



Follow-up Cadences

Easy-to-use templates to guide when and how often you reach out to your prospects and members.

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...and why does your gym or studio need it?

Lead nurturing is the art of using various communication methods such as email, phone calls, texting, and more to subtly sell memberships or other services to each and every prospect that submits a web lead form, walks-in, or is referred to your gym or studio. The word “nurture” works well for this type of selling because it is a very delicate process and can take time to find the right mix of communication methods and schedules. The time you take to set up “the play” for your staff, such as the follow-up schedules, scripts, etc., the more consistency you will see in communication, leading to higher sales.

Setting up a schedule and a plan for lead nurturing begins with the outlining of your different types of leads, i.e. web lead, referral, active guest, member, etc. This helps cover all of your bases and gives a more personalized experience to the prospective member. It's also possible to nurture your current clients into ancillary revenues such as Personal Training packages, group classes, workout gear, and more. When setting up schedules, it's important to put yourself in the shoes of the prospect or member. How many times would you want to be contacted, and which communication method works best?

Because this can be hard to interpret, we have put together a general follow-up schedule for gyms and studios. This schedule is meant to guide you in the lead nurturing and member engagement process, but can be fine tuned to fit your audience's specific needs.



80% of sales require 5 follow-up calls after the meeting. 44% of sales reps give up after 1 follow-up.

*<http://www.thebrevetgroup.com/21-mind-blowing-sales-stats/>

Web Lead: A lead that has come through your website or email.

Walk-In: A lead who has come into the gym or studio without an appointment scheduled.

Referral: A lead who a current member or prospect referred to your gym or studio.

Active Guest: A lead who is currently using an active guest pass.

Missed Guest: Toured but did not sign up for a trial or join.

Expired Guest: A lead that used a guest pass and now the guest pass has expired, but they haven't purchased a membership.

Member: Someone who has purchased a membership or package.

First Time Leads Based on Demographics

Lead nurturing starts when a lead first contacts your business. Because this is their first impression, it is the most important part of the schedule. According to InsideSales, 30%-50% of sales go to the vendor that responds first. ***This means that time is money!*** The earlier your sales team follows up, the higher chance they have at making the sale. Each lead can start off their journey with your business differently, so although the following timetable is of best practice, it's smart to use good judgement and listen to the prospect when following-up.



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	Immediate Contact	1-2 Days After First Contact	3-5 Days After Becoming a Lead	7-8 Days After Becoming a Lead	10-12 Days After Becoming a Lead	14-17 Days After Becoming a Lead	3 Weeks After Becoming a Lead	1 Month After Becoming a Lead
Web Lead	PHONE CALL	TEXT / PHONE	TEXT	PHONE CALL	EMAIL	TEXT	PHONE CALL	EMAIL
Walk-In	N/A	EMAIL	PHONE CALL	TEXT	PHONE CALL	EMAIL	TEXT	EMAIL
Referral	EMAIL	PHONE CALL	EMAIL	EMAIL	PHONE CALL	EMAIL	PHONE CALL	EMAIL

Guest Pass Follow-up Cadence

Getting a prospect on a guest pass in your gym or studio presents a prime opportunity to move them into a membership. Whether the guest pass at your business is 3 days, 5 days, 7 days, or more, a follow-up schedule is imperative. Once they have agreed to a guest pass, they are moved out of their “lead” status, and now are considered an active guest. Not only are they testing out your facility, they are also slowly building relationships with the employees and creating a connection to your gym/studio community.

Some of the most opportune leads are hiding out in your “Expired Guest” category! They have tried out your gym or studio, and if everything went well, they loved it! They might just need that last little push to get them to purchase the membership. Active Guests should be incentivised to join sooner rather than later during their trial period. Expired Guests can also be thrown a “Hail Mary” offer *as a last resort*.

