

# The Prospect Handbook:

35+ Follow-Up Scripts To Move Prospects  
From Sales Funnel to Gym Floor



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## A Broader View on Prospecting

Few things are as important to a fitness business as a strong prospect follow-up strategy. Despite this, follow-up strategy is often shaped solely by personal experience or the collective experience of a club's staff. There's nothing wrong with following your instincts or the advice of colleagues, but you have to know your strategy is effective and aligned with current industry trends rather than just a comfortable routine.

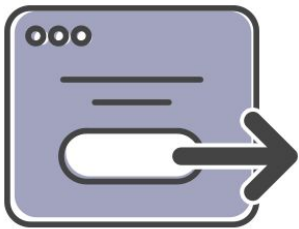
With this in mind, we surveyed 163 fitness professionals about their prospecting habits to broaden our understanding of follow-up best practices. We've compiled their responses into this e-book, along with over 35 follow-up scripts. This is a resource to help you know when to reach out and what to say.

We've separated prospects into **three major categories**:



### Lead

A prospect who was NOT identified by an online source or referred by existing member/prospect. Leads are most commonly discovered through a telephone inquiry or a club outreach program, i.e. setting up a booth at a local marathon.



### Web Lead

A prospect identified through an online source such as a website interest form or third-party marketing partner.



### Referral

A prospect referred to the club by an existing member or prospect.

# Section A

## Leads



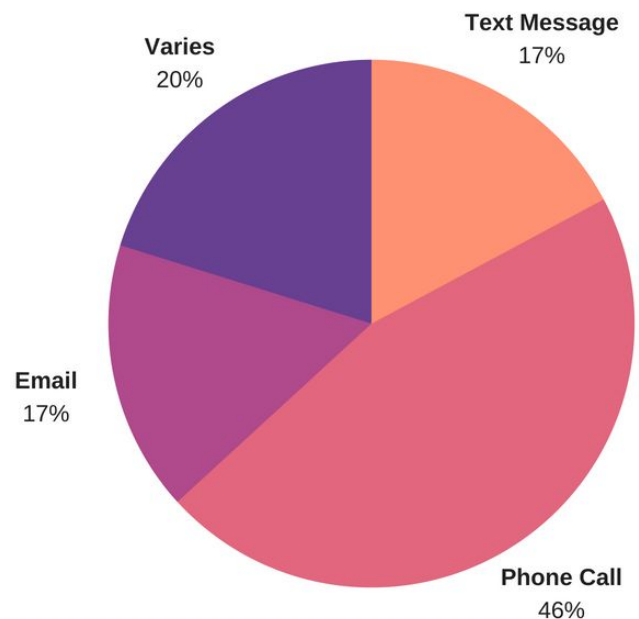
The term 'lead' can be confusing as it's often interchangeable with the term 'prospect'. It's important to distinguish what we mean by lead for the purposes of this e-book. There are two qualifications of a lead.

- A lead is a prospect who was **NOT** identified by the gym or studio through an online source or referred to the club by existing member or prospect.
- A lead is a prospect who has **NOT** yet completed a club tour. Once a prospect completes a club tour, they are categorized as a club guest. [Check out our e-book “The Guest Book” for follow-up scripts customized for club guests.](#)

The two most common ways a lead is identified is by telephone inquiry -- the prospect calls the club to inquire about rates -- or by outreach -- the prospect encounters club staff at an outreach event in the community. Since there is no unified avenue in which a lead is discovered, it's important to record notes about each new lead. These notes should be consulted before making the first follow-up. How the lead was identified influences the content of your first reach out. .

### First Impressions Matter

Kick off your follow-ups right! We recommend calling on the first reach out to a lead, web lead, or referral. **Nearly half of the fitness professionals we polled reported preferring to make a phone call when conducting the initial reach out with prospects.** Communication via phone has a more immediate and personal feel as compared to text or email. Of course, how you conduct any follow-up is dependent on what contact information you have on file for the prospect.



# Leads - Follow-Up #1



The focus of the first follow-up is to secure a membership meeting with the lead. Consult any recorded notes about the lead to better understand (1) the prospecting source used to identify the lead, i.e. telephone inquiry or outreach event (2) what interested them in your gym or studio.

## 1. Leads: Schedule Membership Meeting



**Phone:** Hi {{recipient-first}}, this is {{employee-first}} with {{location-name}}. I'm calling today to follow-up. We spoke **(enter prospecting source)**, and I'd love to keep that conversation going. Let's schedule a tour of the club for this week, so we can discuss **(enter their interest)** in person. I'm available **(enter weekly availability)**. What time is best for you?



**Phone (Voicemail):** Hi {{recipient-first}}, this is {{employee-first}} with {{location-name}}. I called today to follow-up after we spoke **(enter prospecting source)**. I'd love to keep that conversation going. Let's schedule a tour of the club for this week, so we can discuss **(enter their interest)** in person. I'm available **(enter weekly availability)**. Please give me a call back at {{location-phone}} or shoot me an email at **(enter email address)** to set your appointment!



**Email:** Hi {{recipient-first}}, I'm reaching out to follow-up after we spoke **(enter prospecting source)**. I'd love to keep that conversation going. Let's schedule a tour of the club for this week, so we can discuss **(enter their interest)** in person. I'm available **(enter weekly availability)**. Please let me know which time works best for you, or give me a call at {{location-phone}}.



