

My Gym Sales

In general, people do not like the process of being sold something. Whether it's a car or a cell phone plan, it is usually not a great experience, and the pressure tactics can be stressful. We usually feel as though there's something we don't know, that we are being taken advantage of, or that we are being tricked. Generally speaking, the same might be true for the salesperson. The typical salesperson has a very stressful position, must be able to cope with rejection, and sometimes may even have to act unscrupulously to close the deal.

We are fortunate that none of the above applies to My Gym sales. From the perspective of potential clients, we are selling a service that is extremely desirable and positive, and that elicits a strong emotional response. The My Gym teacher/salesperson has it relatively easy as well. Your primary "sales pitch" is simply teach great, high-quality classes and parties. Our product is easily sampled, and there is nothing underhanded about our "no pressure" and "Love-It Guarantee" (money back).

My Gym Sales Philosophies

1. Always exhibit the appropriate My Gym personality.
2. Your sales philosophy must align with the best interests of the child/parent.
3. Always teach high-quality classes or parties.
4. Be confident and knowledgeable.
5. Create a sense of urgency.
6. Follow the proven My Gym sales strategies.
 - a. Clearly explain the convenient auto-enrollment policy
 - b. Understand and explain the "Love-it guarantee"
7. Goal: Book the trial in the initial conversation/interaction – always!

1. My Gym Personality

Good news! If you made it past the interview process and were hired, you have the proper personality, attitude, and demeanor to be great at all facets of My Gym, including sales. My Gym salespersons do not need to change who they are to become masters at attaining leads and enrolling clients. You simply need to be yourself! Whether you are speaking to a lead/client on the phone, enrolling someone in the gym, or speaking to a school director about an event, the My Gym personality remains constant.

2. Your Sales Philosophy

If your ultimate goal when trying to attain leads and enrollments is to reach another family with our amazing program. If your goal is "closing the sale," you will not be successful at My Gym sales. This is true in nearly all fields. YOU MUST GENUINELY BELIEVE IN YOUR PRODUCT! The My Gym salesperson must always act, enroll, and operate with the best interests of the child and parent in mind. If you believe in the My Gym Brand Promise (Our promise is to love and nurture every child through meaningful play.), this should come naturally to you. When speaking to someone, your motivation for them to enroll should be:

- You believe the child will benefit tremendously.

- You believe this will be a positive experience from which the child and parent will derive great value.
- You believe there is something special a child receives at My Gym that other programs cannot deliver.

If you are genuine and keep the interests of your clients first and foremost, you will succeed!

3. High-Quality Classes / Parties

Our primary products are our classes and parties. If you consistently teach high-quality classes, you have put yourself in a great position to keep trialists from opting-out. The same is true for parties. Teaching a high-quality party should yield you several leads. Of course, it is equally important to maintain a clean and safe environment.

4. Be Confident and Knowledgeable

The first step in gaining confidence in My Gym sales is becoming a good teacher and learning the philosophies behind My Gym programs. Knowing various ways that our activities and programs benefit children will add to your sales pitch and, therefore, boost your confidence. Here are some tips:

- **Follow our proven scripts.** These scripts have been developed over decades of trial and error. These are not beginner scripts, they may be used throughout your entire My Gym career. Following these scripts will yield you the best opportunity for success.
- **Enter each interaction with your desired outcome in mind.** In other words, believe it before it happens! Example: Enter your birthday party inquiry conversations under the assumption that the parent will book the party. This will help you phrase your comments and questions in a manner that will yield you the most success.
- **Have appropriate body language.** Whether it be standing tall or getting lower to have a more private conversation, be aware of your body language, as it sends a very strong message.
- **Smile!** Obviously, smiling and having a pleasant demeanor in person is important, but did you know it is just as important when you're on the phone? It is a scientifically proven fact that if you smile when on the phone you will actually sound friendlier and more positive. It may seem silly at first, but try it. IT WORKS!
- **Be prepared.** Rehearse the questions you might be asked in the typical program and party inquiry conversations. There are common excuses given, and you must be prepared with the best answer to try to get the client to move forward.

Most importantly, even if the class was rough, don't assume they will not enroll. Henry Ford once said, *"Whether you think you can or think you can't – you're right."*

5. Create a Sense of Urgency

A sense of urgency is important so that a prospective member takes the next step. Here are a few simple phrases to incorporate into your repertoire that will help create a sense of urgency.

- **For class inquiries:**
 - o *"Give me a second. I am going to check to see if there are any spots available in that class for you to do a trial..... Yes, we have space on Monday."*
 - o *"Sure, I can check on that class. Hmmmm... looks like we have only a few spaces left in this class. I recommend booking the trial/enrolling right away if that day works best for you."*

- *"It's a busy class, but yes, I can squeeze you into that class for a trial..."*
- **After a trial class:**
 - *"Oh, I'm so glad we were able to get you into this class for your trial. We've been so busy these last few weeks..."*
 - *"This is one of our most popular programs. So awesome that you got a spot for your trial!"*
- **For Birthday Party inquiries:**
 - *"Our parties book a few months in advance. I'd suggest booking now to be sure you get your most ideal time."*
 - *"OK, I'll check on our availability for that date. Well, it looks like the previous weekend is fully booked.....and that day is almost full as well. What time were you interested in?"*
 - *"Yes, I can check on January 14. We've actually received several calls about that day already."*

6. Follow Our Proven Sales Systems

The best sales processes are developed over time. We are at an advantage because My Gym was founded over 40 years ago, and our systems have been refined by all of that knowledge and experience. We also utilize the data in MGM to help shape our techniques. As with any proven system, it's best not to tamper with these strategies, as every small component is a part of a bigger puzzle. Here are the major systems to learn, implement, and follow religiously.

