

# THE TOUR

**Introduction:** Always remember when a person comes into the club for the first time, they are nervous because they are in unfamiliar surroundings. Always make a guest feel as comfortable and welcome as they would in their own home. When the guest walks into the club, you always greet them with your first impression personality including a friendly smile.

## The Initial Impression and Greeting in the Fitness Center Lobby

Hi my name is \_\_\_\_\_, can I help you?

**Guest:** Yes, I would like to have some information on your Health Club.

**Counselor:** Great, did you have an appointment? Ok, I will be happy to give you a tour of our facility and give you all the information. This is your first time, here right? Do you have 15-20 minutes that I can show you around the facility and tell you about it?

**Guest:** Yes

**Counselor:** Good, I just need you to take a few minutes to fill out our profile sheet. It will help me answer questions you will have. Have the guest sit down and fill out the Life-Style Profile. Make sure you sign in the guest on the guest sheet at the front desk. Do not start a tour unless you have a filled-out profile sheet and that the guest has the 15-20 minutes. If not, you have a few options:

**Option one** – Schedule a guest workout getting their name and phone number, give them a guest pass. Be sure to follow up and confirm their appointment. If appointment is missed be sure and follow up.

**Option two** – Give a quick tour, then do the same as option one. Never give prices, if they ask just say I will explain rates about our different programs when you come in for your guest workout after we have analyzed your fitness needs.

## **LOBBY**

Start your tour in the lobby area pointing out your retail clothing, health products, bars, vitamins, etc.

## **Tour Question #2**

When do you have more free time morning, afternoon or evening?

## **MEMBER SERVICE AREA**

This is our member service area. As a member with us, we design your initial program to include both cardio and strength training exercises. A trainer will set up your program for you and bring you through the program for three complete sessions. The sessions are included in all our programs. After we have evaluated your current level of fitness as well as your goals and objectives, this will be your personalized GET FIT PROGRAM CARD. When the trainer sets this up for you all the sets, reps and weights will be written down for you. Each time you come in to the club for your workout you come over to this file and pull your card, so you know what you're doing each time and can adjust your weights, sets and so on.

## **MAIN CONDITIONING FLOOR**

As you can see, we offer a comprehensive array of conditioning equipment for both your cardiovascular conditioning as well as your body's muscular tone and development. The key to getting lasting results however, is very simple.... It's in attendance.

## **WALK TOWARDS FREE WEIGHT AREA**

Our free weight area is very popular with the men because of building strength and size of the muscle. We also have many women who use the free weight area as it improves their curvature and shape of certain body parts such as calves, thighs, and shoulders. Do you think this area will be of interest to you?

### **WALK TOWARDS RESISTIVE MACHINE AREA**

Our resistive machines are designed both for men and women and will give each body part a full workout. Each one of our machines work different parts of your body and by working out on all the machines, you can work out the entire body. The way that all this equipment benefits you is that when you work out, you force blood into the muscle tissue and tear down the old cells. On the following day the body rebuilds these cells and we get stronger and fitter. Take a few minutes and select a few machines for the guest to try. Use a machine that will help the guest's results but do not use a machine that a person has to lay down on as sometimes a person is in a very bad shape or has a bad back and they find it difficult to get back up. Never use a machine for a woman guest that you feel would embarrass her.

### **WALK TOWARDS HEALTH CARDIO AREA**

Of course, this is where you will be doing exercise for your heart and lungs, these machines will help build cardiovascular fitness and endurance along with helping to burn off excess calories. As you can see there are different cardio machines and your trainer will set up the best cardio machine and your trainer will set up the best cardio machine to start out with when you have your fitness evaluation.

### **WALK TOWARDS COUNSELING AREA**

You are now ready to turn over the guest to the counselor or sit down with the guest and start presentation.