**Text:** {{recipient-first}}, I'm reaching out to follow-up after we spoke **(enter prospecting source)**. Let's schedule a tour of the club for this week, so we can discuss **(enter their interest)** in person. Please reply to this text with your availability, or give me a call at {{location-phone}}.

# Leads - Follow-Up #2

The second follow-up is dependent on the response or lack thereof a response you receive from the lead to your first reach out. Follow-Up #2 is divided into **three follow-up categories**.

## 1. Leads: No Response, 2nd Attempt



The lead did not reply to the first follow-up. Avoid referencing their lack of response. Guilt-tripping a member is more likely to push them away than prompt a reply. Instead, reinforce the value of your club and your relationship with members.



**Phone:** Hey {{recipient-first}}, this is {{employee-first}} with {{location-name}}. I'm reaching out because we spoke (**enter prospecting source**). I really want to continue that conversation, because we work every day to make {{location-name}} the absolute best place to pursue health and fitness. Let's schedule a time to tour the club and discuss your options. What time this week works best for you?



**Email:** Hey {{recipient-first}}, I'm reaching out because we spoke (**enter prospecting source**). I really want to continue that conversation, because we work every day to make {{location-name}} the absolute best place to pursue health and fitness. Let's schedule a time to tour the club and discuss your options. Reply to this email with your preferred meeting time or call me directly at {{location-phone}} to schedule a time this week.



**Text:** {{recipient-first}}, I'm reaching out because we spoke (**enter prospecting source**). We work every day to make {{location-name}} the absolute best place to pursue health and fitness. Let's schedule a club tour for this week. Reply to this text with your availability or call me directly at {{location-phone}}. Thank you!

## 2. Leads: Prospect Contacted, No

The lead responded to the first follow-up and stated they were no longer interested in purchasing a membership. Keep the lead in play by offering a free trial pass. Even if the lead truly is not interested in purchasing a membership, they may see the value in a few free workouts. More importantly, if they are a “maybe” then free access to the club could push them into a full “yes”.



**Phone:** Hi {{recipient-first}}, this is {{employee-first}} with {{location-name}}. I understand you're no longer interested in purchasing a membership. However, please be our guest and experience the club at no cost. You're eligible for a free trial pass. This pass entitles you to **(enter pass details)**. Let's schedule a time to set up your pass. What's your best availability this week?



**Email:** Hi {{recipient-first}}, I understand you're no longer interested in purchasing a membership. However, please be our guest and experience the club at no cost. You're eligible for a free trial pass. This pass entitles you to **(enter pass details)**. Let's schedule a time to set up your pass. Reply to this email with your availability, or call me directly at {{location-phone}}.



**Text:** {{recipient-first}}, please be our guest and experience the club at no cost. You're eligible for a free trial pass, which entitles you to **(enter pass details)**. Reply to this text or call me directly at {{location-phone}} to set up your pass!

### 3. Leads: Membership Meeting Scheduled

The lead replied to the first reach out and scheduled a membership appointment. The membership appointment is used to assess if the lead is qualified, i.e. if their fitness goals align with your services. Include pre-meeting questions in the follow-up to customize the meeting to their interests.



**Phone (answer):** Hi {{recipient-first}}, this is {{employee-first}} with {{location-name}}. I'm calling today to confirm our meeting on **(enter date)** at **(enter time)**. I'm excited for the opportunity to discuss your goals. Let me get a little more information about you so I can customize the meeting to your needs. First, what is the main thing you hope to achieve by joining a fitness club? **(Client's response)** Perfect. And if you have one, what's your main concern about joining a fitness club? **(Client's response)** Okay, thank you. I'm looking forward to discussing this further in person. Until then, you can reach me at {{location-phone}} or {{employee-email}} if you have any questions. Thank you!

**Note:** If the lead doesn't answer your phone call, leave a message to confirm their appointment time to increase the likelihood they will attend the meeting. In addition, send a follow-up email with your pre-meeting questions.



**Phone (voicemail):** Hi {{recipient-first}}, this is {{employee-first}} with {{location-name}}. I'm called today to confirm our meeting on **(enter date)** at **(enter time)**. I'd love to get a little more information before we meet. I'll be sending you a follow-up email with two quick questions. I'd really appreciate if you could reply to that email with your answers. This is the best way for me to customize the appointment to your needs and come up with a great membership plan for you! If you have any questions you can reach me at {{location-phone}} or {{employee-email}}.



**Follow-Up Email:** Hi {{recipient-first}}, I gave you a call and left a message to confirm our meeting on **(enter date)** at **(enter time)**. If you would, please reply with the answer to the following questions to help me build an awesome membership plan for you! **1. What is the main thing you hope to achieve by joining a fitness club? 2. What's your main concern about joining a fitness club?** I'm looking forward to our meeting! Until then, you can reach me at {{location-phone}} or {{employee-email}} if you have any questions.



## Leads - Follow-Up #3

The third follow-up is dependent on the response or lack thereof a response you receive from the lead to your second reach out. Follow-Up #3 is divided into **three follow-up categories**.

### 1. Leads: Prospect Contacted, 2nd No



The lead has now given you two no's. They declined the initial offer of a club tour, and then they declined to accept a trial pass. Although you won't make a sale today, you can leave the door open to a possible sale in the future. Leave the lead with a positive view of your club by sending a simple and friendly final follow-up.



