

MIKE CHAET'S

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**GREAT
PROSPECTING
TIPS**

FOR
INCREASING
MEMBERSHIP
SALES



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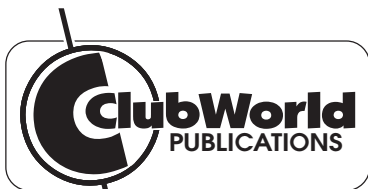
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PROSPECTING

Prospecting is the lifeblood of any sales program, regardless of the industry, business or product.

Prospecting is a proactive process as opposed to reactive. It entails a constant and well planned effort in searching for people who may be interested in your product.

Prospecting is a function of the sales person, and should be clearly defined in the job description.

This booklet is designed to give you, the sales person, 99 tips to help you become a better prospector and ultimately become more successful at membership sales.



Clubdoc's Four P's to Prospecting Success

- Prospecting
- Persistence
- Perseverance
- Performance

11 Things You Should Know Before You Start Prospecting

1. Prospecting is a seven-day-a-week job.
2. You should be prospecting wherever you go at all times.
3. Your prospecting presentation should be pleasant and tasteful, as well as promotional.
4. Prospecting is the art of searching for and finding people who are potential members for your club.
5. Prospects come from a thousand and one different places. Some cost your club a lot of money, while others come to you almost free. As a general rule, the most expensive prospects are generated through advertising campaigns. The least expensive prospects usually come from within your current membership pool.
6. An ideal balance is to have a combination of prospecting sources.
7. Enthusiasm is one of your greatest selling tools. Your job is to develop and harness this enthusiasm and turn it into new memberships.
8. You should be forming a relationship with each prospect that you come in contact with - not just trying to sell them.
9. People need, want and desire to feel special.
10. New member excitement is contagious. Use it to your benefit. New members are the most likely people to refer their friends.
11. The key element to being a successful prospector is persistence. Prospecting must be done every-day and everywhere you go. Remember PERSISTENCE is the key.

11 Ways to Get Others to Prospect For You

1. Keep all your promises to your prospects and members!!! Happy members want to share their club with people they're close to.
2. Hold member parties. Encourage members to bring guests to this event.
3. Get 3 names of people that the new member would like to you to send a guest pass every time you fill out a membership agreement.
4. Give members complimentary guests passes to share with their friends. These work well when they are attached to your business card.
5. Develop a certification program where members are given bonus certificates with special discounts or offers to be given to friends. Some clubs have given members certificates with a discounted initiation fee as high as 100% to be given to a friend.
6. Give your physician's office a supply of club brochures with your business card attached to them. They can be distributed to patients in need of physical fitness to promote good health.
7. Members should be asked if they have any friends or relatives that would like to receive a complimentary fitness appraisal.
8. Special events should be brought to the attention of the members, letting them know that they're encouraged to bring friends or relatives.
9. Member surveys should be implemented containing questions regarding friends and interests.
10. Member referral programs. If they bring in new members within a specified period of time, they'll receive certain benefits.
11. Everything that comes out of the club dealing with prospecting **MUST** have an expiration date. **NO EXCEPTIONS!!!!**

11 Ways to Build Your Personal Prospecting File

1. We all have what is called a center of influence. As a prospector you need to tap into this group to expand your prospect base. Most peoples' center of influence extends to about 175 people.
2. Who are your friends? Their friends?
3. Who does your hair? And works with them?
4. Who attends your church?
5. Who gives your children lessons? Coaches them?
6. Who is your dentist? Who works in their office?
7. Who works on your vehicles? Who else works in their shop?
8. Who is your lawyer? Who else works in their office?
9. Who sold you your car?
10. Who is your veterinarian? Who works in their clinic?
11. Where do you bank? Who works there?

11 Ways to Increase Sales With Lead Boxes

1. Place them in locations within a 6-8 minute drive time to your club.
2. Place them within your club and use them to run your referral programs and distribute guest passes to your member's guests.
3. Place them in strong locations like supermarkets, convenience stores, doctor offices, sporting goods stores, clothing stores, restaurants, banks and other similar establishments. These locations have high traffic counts or a client base that is not the same everyday.
4. Be sure to make suitable tradeoffs with the business owners who are allowing you to place your boxes in their establishments. These may be club items such as: complimentary guest passes, free advertising in your club newsletter, some type of free promotions to your club members or other similar type of benefits. The key to this is that you should choose the placement of the box. The owner of the business continues to get the benefits as long as the box produces and stays in that placement location.
5. Have each membership coordinator be responsible for the administration of their boxes. Train them to empty the boxes every couple of days, be sure to follow up on each lead right away and make sure that the boxes are stocked with pens and registration slips. Make sure the objective is to get the leads into the club.
6. If you are using clear boxes, leave a few marked leads in there to give the appearance of activity.
7. Keep a roster of where all lead boxes are located at all times. On the roster book of your pickups include: date clearer out and how many leads you took out. If you see your number going down, simply change the offer on the box or change the location of that particular box.

