as I noticed that you have not been in to the centre for a while. I just wanted to see if there were any problems.

Yes, I have been really busy.

Staff: Sorry to hear that, I know it is often difficult trying to juggle work and recreation. It is however important to continue training regularly if you are to achieve the fitness goals that we discussed.

Staff: Would it help if we booked you in for a revision of your programme later this week? That way we can ease you back into training at a time that is convenient.

Yes, that would be great.

Staff: <arrange date and time>

Sample 3 month follow up call

Staff: Hi, it is <name> calling from <fitness centre>. Is <members name> available?

Staff: Hi <members name>, it is <name> calling from <fitness centre>. How are you?

Staff: I am just calling to see how you are going with your current programme.

Fine thank you.

Staff: I have noticed you have now been with us 3 months and are due for an **<upgrade of your programme/ fitness assessment etc>**. Would you like me to book you in for a follow up assessment?

Yes, that would be great.

Staff: <Arrange time and date>

Staff: I look forward to seeing you on <date> at <time>

Sample 6 Month Courtesy Letter / Email

<member name>

14 Fitness Ave
Bicep Row

18 October 2003

Dear <member>

I just wanted to drop you a line to encourage you to keep up your training over the cold winter months, and also to make you aware of some of the changes that are occurring at the centre over the next few weeks.

During <month> we are adding a new <machine> to the cardio theatre and a new <machine> to the weights area. Come on in and try out these new machines!

In <month> we are running the <challenge> at the centre. Please register your interest before <date>. This will be a great chance for you to meet some more of your fellow members, and also to assist in achieving your fitness goals.

Please find enclosed/ attached the latest <centre name> newsletter with details on the above and other information on your centre. Please let us know if you have any questions.

We look forward to seeing you at your next visit.

Regards,
<centre name>

<name>

Sample 9 month Courtesy & Referral Call

Staff: Hi, it is <name> calling from <fitness centre>. Is <members name> available?

Staff: Hi <members name>, it is <name> calling from <fitness centre>. How are you?

Staff: I just thought I would give you a call to see how you are getting on with your membership.

Fine thank you.

Staff: Great, it has been good to see you at the centre of late.

Staff: I also wanted to make you aware of a promotion that we are currently running for our current members. <detail referral promotion>. This offer is only open to our current members. Do you have a couple of friends /relatives that might like to join you at the centre and take advantage of this promotion?

Staff: <collect name and contact details>.

Sample 11 Month Encourage Renewal Letter

<member name>
14 Fitness Ave
Bicep Row

18 October 2003

Dear <member>

It has been great having you as a member of our facility over the past few months. We hope that you have enjoyed your membership at <centre name>. As you are probably aware, your membership is due to expire on <date>.

I have enclosed a membership renewal form for you to complete so that you can renew your membership easily and continue your membership with our club. Remember, it is important that you continue to train regularly in order to achieve your fitness goals.

Please fill in the enclosed form including payment advice slip. Place this in the enclosed pre-paid envelope and send it through to us. Alternatively, you can come in and renew next time you visit the club.

If you rejoin before your existing membership expires, then you will be able to take advantage of the special rejoin price of \$X.

We also have a number of easy payment options should you wish to pay your membership off in a more convenient manner. Perhaps you would like to align your payment with your weekly, fortnightly or monthly pay period. Please ask our staff about these options during your next visit.

Regards,
<centre name>

<name>

Sample 7 day to expiry call

Staff: Hi, it is <name> calling from <fitness centre>. Is <members name> available?

Staff: Hi <members name>, it is <name> calling from <fitness centre>. How are you?

Staff: I am just calling to remind you that your membership expires on <date>. Would you like to make a time to come in and renew your membership tomorrow?

Staff: If you come in and renew your membership before <day> you will be able to rejoin for only \$X per week. The current rate for a new member is \$X per week.

Staff: <close for date and time>

Sample 7 day past expiry courtesy call

Staff: Hi, it is <name> calling from <fitness centre>. Is <members name> available?

Staff: Hi <members name>, it is <name> calling from <fitness centre>. How are you?

Staff: Your membership expired on <date> and I noticed that you have not rejoined the centre at this stage. Would you like to arrange a time to come in and renew your membership this week?

Do not wish to rejoin?

Staff: As you know it is important that you continue to exercise regularly in order to achieve your exercise goals. <go through process of uncovering objections>

Still do not wish to rejoin?

Staff: Do you mind if I ask you a couple of questions regarding the performance of our centre. <complete exit interview>