**Phone:** Hi {{recipient-first}}, this is {{employee-first}} with {{location-name}}. I wanted to call and thank you for considering our club. Although we won't be working together, we appreciated the chance to show you our club and what we love doing. Should you be in need of a place to pursue your fitness in the future, please keep us in mind! Working with members to hit their goals is what we love to do. Thank you.



**Email:** Hi {{recipient-first}}, Thank you for considering our club. Although we won't be working together, we appreciated the chance to show you our club. Should you be in need of a place to pursue your fitness in the future, please keep us in mind! Our passion is working with members to hit their goals. Don't hesitate to email me directly through this email or give me a call at {{location-phone}}.



**Text:** {{recipient-first}}, thank you for your interest in {{location-name}}. Should you be in need of a place to pursue your fitness in the future, please keep us in mind! Our passion is working with members to hit their goals.

### 2. Leads: Membership Appointment Scheduled

The lead replied to the second reach out and scheduled a membership appointment. **Return to pg. 8 and enter the lead into the Membership Appointment Scheduled workflow.**



## 2. Leads: No Response, 3rd Attempt



The lead did not reply to the second follow-up. If phone calls and emails aren't getting their attention, try sending a quick text. Over 50% of respondents to our survey selected text message as receiving the highest response rates as compared to email and phone call.



**Phone:** Hi {{recipient-first}}, this is {{employee-first}} with {{location-name}}. I'm reaching out because you submitted an online interest form for our club. We work every day to make {{location-name}} the absolute best place to pursue health and fitness. We can't wait to share what makes our club so special with you. Let's schedule a brief meeting. I'm available **(enter days)** from **(enter times)**. What time works best for you?



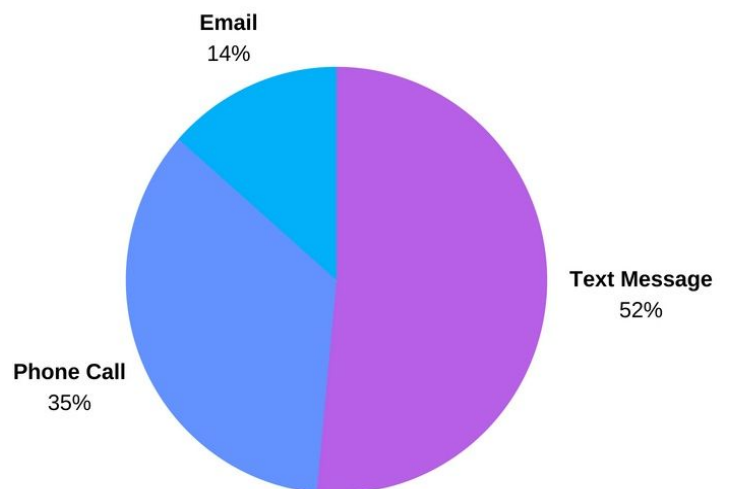
**Email:** Hi {{recipient-first}}, I'm reaching out because you submitted an online interest form for our club. We work every day to make {{location-name}} the absolute best place to pursue health and fitness. We can't wait to share what makes our club so special with you. Let's schedule a brief meeting this week. I'm available **(enter days)** from **(enter times)**. Reply to this email with your preferred meeting time or call me directly at {{location-phone}}.



**Text:** Hi {{recipient-first}}, we work every day to make {{location-name}} the absolute best place to pursue health and fitness. Let's schedule a brief meeting this week to discuss membership options. Reply to this text with your preferred meeting time or call me directly at {{location-phone}}. Thank you!

### Why Prospects Like Text

As silly as it seems, more and more people are growing an aversion to phone calls. Answering a call means pausing everything else and some people aren't willing to do so. In contrast, texts are quick, easy to compose, and low pressure. It may be the perfect way to quickly schedule a membership meeting with your more allusive prospects.



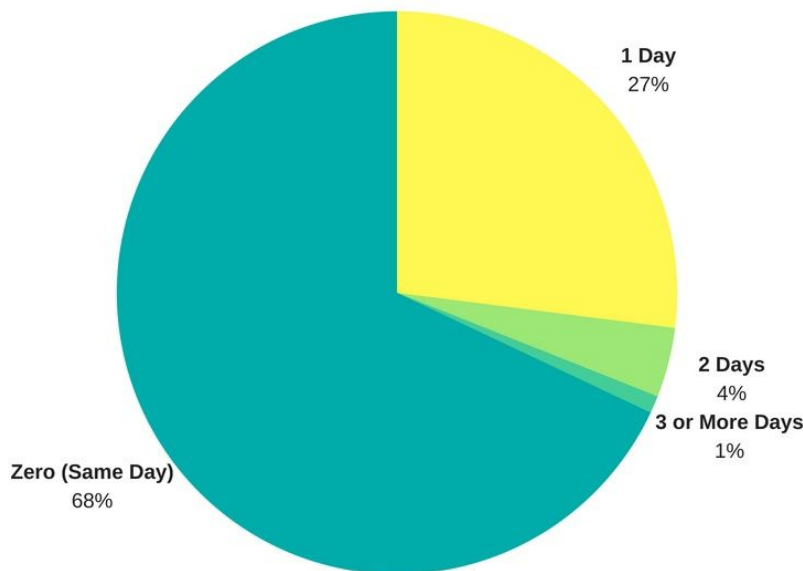
## Section B

# Web Leads



The good news about web leads? They make the first move. By filling out your online interest form, they are granting you and your team permission to reach out and sell them on your gym or studio. The bad news? They are completely isolated from you and your team. There's no guarantee the lead is truly interested in purchasing a membership with your club. It's entirely possible they submitted an online interest form to every gym or studio in the area as a way to compare price quotes like you would car insurance. Moreover, until contact is established with a web lead there's no way to assess if they are a qualified prospect. An expression of interest does not automatically make a new lead a good fit for your club and the services you offer.

