

Enquiry No. _____

SAMPLE ENQUIRY CARD

Staff: _____ **Date:** _____

Purpose: *To obtain brief contact details on a prospect and to encourage them to attend your centre for an appointment with a consultant. If unsuccessful details are used later for follow up encouragement.*

Staff: Welcome to **<fitness centre>** you are speaking with **<name>**.

Caller: Can you please tell me the price of / give me some information on your gym memberships?

Staff: Certainly, I can help you. Firstly may I get a few brief details off you for our records?

Can I please get your name **<name>**. Phone number **<phone>**, and address **<address>**

And how did you hear about us? **<source>**

Now **<name>** what are you looking to achieve by joining a fitness centre?

<Discuss Fitness Goals>

Staff: Great. We can certainly assist you in achieving those goals.

What we normally do is invite our guests down to the centre. If you have a spare 10 minutes we can discuss the variety of membership options that we offer, and determine the one which is most likely to meet your requirements. This also enables you to see what benefits you are entitled to.

Is there a time today that is convenient for you to drop in? **<close for date and time>**

If caller: I just want to know prices.

If happy giving out prices:

Staff: Certainly, our memberships start from as little as \$X per week. However, there are a huge variety of membership options depending on your requirements. If price is a concern then I can certainly help you out there **<close for date and time>**

Staff: Thank you **<name>** we look forward to seeing you on **<repeat date and time>**