11 Ways to Increase Sales With Lead Boxes

8. Change the offer as often as needed to keep interest up and keep it fresh and new.
9. Schedule mailings and follow-ups on a regular basis. Be realistic on results, lots of mailings and calls must be made for each member sold.
10. Use attractive quality boxes - cheap ones reflect your club image.
11. Don't hesitate to move a box that is not generating leads.

11 Sources For Club Prospects From Your Newspaper

1. Who had a new baby?
2. Who got married?
3. Who got divorced?
4. What doctor offices are advertising?
5. Who has a business that's booming?
6. What chiropractor offices are advertising?
7. What new businesses are in your market?
8. Whose been recently promoted or won an award?
9. What restaurants have ads?
10. Who has an upcoming event that you might be able to give a presentation at?
11. Which real estate company does the most advertising?

11 Tricks To Reach Your Prospecting Goals

1. Charitable events - These events will build staff and member spirit when working for a good cause, provide you with a positive community image, and offer you free publicity.
2. In-house information directory - Use an existing employee to write press releases and an information package about the club. They may be paid a few extra dollars, plus a percentage of what their placements are worth. Be sure this person is good at developing relationships, for that is how things get placed on a regular basis.
3. Apple Bag Program - Fill a 1/2 peck bag full of apples and deliver the bags to local businesses along with the club information and guest passes. It is a very creative idea, which develops corporate leads.
4. Run satellite and contract programs around town.
5. Develop a walking club for the public.
6. Term memberships will be more attractive to non-actives than a one or two year membership. Use, for example 30 Minutes a Day for 30 Days for \$30, as an introductory membership.
7. Offer a 30 day conditional guarantee. If they show up 3 times a week for 30 days and are not satisfied, they get their money back. Very few will request it back, if you are doing the job.
8. Stack marketing or direct mail promotions sent to all of your QUALIFIED sales lists along with special offers will provide you with good results. It also assures no one is lost in the cracks.
9. A detailed lead follow up sheet, checked on a daily basis, will point out the weak links in your sales program. It will also show you how to strengthen them.

11 Tricks To Reach Your Prospecting Goals cont'd

10. Articles - Use articles that show the latest fitness findings as part of your presentation. The Blaire-Cooper study tells us we can live longer, if we exercise regularly... and who doesn't want to live longer?
11. Contact your local hospital and see if they give new mothers a "New Baby" package of information and gifts. Have them include a 7 day guest pass for the new mother, as well as any information on "New Mommy" classes that you have.

11 Ways To Use The CMS Tel•Trac System To Generate And Track Prospects

1. You must be persistent!!!!
2. Keep accurate records in order to get the most out of this system.
3. Each membership coordinator should have their own Tel•Trac System. In the case of a membership coordinator leaving the club, the Tel-Trac System should remain at the club and the leads split up among the remaining membership coordinators.
4. Use the Weekly Worksheet in the Appointments Section to schedule all your appointments. It is designed to accommodate those evening hours that we know you all work, by allowing you to schedule appointments from 8:00 am - 9:00 pm. Don't forget to schedule in time each day for you to make your daily phone calls.
5. Use the Daily Sales Call Sheet to track sales and revenue producing calls, both incoming and outgoing. Remember the purpose of these calls is to make APPOINTMENTS. This sheet is also used to track service calls to existing members. The purpose of these calls is to get REFERRALS. This sheet also allows you to track efficiency of appointments to sales calls and referrals to services calls.
6. The General Call Diary allows you to keep an ongoing diary of all of your phone conversations. By having an ongoing history of your phone work you will be able to make sure nothing is forgotten, accountability will be increased and the chance of misunderstandings will be reduced.
7. By transferring your figures from the Daily Sales Call Sheet to the Recap & Analysis Sheet you will be able to track your effectiveness and efficiency for the month. You will be able to see your results for the month at a glance for the ratios of ap

11 Ways To Use The CMS Tel•Trac System To Generate And Track Prospects - cont'd

pointments to sales calls, referrals to services calls, Tel•Trac Efficiency (appointments and referrals to total calls) and tours to sales.

8. The Prospect Card is to be used to gather all the data and record information on each individual prospect on an ongoing basis. These should always be kept current. The rating box on the card will allow you to record their level of interest in the club. These cards should be filed in the Call Box by the number of the day that you wish to contact them again. The purpose of working these cards is to make appointments.
9. The Member Service card is to be used to keep in touch with your members. A key part of getting referrals is to service the people you sell. The rating box on the card will allow you to record the level of attention that they need. These cards should be filed in the Call Box by the number of the day that you wish to contact them again. The purpose of working these cards is to get referrals.
10. Use the Tickler Cards to aide you in your call scripting for both service and sales calls. On a separate card be sure to write down your own favorite ticklers that work best for you and attach them to the Tickler Cards in the call box.
11. Use the Cross Reference Box to file your leads alphabetically by last name. By filling out a Cross Reference Card for each of your members and prospects you will quickly be able to access their information in the alphabetical Cross Reference Box, instead of having to dig through the numeric Call Box.