The immediate focus of any web lead follow-up strategy should be establishing contact as quickly as possible. **68% of respondents to our prospecting survey indicated they reach out to new web leads the same day that their online form was submitted.**



Contacting web leads quickly mitigates the risk that they will be contacted by a competing club first or that they will have second thoughts about purchasing a membership all together.

# Web Leads

## New Prospect Response

A unique feature of web leads as compared to leads or referrals is the necessity of an automated response email. This is an email automatically sent to the new web lead upon submission of an online interest form. Often web lead forms are submitted after hours resulting in an extended delay in response time. Establishing an automated response through your club's CRM software is recommended to set the tone for future follow-ups. **Elements to include in your response email:**



- Set expectation for when a team member will reach out.
- Club hours of operation.
- Appropriate team member contact information.
- Gratitude for their interest.

### 1. New Prospect Response Email



**Email:** {{recipient-first}}, thank you for your interest! We can't wait to share with you what makes {{location-name}} an exceptional place to invest in your health. We're open (**enter hours of operation**). A team member will be in contact within 24 hours of our next business day (but most likely a lot sooner). If you have any pressing questions, you can reach out to our membership manager (**enter name**) at (**enter staff email**) or by calling the club at {{location-phone}}. Again, thank you for reaching out! We're excited to start your fitness journey at {{location-name}}.

# Web Leads - Follow-Up #1



Your first follow-up can be conducted with a sense of presumption. Presumption that the prospect wants to join the club and is therefore ready to schedule a membership appointment. Pressing for the membership appointment also avoids window-shopper prospects who want a quick price quote through email. Once they get their answer, they're likely to disappear. Meeting face to face is the best way to present yourself and your club as the right choice for their fitness needs.

## 1. Web Leads: Schedule Membership Appointment



**Phone (answer):** Hi {{recipient-first}}, this is {{employee-first}} with {{location-name}}. I'm calling today because you submitted an online interest form for our club. Can I ask how you heard about us? **(Client's Response)** Awesome! What I'd love to do is schedule you for a tour of the club so you can see our facilities in person. After, we'll sit down for a short meeting to discuss your fitness goals and how we can help you reach them. I'm available **(enter weekly availability)**. What time is best for you?



**Phone (Voicemail):** Hi {{recipient-first}}, this is {{employee-first}} with {{location-name}}. I called because you submitted an online interest form for our club. I'd love to schedule you for a tour of the club so you can see our facilities in person. After, we'll sit down for a short meeting to discuss your fitness goals and how we can help you reach them. I'm available **(enter weekly availability)**. Please give me a call at {{location-phone}} with your preferred meeting time. Looking forward to working with you!



**Email:** Hi {{recipient-first}}, I'm reaching out because you submitted an online interest form for our club. I'd love to schedule you for a membership meeting this week. We'll take a tour of the club so you can see our facilities in person. After, we'll sit down for a short meeting to discuss your fitness goals and how we can help you reach them. I'm available **(enter weekly availability)**. Please email back your best availability and we'll get you scheduled. Thank you!



**Text:** {{recipient-first}}, thank you for submitting an online interest form for {{location-name}}. Reply to this text with your availability this week, and we'll schedule you for a tour of our club. We can't wait to show you why our club is the best place to work towards your health goals!

# Web Leads - Follow-Up #2

The second follow-up is dependent on the response or lack thereof a response you receive from the web lead to your first reach out. Follow-Up #2 is divided into **three follow-up categories**.

## 1. Web Leads: Prospect Contacted, No

The web lead responded to the first follow-up and stated they were no longer interested in purchasing a membership. If they did not make it clear why they changed their mind, follow up to clarify. Understanding why they do not want to purchase a membership can help you in **two ways**:

- Improving your club to prevent future loss of business
- Finding a solution to their problem and winning their business



**Phone:** Hi {{recipient-first}}, this is {{employee-first}} with {{location-name}}. I'm reaching out because you submitted an online interest form for our club, but then choose not to purchase a membership. We work every day to make {{location-name}} the absolute best place to pursue health and fitness. I'd love to understand why you're no longer interested in learning more about our club. I'm confident we can find a solution that works for you. Do you have a few minutes to discuss your thoughts?



**Email:** Hi {{recipient-first}}, I'm reaching out because you submitted an online interest form for our club, but then choose not to purchase a membership. We work every day to make {{location-name}} the absolute best place to pursue health and fitness. I'd love to understand why you're no longer interested in learning more about our club. I'd really appreciate if you could take a few minutes to reply to this email with your thoughts on the club, or you can call me directly at {{location-phone}}. Your feedback really helps us keep getting better!



**Text:** {{recipient-first}}, we work everyday to make {{location-name}} the absolute best place to pursue health and fitness. I'd really appreciate if you could take a few minutes to reply to this text with your thoughts on the club,

or you can call me directly at {{location-phone}}. Your feedback really helps us keep getting better!