	1 Day After Guest Pass Start Date	3-6 Days After Guest Pass Start Date	5-7 Days After Guest Pass Start Date	1-2 Weeks After Guest Pass Start Date	Leads will fall into one of the latter buckets			
Active Guest	PHONE CALL	TEXT	PHONE CALL	EMAIL				
	1 Day After Becoming a Missed Guest	2-6 Days After Becoming a Missed Guest	1-2 Weeks After Becoming a Missed Guest	2-3 Weeks After Becoming a Missed Guest	3-4 Weeks After Becoming a Missed Guest	4-5 Weeks After Becoming a Missed Guest	2 Months After Becoming a Missed Guest	3 Months After Becoming a Missed Guest
Missed Guest	PHONE CALL	EMAIL	TEXT	PHONE CALL	PHONE CALL	TEXT	EMAIL	EMAIL
	1 Day After Guest Pass Expires	2-5 Days After Guest Pass Expires	1 Week After Guest Pass Expires	2-3 Weeks After Guest Pass Expires	3-4 Weeks After Guest Pass Expires	6 Weeks After Guest Pass Expires	3-4 Months After Guest Pass Expires	6 Months After Guest Pass Expires
Expired Guest	PHONE CALL	EMAIL	PHONE CALL	TEXT	PHONE CALL	EMAIL	TEXT	EMAIL

The selling process doesn't end when a prospect turns into a member. If you are a club that sells Personal Training, Group Classes, etc., this is when the upselling process begins. To start off your members experience, it's always a good idea to send a follow-up email with information about your different add-on packages and/or orientation classes. This is an easy way to get them thinking, but not asking for a commitment.

These member follow-ups are also extremely important when it comes to asking for referrals, which is a huge revenue potential. Every time you email or call, let them know about your referral program (if you have one) or just simply ask! As time goes on, they may eventually have a friend or family member who wants to come work out with them.

	1st Day as a Member	3-5 Days After Becoming a Member	3-4 Weeks After Becoming a Member	1 Month After Becoming a Member	2 Months After Becoming a Member	3 Months After Becoming a Member	4 Months After Becoming a Member	Monthly Check-ins After Becoming a Member
Member	EMAIL	PHONE CALL	TEXT	PHONE CALL	EMAIL	EMAIL	TEXT	PHONE CALL



Salespeople who actively seek out and exploit referrals earn **4 to 5 times more** than those who don't.

*<http://www.thebrevetgroup.com/21-mind-blowing-sales-stats/>

Now that you have your follow-up schedule, what should your communication (specifically email) look like?

There are many ways you can make an email grab attention, and sometimes the best way to grab attention is with simplicity. It's great to have bright colors and flashy images, but being able to balance that with whitespace and reading room is imperative.

There are some very important pieces of information that you want to make sure you have in any email:

1 An attention-grabbing Subject Line

Be careful not to make it too long and don't use exclamation points, they can get your email sent to spam folders.

2 Consistent branding with a logo

Increase brand recognition by adding your logo to every email you send.

3 A bold yet simple header/title

Having a header on your emails explains what the email is about and clarifies your message.

