

## TOUR QUESTIONS

As you have seen on the tour guide map, there are several questions that begin each tour and then a list of questions at the end of the map that you will ask strategically throughout the tour. These questions are designed to help you learn more about our guest and help the guest make the best decision possible when choosing a membership.

### DO YOU HAVE EXPERIENCE WORKING OUT IN A GYM?

This question will give you an idea of the fitness background of our guest and also give you an idea of what their previous gym experience was like.

### HOW DID YOU HEAR ABOUT US?

This helps our company to learn more about the marketing sources that are most valuable and also will give you an idea of whether this guest has come from a member referral.

### WHERE WOULD YOU LIKE TO BE IN 6 MONTHS?

This question is so important because it will help you help the guest decide which option will be best for them. You are trying to find out essentially what their goals are. We phrase the question in this way because sometimes asking someone what their goal is will make them uncomfortable. Not everyone sets goals so if we ask specifically about goals the guest may be thrown off and just give a generic response. By asking where they would like to be or where they see themselves in 6 months, they should give a more honest answer. This will help you to show them exactly what will be important for them so they can make a great decision.

### WHAT TIME OF DAY WILL YOU BE WORKING OUT?

This will help you to convey to the member what type of crowd they can expect when working out. It can also help you to identify specific classes that will be available at that time. It will also help you to set up their first training session.

### WILL YOU BE WORKING OUT WITH A PARTNER OR ALONE?

This will come into play later when you are explaining our Perkiwille rewards program.

### CAN YOU SEE YOURSELF WORKING OUT HERE?

This is important because it will show you if you missed something. Remember the guest came in looking for something. Your initial questions should help you to find out what that was. Now your tour will show that off. If the guest says no, it means you must have missed something along the way. This is your chance to find out what was missed and clarify.

### HAVE YOU EVER WORKED WITH A PERSONAL TRAINER BEFORE?

Our most successful members work with a trainer. Whether it be for instruction or motivation, our members need help. Working out alone especially for someone who is new to fitness is extremely hard. We make it so much easier by including a complimentary personal training kickoff session with all memberships.