# 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.

When your guest arrives:
Warm greeting, intros, and
welcome

Give a "Gym Tour," explain how membership works, complete forms (if needed), and field questions Perform a great class and hold friendly "touchpoint" conversations

Warm genuine goodbye

MY GYMER:

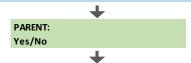
Client arrives with child for first trial class: Hi, are you (PARENT'S NAME)? Great, I'm (YOUR NAME)... Welcome to My Gym. It's so great to meet you! And you must be (CHILD'S NAME) - love that shirt! Welcome! (PARENT'S NAME), you can go ahead and set your things right over here. This is where members put their stuff, shoes, and kids socks and shoes during class. Any food and non-water drinks also should stay on this side of the counter. Do you want to set your things down now?

Note: Interact appropriately and in a fun MG way throughout "gym tour."



MY GYMER:

Give "Gym Tour" (Child comes along as well): OK, so let me show you our beautiful gym quickly. The restroom/s are right over here/there (point or walk too restroom/s), and our changing station is right here/there. Obviously, this is the play area. Members are allowed to arrive 5 minutes prior to class and get some extra playtime. You'll notice that, for safety, the kids are in bare feet. This is because they can slip in socks on the slides and wood equipment. As I mentioned, we don't allow any food or drinks in the gym other than water. We like to keep it super clean for everyone. If applicable: This is our studio room. We run (Program Name/s) in here. You and (CHILD'S NAME) are in the gym, so you won't spend too much time in here. That's our gym! Before you go play, let me just cover a few business items. Did someone explain how our enrollment at My Gym works?



# MY GYMER:

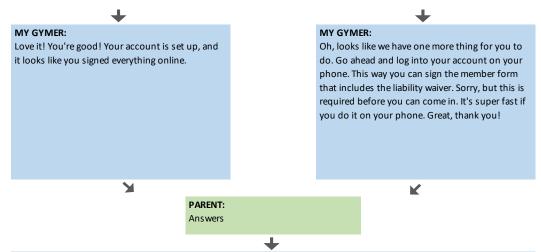
No matter how the parent answers, you will reply with the following: Great!" OR "No worries!" THEN "Allow me to run through it one more time. My Gym uses a convenient auto-enroll feature to activate your membership. After your Guest Experience expires in 1 week, you'll become an active member at the tuition rate of (YOUR TUITION). From there, we auto-bill every 4 weeks, and there are NO long-term contracts and no hassles. We really strive to make everything super easy and hassle-free, and we know you'll love My Gym! Now, if, during your 1-week Guest Experience, you feel we're not a great fit for you, simply cancel online and we won't auto-bill you after your Guest Experience ends. Any questions for me?



### MY GYMER:

(Answer questions accordingly) One final thing. Let me make sure you have completed your account online and signed the membership and waiver form.





#### MY GYMER:

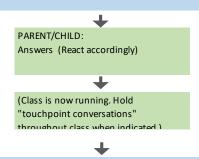
Your "account" is where you will head when you want to sign up for additional classes. Everything is right there at your fingertips. Would you like me to show you how that's done? (Do not show them how to cancel. The thought of cancelling should not be repeatedly put in the consumer's mind during the trial. Repeating it again can cause them to think it's normal for trial visitors to cancel.)



# MY GYMER:

Before Coming-in: Hold "Structured Activity Touchpoint Conversation": OK, one final thing. We're going to be starting the structured activities in a few minutes. Kids LOVE it, but, since this is all new, they sometimes get excited and want to continue playing. If that happens, it's totally OK. You will see us redirect the kids to the structured activity. There's open playtime at the start, and about 2/3 of the way through the program, so, once they get used to the program, they'll know to wait until then.

Address the child: So, (CHILD'S NAME), when you hear us call all the kids over, that's when the REAL fun starts. Just come on over and follow along. I know you'll do great! Sound good? Alright... go ahead and take those shoes and socks off and go play, buddy! Our other friends will be here soon!



# MY GYMER:

<u>During Explore Time: Hold "Current Experience Touchpoint Conversation":</u> Hi (PARENT'S NAME)... Wanted to take a second to talk about how (CHILD'S NAME) is doing so far.





(CHILD'S NAME), you did so great! Wow, (PARENT NAME), he's/she's a natural! Great work! Any questions?

#### MY GYMER:

(Try to hold candid conversation away from other parents.) First of all, don't worry; (CHILD'S NAME) is doing just fine. At first, it's very common for kids to be a little more interested in playing than in the structured ingredients. Happens all the time! Within a few weeks, you'll see (CHILD'S NAME) will be more accustomed to the routine and will actually prefer it to open play. If he/she comes over, just remind (CHILD'S NAME) to listen to his/her teachers. We'll handle the rest and support him/her along the way. Any questions?

#### MY GYMER:

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(Try to hold candid conversation away from other parents.) He/She is doing so great! I did notice (CHILD'S NAME) struggled a bit with the (SKILL NAME). This is totally OK. We'll keep things very positive and pump up (CHILD'S NAME) self-esteem while we work more on the skills. Within a few weeks, you'll start to see improvements. And, within a few months, his/her confidence, agility, and strength will all build up as well. (CHILD'S NAME) is in the perfect place! Any questions?



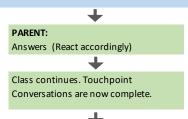
#### PARENT:

Answers (React accordingly)



# MY GYMER:

Continue and hold "Practice and Play Touchpoint Conversation": Perfect! I want to take a second to be sure you are aware of our Practice and Play program. It's basically open play so (CHILD'S NAME) can get some extra playtime in the gym. We've got (NUMBER) Practice and Plays on the schedule. Just jump on your account, and you can book your additional playtime. We don't run a full program, but we do bring out a few special activities from the week for (CHILD'S NAME) to try. Our members love that they can explore the gym on their own, and I think (CHILD'S NAME) would get a lot out of it. Just keep in mind that you also have to be on the floor and supervise (CHILD'S NAME). And, you have to book your spot in advance just like classes. There are no drop-ins, since we keep all programs to a certain capacity. Any questions about that?





# MY GYMER:

After class: Genuine/warm goodbye (Adjust appropriately for the age of the child / Speak to the child as well): So happy you guys made it to class today. (CHILD'S NAME), you did so great today! (PARENT'S NAME), see you soon!

IMPORTANT NOTE: By design, once class begins, there should be no more conversations or comments about enrolling, staying enrolled, cancelling, membership, payments, auto-enrolling, etc. The client is in full control of their membership through their account. If they happen to ask, of course answer any questions, but it should all be very clear at this stage. It's vital that the client enjoy their time as a normal member would.

# HANDLING CAREGIVERS (NANNY/GRANDPARENT/ETC.) AND A PARENT WHO DOES NOT ATTEND THE TRIAL:

Many caregivers are trusted with the decision on whether or not to enroll the child in My Gym. If this is the case, perform the process described above with the caregiver. If you feel this information is better communicated with the parent after the shift, send the parent an email or text with fun details and information on how the child performed during the first trial. Keep your communication brief and do not include enrollment information. Remember, the child is essentially already enrolled.

It is very rare for a parent to drop off a child for the first trial. If this happens, have a quick chat when the parent comes to pick up the child.