

First Trial Day Script - Independent Classes

A hallmark feature of the Premium Operations Model is paid trials that convert automatically to enrollments. Auto-enrollment takes the burden of sales pitches out of classes, allowing My Gymers to focus on running excellent classes and providing genuinely great customer care. This low-pressure system is easy to train on, easy to implement, and leads to very happy clients.

Follow these few steps to be sure the auto-enrollment process is successful and clients feel they are in full control.

- 1 When your guest arrives:
Warm greeting, intros, and welcome
- 2 Give a "Gym Tour," explain how membership works, complete forms (if needed), and field questions
- 3 Perform a great class and hold friendly "touchpoint" conversations
- 4 Warm genuine goodbye