4 A clear, well-designed image

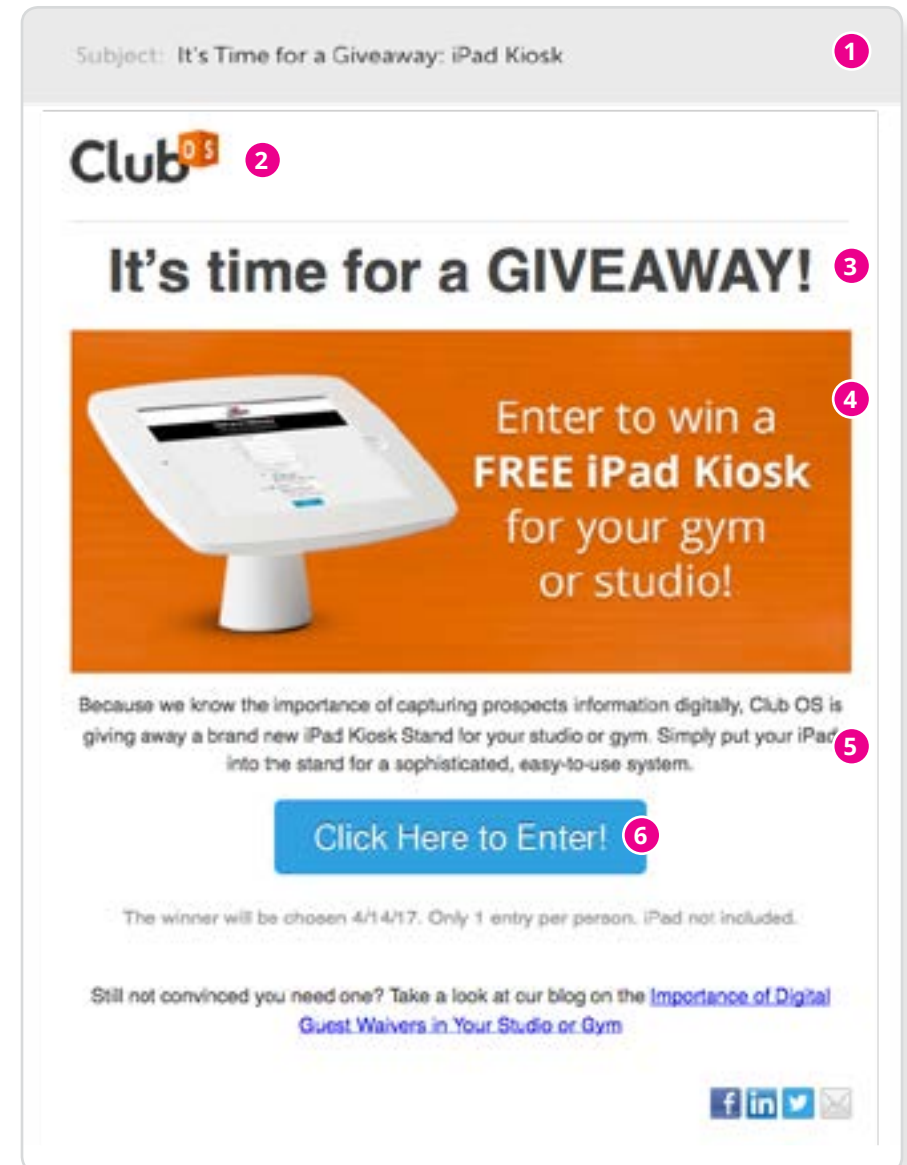
Break up the monotony of all text with a bright, attention grabbing image in your emails. This will help increase click rates.

5 Informative, yet to the point body content

This is where the bulk of your information will go. Keep it short, to the point, and preferably 6 sentences or less.

6 A very bold "Call to Action"

This is the most important part of your email. This is where you will direct people to take advantage of what you are offering in the email such as a competition, giveaway, free guest pass, or personal training sessions. You want this to grab attention!



Everyone is a salesperson.

Just because your front-desk employee doesn't have the title of a "salesperson" doesn't mean that isn't part of their job. The same goes for every single employee at your gym or studio. Whether they are a personal trainer, small group teacher, manager, or GM, everyone is a salesperson.

What does that mean? Simply put, it means that everyone represents your business, and if someone is coming in considering a membership, they need to have an amazing experience from the front desk, to meeting the personal trainers, to running into the general manager. Don't forget that even the brand new employee working the front desk is a salesperson. Anyone can do sales and follow-ups, especially if you have sales scripts ready to go. For help with scripts in your gym or studio, check out our E-book "[Sales Scripts For Your Gym or Studio](#)." Not only will this save time, it also saves headaches when it comes to keeping consistent communication.

What's the point of following-up if not to close sales?

Once you have your follow-up schedules in place, it's time for your sales team to take over and start selling memberships. It's very important to incentivize your employees by running in-house sales competitions, not only to push performance, but also to build morale. Good salespeople are an inherently competitive bunch, so why not tap into that? A couple of options for different types of sales competitions include:

- Whoever completes the most follow-ups in one week gets an \$100 Gift Card.
- Top producing salesperson by total membership units gets to take a day off and use the GMs desk (or parking spot) for a week.
- For clubs with tiered memberships, offer a bonus to the person who has the highest average membership rate at the end of the competition.

Just remember to get creative, have fun, talk trash (lightly), and keep it fresh. Use a leaderboard that is visible to the whole sales team so they can see exactly where they stand. You probably wouldn't want to run a competition every month but they can have a big impact when used strategically throughout the year.



Club OS can help you automate these follow-up schedules, helping you increase revenue and build your membership base. Contact us today.

LEARN MORE



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