

PRESENTATION SCRIPT

Please notice at the bottom of each presentation page in the Presentation book are questions that you need to get a yes from your potential member.

REASONS FOR A YES ANSWER:

- You want your potential member to understand the presentation you just went through on the page.
- You want to know about any potential objections you might have as you continue the presentation. Your job is to get a yes answer before continuing with the presentation.

When you get a no answer from the prospect do not continue on until you handle the no answer. You must eliminate objections before you try and close a sale.

Be sure that you use your dry marker by highlighting key points and benefits of the program. When you come to the bottom of the page you want to circle and validate the yes or no answer.



PAGE 1

Welcome to the Zoo Health Club we are a national franchise with our Worldwide headquarters in Fort Lauderdale, Florida. All our clubs are individually owned and operated within our franchise corporation. I would like to explain more about our program and rates that are available to you.

PAGE 2

The Zoo is a fully service family friendly convenient affordable training center for Men and Women.

PAGE 3

Company highlights: The first Zoo Health Club started in Fort Lauderdale, Florida and was established in the early 1970's. The first Fort Lauderdale location was located right on the beach and has enjoyed a long history of success. Visited by celebrities, host to several functions, fundraisers and support groups. This Zoo location has since been sold to a private property and now operated under a different name.

PAGE 4

Prevention through exercise, did you know that Heart Disease is the leading cause of death both for Men and Women followed by cancer and stroke. Were you aware of that? Getting your exercise on a regular basis and following a healthy diet plan helps with the prevention of many of these diseases. (Go over chart) Do you agree that it's worth a little time invested in exercise to prevent these health risks.

PAGE 5

Let me explain how the Three Phases to Fitness is the key to getting you results and maintaining results for as long as you want.

The first Phase of your fitness program is a very important phase, it is where we concentrate on taking off all your excess weight and inches. Depending on how much weight and inches you need to lose the first phase might take less time or a longer time. During your first phase your diet program is important and you will want to cut back on fats and calories. Your body needs to start losing the excess weight and inches before it can start the next phase. You might say we are like a sculptor who first takes a formless block of clay and starts the process of trimming away the excess before starting the shaping process.

The Second Phase of the program is even more important than the first as now we go back and proportion, shape, firm and tone the body the same way the sculptor starts shaping and proportioning the block of clay. At this time your diet is the same as in the first phase other than adding a little more protein to help the firming and toning process.

Maintaining your results is easy as long as you control your diet and exercise 2-3 times per week for at least 30 minutes. If you drop out of the life-style change you made than little by little your body will start losing the results. Just like a car you left in the garage without running for a period of time, the tires go flat and the battery goes dead. You have to put time into getting in shape so don't let that happen as it's fun and easy to maintain the results you have achieved.

Are you ready for a lifestyle change?

PAGE 6

Benefits of Strength Training Shape and strengthen your body using the individual machines designed to give each body part the best workout ever. Working out has never been easier, just sit, lie down or stand, select the weight and push and pull against the resistance. Use the free weights to strengthen and define each part of your body.

- Targets all muscle groups and I am sure there are certain parts of your body you would like improvement in, right?
- Firms and tones your body so you are not ever going to get big muscles, your body will start getting leaner and more attractive as you continue with your weight training program.
- Increases your metabolism which is important when you want to lose weight.
- Prevents Osteoporosis something women have to be concerned about even more than men.
- Increases strength very important for both men and women.

Do you feel its important to firm and tone, increase your metabolism and help the weight loss process, to prevent osteoporosis and increase your body strength?

YES NO

Would you like to target specific muscle groups?

YES NO

PAGE 7

Benefits of Cardio Health Training Tone and train your body on our World-Class Cardiovascular equipment, smooth, comfortable and effective. Our treadmills and ellipticals cross trainers and stair steppers are everything you need to get and keep in shape. Cardio health workouts will help burn calories to help lose those unwanted pounds and keep your heart and lungs healthy and strong. We believe cross training your body using both the Cardio Health equipment and Strength equipment is best for overall results.

- Heart and Lung efficiently
- Burns more calories
- Helps lose weight and body fat
- Energy level improves
- Reduces and relieves stress

Are you interested in improving your heart and lung efficiently, have your body burn more calories helping you to lose weight and body fat along with energy improvement and having less stress in your life?

YES NO

Have you ever used Cardio Health Equipment before?

YES NO

PAGE 8

Your exercise program card is made out for you based on your present level of fitness starting out with conditioning first. Each month you will have a program review. During the review we might add a new exercise or adjust the sets and repetitions for each exercise. There will be times the amount of weight you use for an exercise might be adjusted.

Have you ever had a program designed for you?

YES NO

PAGE 9

We support you, you have friends here at the Zoo that will help you reach your goals, we want you to get results, remember your success is our success so we work hard supporting you. Who do you know that currently exercises? Husband, kids, family, friends?

Does your husband, wife support you in getting into shape?

YES NO

PAGE 10

Child care for the little ones, supervised and close by and the best thing it's free. Would you be using the childcare?

YES NO

Would you be using childcare in the morning or evening?

PAGE 11

Why our members join

- Convenience is very important for most people; do you live close by?

YES NO

- Affordable rated when we get to the cost you will see how reasonably priced our memberships are. It will not be the cost that will stop you from enrolling. Is cost important to you?

YES NO

- Strength and cardio training we already talked about how important both are in your fitness program right?

YES NO

- Free child care you said you would take advantage of the childcare in the morning, right?

YES NO

- Open 24/7 gives you freedom and convenience to exercise any time of the day or evening 7 days a week. Would you use this feature of your membership?

YES NO

- Family, friendly club so you will be here exercising with other members like yourself. We are much different than the big box type of clubs of gyms like Golds and Worlds.

Which of these is the most important to you?

PAGE 12

Remember we offer you team support and affordable memberships which I am about to show you. Other than membership rates do you have any questions?