11 Prospecting Systems And Ideas

1. Use the Mail. Its a very effective system of using mail-outs or e-mail (begin to collect e-mail addresses) and follow-up telephone calls to make appointments to show the club. Send out 30 letters per day announcing some point of interest or activity at the club. Mention your current membership special. Follow up these letters with telephone calls 72 hours after the letter is mailed. Inquire if the person received your letter, follow up on the special offer, and attempt to make an appointment to show the club. Use guest passes as necessary. Create some sense of urgency by dating the membership special. This may be used with guests, current prospects, old members, or even cold calling out of the phone book. This, of course, takes work but it will be rewarding.
2. New Member Follow Up. Keep a list of all of the memberships you've sold. Keep this list arranged by date. Call each new member within the first ten days of their membership, ask how everything is going at the club, offer assistance, and ask for referrals. Do this again every month for the first four months. It will provide you with a list of ongoing prospects.
3. Guests -People who have come in on guest passes should be required to write their name, address and phone number on the guest card. This information, along with the knowledge that they've been in the club and their sponsoring member should get you started. Put them on a prospect card, send them mailings, invite them to special events, make them aware of membership specials and most of all, let them know that you'd like them to join.
4. Ex-Club Members . Your club probably has a list of members who have resigned for some reason or another. Work out some kind of program with your club manager to get them reinstated. Call them, write them and create a sense of urgency.

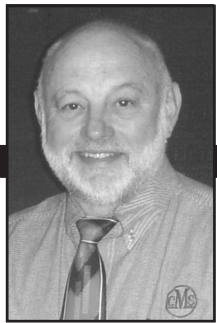
11 Prospecting Systems And Ideas cont'd

5. **Gift Certificates.** Mail gift certificates to your prospects offering them some incentive to join before a specific date. The most effective offer, of course, is a financial incentive. Other incentives such as add-ons, pro shop certificates, clothing, or additional time on the membership are not as effective but do nonetheless work.
6. **Group Presentations.** You've heard the story of the proverbial free lunch! Well, this one is pretty hard to foul up. This is a proven sales technique that's virtually free to the club-and you'll even get a free lunch to boot.
7. **Abandoned Prospect Files.** On occasion, sales-people from your club will resign from the sales position. This person undoubtedly is leaving a prospect and member list behind. By picking up this list and calling to let them know you're around will make quite an impact and result in more sales.
8. **Old Prospects-New Offer.** Once a prospect, always a prospect! One way to get a non-joiner in is to show them a different reason to join - new programs, new memberships, and possibly a new price structure.
9. **Newspaper.** Scan your papers for weddings, divorces, births, promotions, and any other community happening that you can cue in on.
10. **The Swap Meet.** Pick several influential people in the community. Hold regular meetings with them. Swap the names of prospects, plus new ideas with each other. The key is for everyone to contribute and be a giver to the group.
11. **Develop a strong Corporate Program.** This will give you community exposure, allow the corporations to show their employees that their health and well being is important to the company and one sales pitch can bring your numerous new members.

11 Tips For Cultivating Your Prospects And Member Referrals

1. Communications and performance are the keys to cultivating a productive list of prospects. If you do what you promise and keep the communications lines open, you'll end up with a constant flow of referrals and new members.
2. Call back within 24 hours or sooner and contact your prospects and members regularly
3. Keep every promise you make.
4. Take care of their problems.
5. Send thank you notes, anniversary and birthday cards, etc. Be aware of what is going on in their lives.
6. Be sure to know their name and spouse's name.
7. Always make sure that you have their current address, home phone, work phone, etc. on file.
8. Know if they have kids, their names and activities.
9. Know where they work and what they do there.
10. Know how they first found out about the club.
11. Track their attendance at the club's special functions.

~ NOTES ~



Club Marketing & Management Services, Inc. is recognized around the world for its consulting expertise in the health club industry. CMS was founded by Mike Chaet and is located in the beautiful and historic capitol city of Helena, Montana.

An industry legend, Mike Chaet is the President of CMS International, and is one of the leading club marketers in the United States. He is a contributing author to numerous fitness journals, and is guest lecturer for such organizations as IHRSA and Club Industry. Mike has been in the club business since 1965, during which time he has been involved in every level of the club operations, including a seven year stay at the prestigious Los Angeles Athletic Club. Along the way he has owned and operated his own clubs. As a consultant, Mike has been involved in the development or management of thousands of clubs worldwide. He is, quite simply, the supreme educator who will transform your approach to club marketing and management.

Clubdoc's Four P's to Prospecting Success

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- Persistence
- Perseverance
- Performance



*"Clubs don't come with members.
You've got to create them".*

- Clubdoc