## 2. Web Leads: No Response, 2nd Attempt

The web lead did not reply to the first follow-up. Avoid referencing their lack of response. Guilt-tripping a member is more likely to push them away than prompt a reply. Instead, reinforce the value of your club and your relationship with members.



**Phone:** Hi {{recipient-first}}, this is {{employee-first}} with {{location-name}}. I'm reaching out because you submitted an online interest form for our club. We work every day to make {{location-name}} the absolute best place to pursue health and fitness. We can't wait to share what makes our club so special with you. Let's schedule a brief meeting. I'm available **(enter days)** from **(enter times)**. What time works best for you?



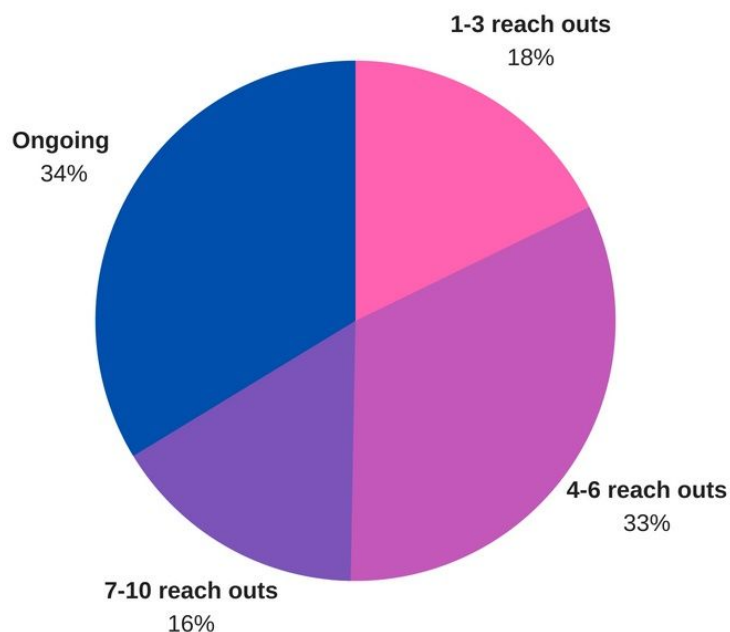
**Email:** Hi {{recipient-first}}, I'm reaching out because you submitted an online interest form for our club. We work every day to make {{location-name}} the absolute best place to pursue health and fitness. We can't wait to share what makes our club so special with you. Let's schedule a brief meeting this week. I'm available **(enter days)** from **(enter times)**. Reply to this email with your preferred meeting time or call me directly at {{location-phone}}.



**Text:** Hi {{recipient-first}}, we work every day to make {{location-name}} the absolute best place to pursue health and fitness. Let's schedule a brief meeting this week to discuss membership options. Reply to this text with your preferred meeting time or call me directly at {{location-phone}}.

### The Importance of Persistence

How many reach outs do you conduct with a prospect who is non-responsive? What's the line between giving up too easily and being annoying? Only 18% of survey respondents reported giving up after three unanswered reach outs. In fact, the largest percentage reported pursuing a prospect indefinitely until they receive a 'yes' or a



'no'. A never-die mentality for follow-ups may serve you best.

### 3. Web Leads: Membership Appointment Scheduled

The web lead replied to the first reach out and scheduled a membership appointment. The membership appointment is used to assess if the web lead is qualified, i.e. if their fitness goals align with your services. Include pre-meeting questions in the follow-up to customize the meeting to their interests.



**Phone (answer):** Hi {{recipient-first}}, this is {{employee-first}} with {{location-name}}. I'm calling today to confirm our meeting on **(enter date)** at **(enter time)**. I'm excited for the opportunity to discuss your goals. Let me get a little more information about you so I can customize the meeting to your needs. First, what is the main thing you hope to achieve by joining a fitness club? **(prospect's response)** Perfect. And if you have one, what's your main concern about joining a fitness club? **(prospect's response)** Okay, thank you. I'm looking forward to discussing this further in person. Until then, you can reach me at {{location-phone}} or {{employee-email}} if you have any questions. Thank you!

**Note:** If the web lead doesn't answer your phone call, leave a message to confirm their appointment time to increase the likelihood they will attend the meeting. In addition, send a follow-up email with your pre-meeting questions.



**Phone (voicemail):** Hi {{recipient-first}}, this is {{employee-first}} with {{location-name}}. I'm called today to confirm our meeting on **(enter date)** at **(enter time)**. I'd love to get a little more information before we meet. I'll be sending you a follow-up email with two quick questions. I'd really appreciate if you could reply to that email with your answers. This is the best way for me to customize the appointment to your needs and come up with a great membership plan for you! If you have any questions you can reach me at {{location-phone}} or {{employee-email}}.



**Follow-Up Email:** Hi {{recipient-first}}, I gave you a call and left a message to confirm our meeting on **(enter date)** at **(enter time)**. If you would, please reply with the answer to the following questions to help me build an awesome membership plan for you! **1. What is the main thing you hope to achieve by joining a fitness club? 2. What's your main concern about joining a fitness club?** I'm looking forward to our meeting! Until then, you



can reach me at {{location-phone}} or {{employee-email}} if you have any questions.

## Web Leads - Follow-Up #3

The third follow-up is dependent on the response or lack thereof a response you receive from the web lead to your second reach out. Follow-Up #3 is divided into **three follow-up categories**.

