



Guest Needs Analysis

“Your Health is Priceless, We Make it Affordable”

Date: _____

Name _____ Email _____

Address _____ City _____ State _____ Zip _____

Daytime Number () _____ Evening Number () _____

How did you hear about our club? _____

General Information

Employer _____ Occupation _____

Is this location close to your _____Home _____Work?

What time of day is most convenient for you to exercise? _____Morning _____Afternoon _____Evening

Are you wanting to _____Lose Weight _____Get In Shape _____Stay In Shape?

What areas are most important to you? (Check all that apply)

_____Convenience _____Lose Weight/Inches _____Muscle Tone _____Cardiovascular _____Increase In Energy

_____Decrease Body Fat _____Stress Reduction _____Look/Feel Better _____Strengthening _____Other

Do you have anyone encouraging your desire to get in shape? _____Friends _____Family _____Spouse

Fitness History/Background

Yes

No

Have you ever been a member of a health club before?

If Yes, what club? _____

Are you currently a member? _____ How long ago? _____

What did you like the most about your club? _____

What did you not like about your club? _____

Why did you stop? _____

If No, what has stopped you from joining a club in the past? _____ Time _____ Money _____ Desire

Is that still a problem for you? _____

Would you consider Personal Training or Group Training?

Are you ready to start a healthy lifestyle program NOW?

What is the most important reason for you to start a healthy lifestyle?

Between 1 (low) and 10 (high), how committed are you to making a lifestyle change?

1 2 3 4 5 6 7 8 9 10

NEW MEMBER TOUCH PROGRAM

Name:		Join Date:	
Address		State, Zip:	
Home #:		Work #:	
Email:		Cell #:	

*Actions: *VM: Voice Mail *CA: Call Attempt *LS: Letter Sent *EM: E-Mailed *TC: Task Completed

Scheduled 30 Days of Workouts (1st wk - 3; 2nd wk - 2; 3rd & 4th wk - 1)
(Member may W/O more often. If scheduled W/O time is missed, call within 1 hour)

*Action:	Comments / Notes:	By:	Date:

Welcome Letter/Thank You Note w/3 Guest Passes Mailed Within 1 Day of Joining

*Action:	Comments / Notes:	By:	Date:

Friday - Welcome to the Club Call

*Action:	Comments / Notes:	By:	Date:

Week 1 - 1st W/O - Weight, Measurements, Pictures, & WO. Confirm next W/O time

*Action:	Comments / Notes:	By:	Date:

Week 1 - 2nd W/O - Assist with W/O. Confirm next W/O and invite friends

*Action:	Comments / Notes:	By:	Date:

Week 1 - 3rd W/O - Assist with W/O. Introduce Weight Loss Program. Confirm next W/O

*Action:	Comments / Notes:	By:	Date:

Week 2 - 4th W/O - Review W/O. Present PT Program. Confirm next W/O

*Action:	Comments / Notes:	By:	Date:

Week 2 - 5th W/O - Review W/O. Offer trail amenity. Confirm next W/O and invite friend

*Action:	Comments / Notes:	By:	Date:

Week 3 - 6th W/O - Review W/O. Offer another amenity trial and up sale. Confirm next W/O

*Action:	Comments / Notes:	By:	Date:

Week 4 - 7th W/O - Program Review

*Action:	Comments / Notes:	By:	Date:

Week 4 - Confirm New Member in Billing System

*Action:	Comments / Notes:	By:	Date:

After Touch Program is complete, have Manager verify and file in Current Member Files.