

## First Trial Day Script - Parent Participation 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 Gyms 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

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### MY GYMER:

Client arrives with the baby/toddler 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). Hi, welcome! 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 should also stay on this side of the counter. Do you want to set your things down now?

Note: Interact with the baby/toddler appropriately throughout "gym tour."



PARENT:  
Yes/No



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### 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?



PARENT:  
Yes/No



### 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?"



PARENT:  
(Questions)



### MY GYMER:

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



Check MGM: If VIMA is completed and signed:



Check MGM: If VIMA has NOT been completed and signed:

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**MY GYMER:**

Love it! You're good! Your account is set up, and it looks like you signed everything online.

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**MY GYMER:**

Oh, looks like we have one more thing for you to do. Go ahead and log into your account on your phone. This way you can sign the member form that includes the liability waiver. Sorry, but this is required before you can come in. It's super fast if you do it on your phone. Great, thank you!

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**PARENT:**  
Answers

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**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.)

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**PARENT:**  
Answers (React accordingly)

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**MY GYMER:**

Once done: Come on in and play... Our friends will be here soon, and we'll get started with Circle Time in a few minutes. We're so excited to have you and (CHILD'S NAME) join us.

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(Class is now running. Hold "touchpoint conversations" throughout class when indicated.)

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**MY GYMER:**

During Coming-In: Hold "Structured Activity Touchpoint Conversation": Hi again, (PARENT NAME). Before we start circle time/the program, I want to take a second to explain a bit about our structured activities. We're going to be calling circle time soon. Kids usually love it, but, since this is all new, they sometimes get excited and want to continue playing. If that happens, it's totally OK. Just bring (CHILD'S NAME) back at the start of each ingredient. In time, he/she will learn to love the routine, which is great preparation for preschool/school! There's also plenty of playtime between ingredients, so, if needed, remind (CHILD'S NAME) that playtime is just a minute or two away. Sound good?

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**PARENT:**  
Answers (React accordingly)

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**MY GYMER:**

During Adventure or Skill Stations: Hold "Current Experience Touchpoint Conversation:" Hey, (PARENT'S NAME). How do you think (CHILD'S NAME) did during circle time?

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Circle went great. They participated and loved it.

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Circle was rough. Child wanted to go play and didn't want to do circle time.

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**MY GYMER:**

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

**MY GYMER:**

(CHILD'S NAME), you did so great! Don't worry, (PARENT NAME). Sometimes kids just prefer to go play, even during circle time. They've never seen a program or place like this, so that's their first instinct. Most of the kids in here did the same thing at their first class. Within a few weeks, they all love the structure and the open playtime. No worries... Just play and have fun. You are both doing so well!

**PARENT:**

Answers (React accordingly)

Class continues.

**MY GYMER:**

After Circle Time (During Adventure or Skill Stations): Hold "Practice and Play Touchpoint Conversation": Hi again... I want to take a second to be sure you are aware of our Practice and Play program. It's basically open play where you 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 time to play. We don't run a full program, so our members love that they can explore the gym on their own. We do bring out a few special activities from the week for you and (CHILD'S NAME) to try. Just keep in mind that you have to book Practice and Plays in advance. There are no drop-ins, since we keep all programs to a certain capacity. Any questions about that?

**PARENT:**

Answers (React accordingly)

Class continues. Touchpoint Conversations are now complete.

**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. They are 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, simply hold the conversation described above with the caregiver. If you do not feel this is the case, sending the parent an explicit email or text with fun details and information on how the child did during the first trial is a great option. Keep your email brief and do not include enrollment information. Remember, the child is essentially already enrolled.