### 1. Web Leads: No Response, 3rd Attempt



The web lead did not reply to the second follow-up. Don't give up. Everyone gets busy and pushes off things to tomorrow or the day after... or the day after that. If your third follow-up goes unanswered, reach out at least two more times. **Five follow-ups in the first seven days is a good rule of thumb.** Remember, the web lead came to you. They gave you permission to be persistent by submitting an interest form.



**Phone:** Hi {{recipient-first}}, this is {{employee-first}} with {{location-name}}. I'm reaching out because you submitted an online interest form for our club. We work every day to make {{location-name}} the absolute best place to pursue health and fitness. We can't wait to share what makes our club so special with you. Let's schedule a brief meeting. I'm available **(enter days)** from **(enter times)**. What time works best for you?



**Email:** Hi {{recipient-first}}, I'm reaching out because you submitted an online interest form for our club. We work every day to make {{location-name}} the absolute best place to pursue health and fitness. We can't wait to share what makes our club so special with you. Let's schedule a brief meeting this week. I'm available **(enter days)** from **(enter times)**. Reply to this email with your preferred meeting time or call me directly at {{location-phone}}.



**Text:** Hi {{recipient-first}}, we work every day to make {{location-name}} the absolute best place to pursue health and fitness. Let's schedule a brief meeting this week to discuss membership options. Reply to this text with your preferred meeting time or call me directly at {{location-phone}}. Thank you!

## 2. Web Leads: Prospect Contacted, 2nd No

After the web lead was first contacted, they said no to purchasing a membership. You then followed up to learn more information and possibly save the sale. However, the prospect said no to purchasing a membership for a second time. Although you won't make a sale today, you can leave the door open to a possible sale in the future. Leave the web lead with a positive view of your club by sending one final positive follow-up.



**Phone:** Hi {{recipient-first}}, this is {{employee-first}} with {{location-name}}. I wanted to call and thank you for considering our club. Although we won't be working together, we appreciated the chance to show you our club and what we love doing. Should you be in need of a place to pursue your fitness in the future, please keep us in mind! Working with members to hit their goals is what we love to do. Thank you.



**Email:** Hi {{recipient-first}}, Thank you for considering our club. Although we won't be working together, we appreciated the chance to show you our club. Should you be in need of a place to pursue your fitness in the future, please keep us in mind! Our passion is working with members to hit their goals. Don't hesitate to email me directly through this email or give me a call at {{location-phone}}.



**Text:** {{recipient-first}}, thank you for your interest in {{location-name}}. Should you be in need of a place to pursue your fitness in the future, please keep us in mind! Our passion is working with members to hit their goals.

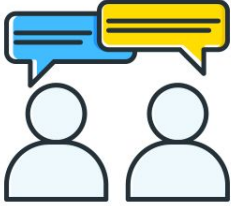
## 3. Web Leads: Membership Appointment Scheduled

The web lead replied to the second reach out and scheduled a membership appointment. **Return to pg. 16 and enter the web lead into the Membership Appointment Scheduled workflow.**



## Section C

# Referrals



Referrals are unique in that they are a prospect who has been identified for you. Unlike leads and web leads, it's unclear if the referral is even aware your club exists until you contact them. They may have discussed joining your club with the referring member/prospect, or the referring member/prospect may simply believe they are a good fit for your club. Before contacting a referral, it's important you uncover a few important details. Think of this as a **Referral Checklist**, important questions which will inform how you approach your first referral follow-up.

### → How does the referring member/prospect know the referred prospect?

Understanding this can avoid unnecessary embarrassment. You never want to assume the relationship between two people. Additionally, it helps you determine how strong of a referral you've received. There's a difference between a prospect referred by their spouse and a prospect referred by their former dog walker.

### → Is the referred prospect aware they are being recommended to your club?

This is extremely important to how you'll frame your follow-up. If a referred prospect is expecting your call, you can jump to the chase quicker. If they've never even heard of your club, you have to do up-front work before attempting to schedule a membership meeting.

### → Why is the referring member/prospect recommending this prospect to your club?

This helps determine how serious/qualified the referral is for your club. There's a difference between a prospect referred because "they told me once they'd like to join a gym" and a prospect referred because "they're looking for a fitness club in the neighborhood that offers boot camp classes". In the second example, you've identified (1) a genuine reason your club can positively impact the prospect, and (2) a selling point in which to include in your follow-up.



# Referrals - Follow-Up #1

The focus of the first follow-up is to schedule a membership appointment. A face-to-face meeting allows you to evaluate their fitness goals and better assess how your club can help them achieve them. Use the information you learned from the referring member/prospect, specifically why they referred the prospect. If the referring member/prospect did **NOT** provide you with a reason, then focus instead on why your club has a positive impact on its members.



## 1. Referrals: Schedule Membership Meeting



**Phone:** Hi {{recipient-first}}, this is {{employee-first}} with {{location-name}}. I'm calling today because **(enter referring member/prospect's name)** thought you'd be a great fit for our club! **(referring member/prospect)** specifically mentioned that **(enter referral reason)**. What I'd love to do is schedule you for a tour of the club. Then sit down for a short meeting to discuss your fitness goals and how we can help you reach them. I'm available **(enter weekly availability)**. What time is best for you?



