

MERCHANT LEAD BOX PROGRAM

How does the program work?

First off you need to know the value of the **“Merchant Partner Advertising Lead Box Program”**.

You as a Health Club owner/manager have something your business neighbor wants and needs. CUSTOMERS!! Remember that your business will have a big membership base and your members will shop in the local shops and outlets if they are introduced to them. What better way than with a flyer or brochure offering a member special. Make sure your merchant advertising partner understands the value your club has for their business. When you present the advertising value the merchant will want your box in their place of business. They have everything to gain and nothing to lose.

The program can be very successful when you follow the system that is outlined in this manual. It puts you in front of your local business owner/manager and produces great networking result. It is an inexpensive method of advertising that produces results for both you and your merchant advertising partner.

Service and retail type businesses are always looking to build new customer relationships and keeping customers coming back. Many small retail stores and outlets do not have a big advertising budget and are happy to co-op advertising and if it's free so much better.

The program is simple and straightforward helping you and your merchant partner to bring in new customers; it's a win-win for everyone.

You are going to place a lead box to generate fitness leads in a business. You are going to give away a free membership sometimes two for the second member in the family or for the owner and manager. The merchant will place the box on the front counter or area where it can be seen. Attached to the box on the front counter or area where it can be seen. Attached to the box will be a pad and pen for the customer to fill out the form to win a free membership/trip, etc. The slip is placed in the box after being filled out.

For allowing you to place the lead box in their place of business they are now part of your merchant partner-advertising program. They receive the following:

- One to two free memberships to your club. This membership is good as long as they allow you to leave the lead box in a prime spot in their store.
- You the club owner will have a small area in your club with a table and nice sign that says: "Our Merchant Partners". Your merchant partners will have their advertising flyers with the specials they are running, or brochure and business card. You can see what a great boost this would be for their business, as many of your members will try them out. If they are treated right, your merchant partner has a new customer. This is true co-op advertising and it's a win-win for everyone.

Where do you place a lead box? You will find some businesses easier to place a box than others. The larger the store chain the harder it is as there is the approval process. Here is a short list that will help guide you, but remember any outlet that has people traffic works, so be creative!

- Dry cleaners
- Fast food outlets
- Bowling alleys
- Hair salons
- Small grocery stores
- Nail salons
- Bike shops
- Coffee shops
- Running stores
- Dollar stores
- Drug stores
- Retail stores
- Cell phone stores
- Day Spas

You need to have at least 50 good lead boxes placed over a period of time. Does the program work with less, sure but remember some boxes will produce many leads and some much less. You will not know which of your stores will produce the leads until you start placing, replacing and have the system in place. Once you know the stores that produce the most leads, you can adjust where you place your lead boxes.

Weekly follow up: It is very important to follow up with the business merchant every week to say hello, pick up leads and make sure there is enough pads and a pen tied to the box. Check the box makes sure it's not broken or bent, replace it if it is. Make sure you always have extra lead boxes, pads and pens in your car. Your weekly communication is very important with the store owner or manager. You will find that if you are not visiting the store on a weekly basis and picking up leads and having communication that your box will disappear from the counter or put in a spot that no one can see.

Collecting leads: Why put out lead boxes if you are not going to collect the leads? You might be saying why would I not pick up my leads. I have seen it over and over again, club owners and staff not picking up leads for weeks on end. You must pick up your leads at least on a weekly basis. First off you want to try to call the prospect as soon as possible after they fill out the lead slip to book an appointment. Second, like we talked about, you must have communication with the store owner/manager. When the communication fails, so does the lead box program with the merchant.

Once the lead is collected and brought back to the club, the lead is called to book an appointment. Make sure you or your staff do not put off making the lead box lead calls, the longer the lead hangs around the cooler it gets. Hot leads need to be called today!

To learn how to give a proper and effective phone presentation:
Refer to lead box presentation under Phone Presentations in the manual.

On the following page, you are going to see the presentation used for a store owner/manager to place a lead box. Be sure to always make sure the person you are speaking with can make the decision to place a lead box. If you cannot talk to the decision maker get their name and come back another day.

LEAD BOX PRESENTATION

Club owner/manager: Hello my name is _____ I own/manage this Zoo Health Club not far from you in the _____ shopping center. Is the owner in?

Employee: Just a minute I will see if he/has can come up front.

Owner/Manager of store: Yes, can I help you?

Club owner/manager: Hello my name is _____ I own/manage this Zoo Health Club not far from you in the _____ shopping center.

I wanted to talk to you about our Merchant Partner free co-op advertising program it will just take a few minutes, is that ok?

Owner/manager of store: Yea, sure I have a few minutes

Club owner/manager: We would like you to participate in our Merchant Partner advertising program, here's how it works. We want to give you two free memberships one for you and your wife or manager, and we would like to have your advertising brochure, flyer whatever it is you want us to put on our merchant partner-advertising table, which we have in the lobby of our club. Our club just opened and already has over 300 members and should have more than 2,000 members over the next year. We feel many of our members will use your services once we introduce them to you. In turn all we would like you to do for us is place this small prize box in a good location in your store, we supply the pads and pen for your interested customers to fill out to win a free Las Vegas trip, free membership, etc. Can I set this program up for you?

Owner/manager: That sounds pretty good, and it doesn't cost anything?

Club owner/manager: Not a cent, let me get you signed up it will just take a minute.

Take out your Merchant Partner Advertising Agreement have them read and sign it. Be sure you keep your copy as the contact information is on the form. Place the box with a few extra pads; make sure there is a pen attached. Go over with the owner/manager that you will be by each week to say hello, collect the leads and service the prize box. Also let him/her know that you need advertising pieces, try and get them while you are there other wise you will have to go back and get them.

Answer any questions the owner/manager might have, be sure he/she understands how the program works before you leave. Issue the commentary membership cards and invite him/her to the club. Follow up, as you really want the owner/manager to use the club. The more they like you and what you do and believe in the Health Club the more they will help you build your business.

The key to this program is follow up, follow up, follow up.....

Your job is to build a business relationship with as many business owners in your area as possible. A great way of doing that is with the “Merchant Partner Advertising Program”.