- **Scripts for Leads, Trials, Opt-outs and Cancellations:** Following these scripts will yield the highest success rate.
- **Marketing and Sales Manager:** The My Gym business requires several key players, one of those being the role of Marketing and Sales Manager. Having this role clearly instituted in your gym will make it possible to organize and run the systems necessary for your leads to increase and your enrollment to grow. (See "Managing a Sales Team" on the MGM Operations Manual)
- **Convenient Auto-Enrollment:** As a convenience to clients, they are in full control of their account. They choose when they start their trial and can opt-in by simply doing nothing. If someone prefers not to become a member, they may opt-out within their trial or cancel their enrollment at any time.
- **Understand our "Love-it Guarantee:"** *Within the first week of enrollment, if you aren't completely satisfied, we will refund your tuition... no hassles and no questions asked.*
- **Lead Generating Events Protocol:** A step-by-step guide to establishing the Lead Generating Events system that will consistently generate leads and increase your enrollment

7. Complete Your Goal

- **Convert All Prospects Into Leads:** If someone calls or walks in for information, they are not a lead until you capture their contact information. If you simply answer their questions and let them walk out/hang-up, they are still a prospect. Early in the conversation you must capture their name, at least 1 form of contact (email or phone), and ideally their child's name and age (DOB is best) as well. The best phrase to use is "in case we get disconnected, what's the best number to reach you at?" and continue to get their info. Then, move on to answer their questions. It's also easy to say "and what is your email address so I can send you more information/a confirmation?"

- **Phone Lead:** Your goal is to book the trial. If the prospective client is unsure of a day or time to attend, simply select the one that might work and let them know they can always reschedule later and it's unlimited anyway. It's always best to get them in the system.
- **Text/Email Leads:** Once all questions have been answered, call her, get the credit card, and book the trial! Fact is that many leads are lost because we expect a busy mom to "book it online." If handling a lead by text or email, do not rely on the landing page link to close the sale for you. Instead, say "Great... I'm going to give you a call now to get you booked into that trial."
- **Connect with Trialists Early and Keep them Engaged:** Once the client has opted out, MGM statistics have shown that there is less than a 5% chance that parents will enroll that child. Therefore, our entire strategy is centered on keeping trialists engaged and happy throughout the trial period (and beyond of course). Connecting with the trialist, and their child, is the best method to ensure that they do not opt-out.
- **At Community Events:** The goal is to capture their information, which converts a prospect into a true lead. The best tactic is to use of a prize wheel at the event. The prospect must fill out an entry slip to spin the wheel, enter into the obstacle course, enter the raffle, etc. You could attempt to sell a trial as well, but this is fairly difficult at most events.
- **Facebook Leads:** All My Gyms should be running Facebook Ads year round. You can expect 40-50 leads a month if spending the recommended \$20 - \$30 per day. These are high quality leads, but they sometimes require 5-7 communications before they take action. Don't waste your advertising dollars by only reaching out 1-2 times.

My Gym Sales Standards and Success Levels

- These metrics can vary regionally and from location to location. The numbers also fluctuate seasonally, and more drastically in certain regions. Please use them as a general guide to help you set your goals and measure your success level.
 - **Total Leads Per Month:** A healthy My Gym running Facebooks Ads, as well as the Lead Generating Events should be generating around 350-500 leads per month.
 - **General Marketing/Word of Mouth:** 25-40 leads a month
 - **Facebook Ads:** 30-50 leads a month (varies upon budget)
 - **Lead Generating Events:** 200-400 per month (varies upon effort)
 - **New Trials Booked Per Month:** Varies greatly, but seek to achieve 40 – 80 new trials a month to consistently grow.
 - **Auto-conversions (Trial to Enrolled Member):**
 - **Excellent:** At/above 60% of trials convert to members.
 - **Good:** 50-59% of trials convert to members.
 - **Needs Improvement:** Below 50% of trials convert to members.
 - **Cancellations Rate:** Although we strive to be lower, having 10% of your members canceling out in a 30-day period is typical and normal during most seasons. If you are exceeding this number during the regular seasons (not summer or holidays), a good hard look at your core operations could be necessary.

Stay positive, stay focused, and smile! Every family you enroll at My Gym is another child who gets to experience the fun, safe, and supportive environment that we provide – one more child who advances

with a holistic developmental experience that can last a lifetime. Each one is another step toward our brand promise: *To love and nurture all children through meaningful play.*