

Hello and Goodbye

It is required that you say hello and goodbye to every member every day without exception. Nothing you are doing is more important than this. Even if you catch fire, stop drop and roll to the front desk so you can say hello and goodbye to everyone. If you cannot do this you will not last more than a few hours here. You will learn exactly how to say hello and goodbye in this manual. This is a core element of service. By saying hello and goodbye every time you will begin to develop a rapport with our members and our team and become part of the family. We want our members to feel like they know you and can come to you with problems or concerns. We want you to make thousands of friends here.

This is the touchstone of our member service. It may seem simple but by greeting members EVERY time and getting to know their names you will make it easier for them to approach you with a problem or concern. You will also make it harder for them to leave if another club opens in town. Every gym has equipment, classes, personal training, etc. People are what make the difference. You are the difference.

We believe in the concept that if you do things well consistently, it will be a win-win situation for the customer and for the company. Our goal is to create "raving fans!" Every member entering or exiting should receive a "Hello or Goodbye" delivered with a genuine smile from each and every staff member. Engaging each and every member will ensure that they are having the best experience possible.

The 10/5 RULE

- **At 10 feet, we should make eye contact with anyone entering the club.**
 - **At 5 feet, we should greet that same person with enthusiasm.**

Your most important job at the front desk is to make members and prospective members HAPPY! Anything you can do to make a member happy is job number one at the front desk. You can never have a bad day. Remember, most of our members have difficult jobs and difficult lives. We are competing not only with other fitness centers but other forms of entertainment. It is up to you at the front desk to lift the members up when they walk through the door each day.

Front Desk Greeting: *“Hi, how are you today?”* While greeting a member you are always happy smiling and standing up straight.

ROLE PLAYING EXERCISE: You will now practice this by role playing with your manager 10 times. We role play continuously so that you are comfortable with the phrases that are used.

Managers will look for consistency and will also check to be sure you are smiling, happy, standing up straight, and speaking clearly.

What about members who are leaving?

We want our members to leave each time feeling great about their club family. That is why it is required to wish them well EVERY time they leave. This is simply done by SMILING and saying

“Have a great day/night”

ROLE PLAYING EXERCISE: You will now practice this by role playing with your manager 10 times.