**Phone:** Hi {{recipient-first}}, this is {{employee-first}} with {{location-name}}. I called today because **(enter referring member/prospect's name)** thought you'd be a great fit for our club! **(referring member/prospect)** specifically mentioned that **(enter referral reason)**. What I'd love to do is schedule you for a tour of the club so you can see our facilities in person. Please call me back at {{location-phone}} with your best availability!



**Email:** Hi {{recipient-first}}, I'm {{employee-first}} with {{location-name}}. I'm reaching out because **(enter referring member/prospect's name)** thought you'd be a great fit for our club! **(referring member/prospect)** specifically mentioned that **(enter referral reason)**. What I'd love to do is schedule you for a tour of the club, then sit down for a short meeting to discuss your fitness goals, and how we can help you reach them. Please reply to this email with your preferred availability.



**Text:** {{recipient-first}}, **(enter referring member/prospect's name)** thought you'd be a great fit for our club! We'll take their word for it. Let's schedule a club tour to discuss your fitness goals. Please reply with your preferred availability this week, or give us a call at {{location-phone}}.

# Referrals - Follow-Up #2

The second follow-up is dependent on the response or lack thereof a response you receive from the referral prospect to your first reach out. Follow-Up #2 is divided into **three follow-up categories**.

## 1. Referrals: Prospect Contacted, No

The referral responded to the first follow-up and stated they were not interested in purchasing a membership. Don't give up. Instead, offer them a "friend pass". This can be the same guest pass you offer any prospect, but here, frame it as a courtesy extended to friends and family of current members. This is a low-pressure way for the referral to experience the value of your club while keeping the potential sale in play.



**Phone:** Hi {{recipient-first}}, this is {{employee-first}} with {{location-name}}. I understand you're not interested in purchasing a membership. However, because you know **(enter referring member/prospect)**, I wanted to offer you a friend pass as a thank you. This pass entitles you to **(enter pass details)**. We'd love for you to experience our club first hand at no cost. When would you like to come in to set up your pass?



**Email:** Hi {{recipient-first}}, I understand you're not interested in purchasing a membership. However, because you know **(enter referring member/prospect)**, I wanted to offer you a friend pass as a thank you. This pass entitles you to **(enter pass details)**. We'd love for you to experience our club first hand at no cost. Reply to this email or give us a call at {{location-phone}} to set up your pass!



**Text:** {{recipient-first}}, you're eligible for a friend pass as a friend of **(enter referring member/prospect)**. This pass entitles you to **(enter pass details)**. Reply to this text or give us a call at {{location-phone}} to set up your pass!

## 2. Referrals: No Response, 2nd Attempt

The referral did not reply to the first follow-up. Avoid referencing their lack of response. Guilt-tripping a member is more likely to push them away than prompt a reply. Instead, reinforce the value of your club and your relationship with members.



**Phone:** Hi {{recipient-first}}, this is {{employee-first}} with {{location-name}}. I'm calling because **(enter referring member/prospect)** believed you'd be a good fit for our club. We work every day to make {{location-name}} the absolute best place to pursue health and fitness. We can't wait to share what makes our club so special with you. Let's schedule a brief meeting. I'm available **(enter days)** from **(enter times)**. What time works best for you?



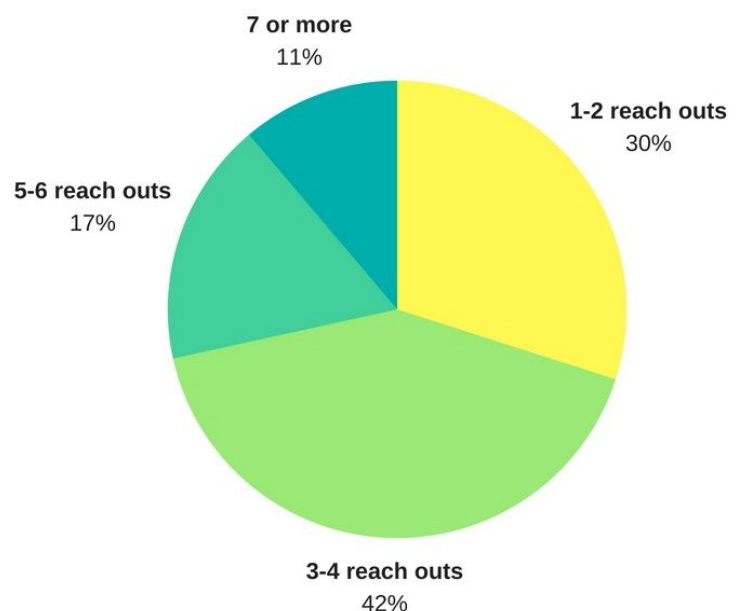
**Email:** Hi {{recipient-first}}, I'm reaching out because **(enter referring member/prospect)** believed you'd be a good fit for our club. We work every day to make {{location-name}} the absolute best place to pursue health and fitness. We can't wait to share what makes our club so special with you. Let's schedule a brief meeting this week. I'm available **(enter days)** from **(enter times)**. Reply to this email with your preferred meeting time or call me directly at {{location-phone}}.



**Text:** Hi {{recipient-first}}, we work every day to make {{location-name}} the absolute best place to pursue health and fitness. Let's schedule a brief meeting this week to discuss membership options. Reply to this text with your preferred meeting time or call me directly at {{location-phone}}.

### How Many Follow-Ups Does It Take?

On average, how many times do you contact a prospect before they purchase a membership? A combined 72% of respondents reported four or fewer reach outs from first contact to the membership meeting. But don't discount those prospects who require extra attention. A



sale after nine reach outs is just as good as a sale after one.

