

ClubMarketer Sample Guest Register

To enable us to best meet your fitness needs please can you take a few moments to fill in the following questions, thank you.

Name: _____	Date of Birth: _____
Address: _____	
Phone: (H) _____	(W) _____ (M) _____
Email: _____	
I am not interested in receiving further fitness information via email (Tick)	

How did you hear about us?				
<input type="checkbox"/> Radio	<input type="checkbox"/> Newspaper	<input type="checkbox"/> Word of Mouth	<input type="checkbox"/> Flyer	<input type="checkbox"/> Walk In
<input type="checkbox"/> Signage	<input type="checkbox"/> Mailout	<input type="checkbox"/> Referral _____	<input type="checkbox"/> Other _____	

Are you currently a member of a fitness centre?

If Yes

<p>If your membership current? Y / N</p> <p>Did you achieve the results you were after? Y/N</p> <p>If not, why not? _____</p> <p>What exercises were you doing? _____</p> <p>How often? _____</p>

If No

<p>Have you been a member in the past? Y/N</p> <p>If No, have you done any structured exercise before? Y / N</p> <p>If Yes, what? _____</p> <p>How long ago? _____</p> <p>Why did you stop? _____</p> <p>Why were you unsuccessful in achieving your goals? _____</p>

What made you come in here today? Why now? _____
How would you describe your current condition? _____

What do you hope to achieve?		
Weight loss / Reduce body fat	Stress Management	Sports Training
Firm Up / Increase Tone	Improve Self Esteem	Body Shaping
Increase Endurance / Fitness	Improve Confidence	Body Building
Increase Energy Levels	Feel & Look Good	Other

How important is it for you to achieve the results you are after? (1-10) _____
When would you like to achieve results by? _____
How many times per week do you wish to exercise? _____
How will you feel if you do not achieve these results? _____
How long have been thinking getting started on an exercise programme? _____

What has stopped you from beginning in the past?
Work Time Money Apathy Procrastination Injury Family Commitments

Is this still a problem? **Y / N**
Will your partner / family support you in this decision? **Y / N**

Office Use Only

Referrals _____

Using Your Guest Register

Before a member starts a membership at any fitness centre it is imperative that you know what he or she wishes to achieve. How can we decide what is best for a member if we have not discussed with them their goals and asked the right questions to find out what they need. Too often a centre decides what is best for someone before even chatting to them.

When discussing a person's requirements we must ensure that we are very sincere and sensitive in our approach. We must ensure that we uncover what the person wants but also the underlying reasons behind what they wish to achieve as well. This will assist in gaining commitment during the final stages of the membership sales process.

Introducing the Guest Register

When a member walks in the door we must first put that person at ease. The easiest way to do this is to give them a brief overview of what you are going to discuss during their visit. Perhaps you could start by saying "before we get started, I would like to explain what we will be doing. First we would like you to complete this paperwork so we can gain an understanding of your previous exercise history and what you hope to achieve in the future. After that will have a bit of a chat about it and then I will show you through the club focusing on the areas that interest you. It will take about 10-15minutes is this OK?"

If they have not got time to complete the paperwork then reschedule a time when they have. Do not take short cuts on this aspect. Then you should sit down with the member and go through each aspect of the guest register and sales process with them.

Building Rapport & Discussing Goals

Your first step when discussing the paperwork is to build rapport with your prospect and then start to uncover the goals that they wish to achieve. It is important that you have made the person feel at ease and have built some rapport with them before you begin to ask the tough questions.

Qualify Prospects

Once this is achieved it is time to ask the tricky questions. Time to discover the pain that is behind the bright smile. By uncovering the real underlying issues and the real "pain" you will be able to gain a level of commitment to join, as well as qualifying any objections that may come up later in the membership sale.

Some of the probing questions to assist in qualifying your prospect:

Describe your current condition:

Discuss why they are in this condition and if they would like to do something about it.

What do you hope to achieve?

Discuss the 3 most important goals, these can be used later in the process to reaffirm the commitment to their goals.

How important is it for you to achieve the results you are after?

To be used later to reaffirm their commitment to join.

When would you like to achieve results by?

Pin down an important date and why it is important to them. This can be used to remind them of the necessity to get started immediately.

How will you feel if you do not achieve these results?

Emphasises how important it is to them to achieve their goals.

How long have been thinking getting started on an exercise programme?

Find out how long they have been thinking about it. What will happen if they do not get started now ... nothing!!

What has stopped them from Beginning in the past?

Go over each of these objections and find out if they are still a problem. It is important that you offer a resolution for the objection at this point or later it will be very difficult to close the

sale. Eg Money – how much do you think you would be prepared to spend to achieve the fitness goals that we have discussed?

Tour

The information collected up to this point should be used when touring your prospect. Show the member the areas of the facility that will assist them with achieving their goals and additionally explain HOW they will assist them.

Overcoming Objections, Price Presentation, Close

If you have done a good job early in the process then you will find it much easier to gain commitment at the final two steps – price presentation and closing. Inevitably you will get some objections that may come up during the latter parts of the sales process. When this occurs it is important to refer back to the information gathered earlier on your guest register.

For example: *Prospect* “I need to talk to my partner.” *Staff* “You mentioned earlier that your partner would support you in your decision to join...”

For further information on overcoming objections see our article in the members section on this aspect.

Referrals

The final process is to ask you members if they have any friends that may be interested in joining or trailing your facility. Record these referrals on the guest register for future follow up by a consultant. This is one of the best and cheapest ways of gathering qualified leads for your fitness centre.