

Info Call Script: 1 or 2 offers depending on special.

1. Thank you for calling Club 24 (Gym town), This is NAME. How May I help you today? (Listen _____ to caller's question)
2. **I would love to help you with that. May I ask your name?** (Listen for name) **Thanks CALLER NAME.** (Assist caller with question)

3. Are you currently a member with us?

- If **Yes**, go to **4**
- If **No**, go to **5**

4. Are there any other questions I can help you with? Thank you for calling. Have a great day!

5. Thanks caller Name, may I ask how you heard about Club 24?

- Allow member to respond and then proceed to **6**

6. Great, do you have a minute, so I can tell you a little about Club 24?

- If **Yes**, go to **7**
- If **No**, **close the call** – Are there any other questions I can help you with? I'd like to invite you to come and take a tour of our facility anytime, or visit us online at club24gyms.com. Thank you for calling! Hope to see you soon!

7. Great!

- Here at Club 24 Concept Gyms "We want to give our members the tools, education, and motivation to live their best lives." We passionately believe that certain types of training and nutritional systems will help everyone become the best version of themselves.
- We offer tons of state of the art cardio and strength training equipment.
- We have 7 locations in the State, and we are open and staffed CLUB HOURS.
- Most Importantly we are the largest **LOCALLY** Owned Facility in the **STATE**.

We're currently running a promotion on our membership offers:

- The Orange Elite Member, our most popular option, is \$_____ to join, and is just \$_____ a week with a _____ month commitment. Our Orange Elite membership includes access to all of our locations in the state, guest privileges, unlimited use of our hydro massage beds and chairs, 50% discounted beverages/smoothies, and access to all. Our Group X classes that consists of Yoga, Zumba, and many more

This promotion is ending _____. Is this something you would like to take advantage?

Close the Call

- Come down and take a tour of our facility! As a reminder, my name is NAME, and either I or any member of the team would love to show you around.
- If you're thinking of getting started today, please bring your checking account information and credit card with a valid ID. You can also join online at CLUB24GYMS.com, and view photos and a virtual tour.
- Are there any other questions I can help you with CALLER NAME? Thank you for calling! Hope to see you soon!

Overview of the Info Call

Any call in which a non-member is requesting information about the club is considered an Info Call.

Potential members, especially first-time gym goers, may call a club before they will walk in the door to obtain basic information about memberships, rates, hours, and services

Team members must be trained to provide an Info Call to any caller who states he or she has never been a member of CLUB 24

Great Info Calls provide the information callers seek, while offering them a sense of how they will feel when they walk in:

- Welcomed
- Comfortable
- Valued

Purpose

The Info Call script is intended to be used as a guide to help ensure team members provide a consistent message to everyone who calls.

- The script covers all the key points that must be covered in the call
- The script serves as a great learning resource
- We suggest you keep a copy of the script near each phone so team members will have it for every call
- Personalize the script with the current offer information and club details
- Every Info Call must end with an invitation to come into the gym to experience the club