### 3. Referrals: **Membership Appointment Scheduled**

The referral replied to the first reach out and scheduled a membership appointment. The membership appointment is used to assess if the referral is qualified, i.e. if their fitness goals align with your services. Include pre-meeting questions in the follow-up to customize the meeting to their interests.



**Phone (answer):** Hi {{recipient-first}}, this is {{employee-first}} with {{location-name}}. I'm calling today to confirm our meeting on **(enter date)** at **(enter time)**. I'm excited for the opportunity to discuss your goals. Let me get a little more information about you so I can customize the meeting to your needs. First, what is the main thing you hope to achieve by joining a fitness club? **(Client's response)** Perfect. And if you have one, what's your main concern in the process of choosing a club? **(Client's response)** Okay, thank you. I'm looking forward to discussing this further in person. Until then, you can reach me at {{location-phone}} or {{employee-email}} if you have any questions. Thank you!

**Note:** If the referral doesn't answer your phone call, leave a message to confirm their appointment time to increase the likelihood they will attend the meeting. In addition, send a follow-up email with your pre-meeting questions.



**Phone (voicemail):** Hi {{recipient-first}}, this is {{employee-first}} with {{location-name}}. I called today to confirm our meeting on **(enter date)** at **(enter time)**. I'd love to get a little more information before we meet. I'll be sending you a follow-up email with two quick questions. I'd really appreciate if you could reply to that email with your answers. This is the best way for me to customize the appointment to your needs and come up with a great membership plan for you! If you have any questions you can reach me at {{location-phone}} or {{employee-email}}.



**Follow-Up Email:** Hi {{recipient-first}}, I gave you a call and left a message to confirm our meeting on **(enter date)** at **(enter time)**. If you would, please reply with the answer to the following questions to help me build an awesome membership plan for you! **1. What is the main thing you hope to achieve by joining a fitness club? 2. What's your main concern in the process of choosing a club?** I'm looking forward to our

meeting! Until then, you can reach me at {{location-phone}} or {{employee-email}} if you have any questions.

## Referrals - Follow-Up #3

The third follow-up is dependent on the response or lack thereof a response you receive from the referral to your second reach out. Follow-Up #3 is divided into **three follow-up categories**.

### 1. Referrals: **No Response, 3rd Attempt**

The referral did not reply to the second follow-up. Use this opportunity to give the referral more information about your gym or studio. They may have a limited understanding of your club, or they may know absolutely nothing. Play to your strengths. Give a brief overview of your club history, services, and exceptional amenities.



**Phone:** Hi {{recipient-first}}, this is {{employee-first}} with {{location-name}}. I'm reaching out because you were referred to us by **(enter referring member/prospect)**. We opened our doors in **(enter year)** and have been growing ever since. We feature **(enter classes/PT/equipment)** and **(enter amenity)**, a member favorite. Let's schedule a brief meeting to discuss your goals. I'm available **(enter days)** from **(enter times)**. What time works best for you?



**Email:** Hi {{recipient-first}}, I'm reaching out because you were referred to us by **(enter referring member/prospect)**. We opened our doors in **(enter year)** and have been growing ever since. We feature **(enter classes/PT/equipment)** and **(enter amenity)**, a member favorite. Let's schedule a brief meeting to discuss your goals. I'm available **(enter days)** from **(enter times)**. Please reply to this email with your preferred availability or give me a call at {{location-phone}}.



**Text:** {{recipient-first}}, I'm reaching out because you were referred to us by **(enter referring member/prospect)**. We feature **(enter**



**classes/PT/equipment)** and **(enter amenity)**. Reply to this text to schedule a club tour or give us a call at {{location-phone}}.

## 2. Referrals: Prospect Contacted, 2nd No

The referral has now given you two no's. They declined the initial offer of a club tour, and then they declined to accept a trial pass. Although you won't make a sale today, you can leave the door open to a possible sale in the future. Leave the lead with a positive view of your club by sending a simple and friendly final follow-up.



**Phone:** Hi {{recipient-first}}, this is {{employee-first}} with {{location-name}}. I wanted to call and thank you for considering our club. Although we won't be working together, we appreciated the chance to show you our club and what we love doing. Should you be in need of a place to pursue your fitness in the future, please keep us in mind! Working with members to hit their goals is what we love to do. Thank you.



**Email:** Hi {{recipient-first}}, Thank you for considering our club. Although we won't be working together, we appreciated the chance to show you our club. Should you be in need of a place to pursue your fitness in the future, please keep us in mind! Our passion is working with members to hit their goals. Don't hesitate to email me directly through this email or give me a call at {{location-phone}}.



**Text:** {{recipient-first}}, thank you for your interest in {{location-name}}. Should you be in need of a place to pursue your fitness in the future, please keep us in mind! Our passion is working with members to hit their goals.

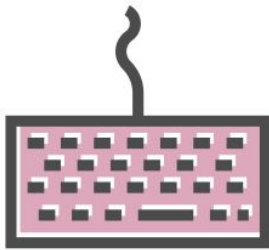
## 3. Referrals: Membership Appointment Scheduled

The referral replied to the second reach out and scheduled a membership appointment. **Return to pg. 23 and enter the referral into the Membership Appointment Scheduled workflow.**



# Club

## Contact Us:



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