

# MERCHANT VIP PROGRAM

## **How does the program work?**

The VIP program is a joint advertising arrangement with your Zoo Health Club or blitz45 Studio and another business. The program is designed to help both businesses build customers and members. On one side of the VIP CARD is advertised the Zoo Health Club or blitz45 offering a free 7 day or one-week membership. On the other side is advertising for the business you have secured for the joint advertising effort. Be sure you have a good call to action (special) for both you and your advertising partner.

## **Approaching a potential advertising partner**

Each one of your salespeople should have a weekly quota of securing VIP cards. What ever amount management decides let's say 5-10 VIP cards per week. The salespersons initials should be written on the card so when the person comes into the club the salesmen gets the credit.

Your salesperson goes out in the field an hour or so during the day and visits businesses. Any business works such as: Men and Women Hair salons, Nail salons, Pizza stores, dry cleaners, small markets, car washes, gas stations, bowling alleys. Ask for the manager or owner. Say: Hello my name is \_\_\_\_\_ from the joint advertising department of the Zoo Health Club/blitz45. We would like to do joint advertising with you at a no cost to you. Here is a sample of our "VIP CARD" I would just need a logo what you would like to say and a special. We will print it up free of charge and give you the VIP CARDS to hand out in your place of business and we would handout the VIP

CARDS at the Zoo Health Club/blitz45. It's a win-win bringing in a good amount of business for both your store and Zoo Health Club/blitz45.

Get the information while there at the store or get their contact information and follow up with getting what advertising they want on the VIP CARD. Get it printed and distributed.

Remember the importance of prospecting, this will put leads in front of your salespersons. Prospecting and having leads to convert to appointments and membership sales is a must for the success of your salespeople and your Zoo Health Club/blitz45.

Be sure the sales person follows up on a weekly basis with the stores that are part of his or her network of VIP CARDS.

## VIP CARD SAMPLE

