

Hi, can I speak with (member)? Hi, this is (trainer) from Anytime Fitness (club) and **I'll be YOUR personal trainer**. How are you today? I'm just calling to book in your personal training sessions.

[MINI NEEDS]

(Member), I see here that you're looking to (insert members goals). I definitely feel we can achieve that. In fact, I have trained a number of clients who are looking to achieve similar results as yourself.

If the member has time to talk...

Are you currently doing any exercise?

- **Yes:** What are you doing?
- **No:** What have you done previously?

Why is this goal so important to you?

When would you like to achieve them by?

[ALTERNATE CLOSE]

(Member), what I'd love to do is book a time in with you. I see here that (mornings, lunchtime, evenings) work best for you, is that correct?

Okay great, would you prefer (tomorrow) or would (the day after) suit you better? I have (time A) or (time B)?

[WHAT TO EXPECT]

If the member still seems keen to talk...

(Member), just to give you some more information on what happens from here – When you come in on (day), we will talk through your goals further so I'm really clear on what type of training will be best for you. Once we've done that, we will then get into our session. This session we will look at your posture to help you move as freely as possible, and we will cater a session to exactly what you're going to need to achieve your goal. How does that sound?

[CONFIRMATION]

Excellent (member), I will see you on (day) at (time). I will confirm our session the day before but if you do need anything in the meantime, feel free to get in touch, this is my number. I will meet you at reception on the day, all you'll need to bring with you is a sweat towel and a water bottle. Did you have any questions?

[MOMENT OF MAGIC]

Fantastic (member), I'm really looking forward to meeting you and helping you achieve your goals. Have a great day and I'll see you on (day) at (time).