SALES SCRIPTS

Email and Texting Scripts to Simplify Your Sales and Retention Communication

Club OS

Club OS

You've got your prospect or member's attention; now is the time to keep the lines of communication as open as possible. But what should you say and how should you say it?

Take the uncertainty out of communicating with your prospects or members at various stages of their member lifecycle. Whether they're still a lead or have signed up and completed some personal training sessions, these sales scripts should point you in the right direction. If you don't want to use them exactly as written, that's no problem. Be creative! Edit these scripts however you see fit to match the communication style your prospects or members will like.

We've also included places for customization and personalization such as {{recipient-first}}. This is how the Club OS software handles customizations, but if you're not using Club OS to handle your follow-ups (you should!), your current provider may offer something similar. This type of customization is becoming more and more necessary to make real gains when it comes to prospect and member communication. You may not have the time to write each individual follow-up email, but no one needs to know that.
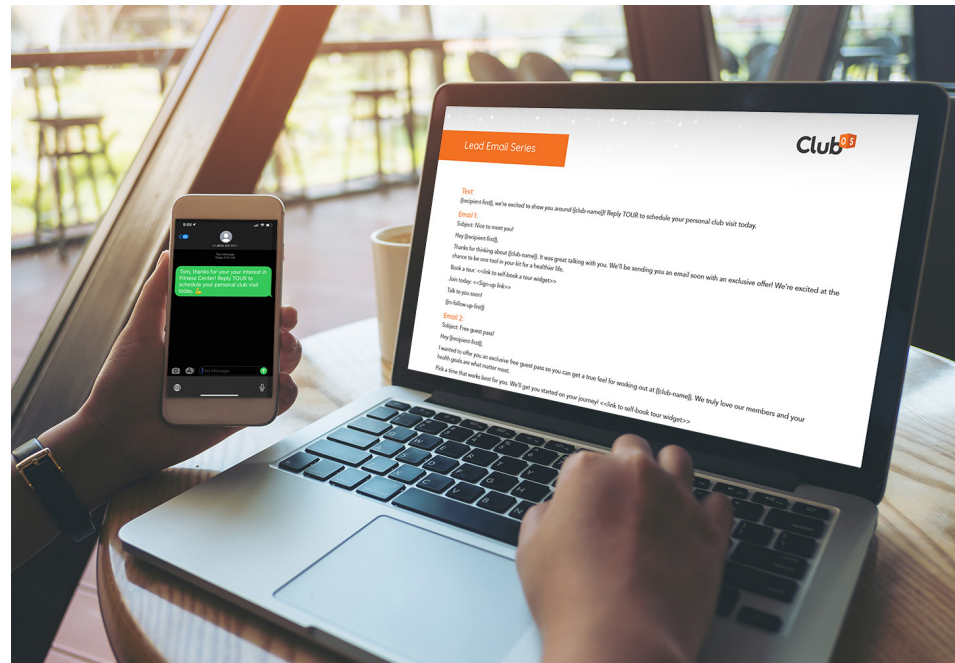
The Benefits of Using Script Templates

- Deliver a consistent message to each and every prospect or member.

- Onboard new employees faster with streamlined email training.

- Follow up with more prospects and members without worrying about what to say or drafting individual messages.

- Devote more time and attention to the things that matter, no matter what your role.

The Dos and Don'ts of Automation

- Do make it personable. You are talking to a human, after all!

- Do make the message about the potential member, not your club.

- Don't be so generic that the email looks like it could come from anywhere.

- Don't give information only about membership. They're looking for a sense of community!

Merge Tag Key

- {{recipient-first}}: First name of recipient

- {{club-name}}: Name of health club or studio

- {{location-name}}: Physical location of health club or studio (useful if multiple locations)

- {{location-phone}}: Phone number associated with the gym or studio location

- {{m-follow-up-first}}: Name of the employee following up (Membership Follow-Up First)

- {{referred-by}}: Name of current member who referred the guest being followed-up with

Text:

{{recipient-first}}, we're excited to show you around {{club-name}}! Reply TOUR to schedule your personal club visit today.

Email 1:

Subject: Nice to meet you!

Hey {{recipient-first}},

Thanks for thinking about {{club-name}}. It was great talking with you. We'll be sending you an email soon with an exclusive offer! We're excited at the chance to be one tool in your kit for a healthier life.

Book a tour: <<link to self-book a tour widget>>

Join today: <<Sign-up link>>

Talk to you soon!

{{m-follow-up-first}}

Email 2:

Subject: Free guest pass!

Hey {{recipient-first}},

I wanted to offer you an exclusive free guest pass so you can get a true feel for working out at {{club-name}}. We truly love our members and your health goals are what matter most.

Pick a time that works best for you. We'll get you started on your journey! <<link to self-book tour widget>>

If you have any questions, please don't hesitate to reach out.

Go crush your day!

{{m-follow-up-first}}

Text:

{{recipient-first}}, thank you for your interest in {{club-name}}!
Reply TOUR to schedule your personal club visit today.

Email 1:

Subject: Introduction

Hey {{recipient-first}},

I'm {{m-follow-up-first}} from {{club-name}} - it's great to e-meet you! We're excited for you to use your free guest pass. I would love to give you a tour before your first workout! Schedule some time with me so that I can make sure I'm available.

Book a tour with me: <<link to self-book tour widget>>

If you have any questions in the meantime, please don't hesitate to reach out.

Hope to see you soon!

{{m-follow-up-first}}

Email 2:

Subject: Following up re: guest pass and tour

Hey {{recipient-first}},

I hope all is well! This is {{m-follow-up-first}} from {{club-name}} following up about your free guest pass. I'd love to give you a tour of the gym and learn how we can best support you on your health journey.

Book a tour with me: <<link to self-book tour widget>>

All the best,

{{m-follow-up-first}}

Email 3:

Subject: Your guest pass awaits!

{{recipient-first}},

We still want to give you a free workout! Stop by {{club-name}} to activate your guest pass and get a feel for the gym. We're here to discuss your wellness goals and how we can best support you.

Book a tour: <<link to self-book tour widget>>

See you soon!

{{m-follow-up-first}}

Email 4:

Subject: Your guest pass expires soon!

{{recipient-first}},

Your guest pass is expiring soon. Click here to schedule your first workout: <<link to self-book tour widget>>

Warmly,

{{m-follow-up-first}}

Tour Booked Email Series

Text:

{{recipient-first}}, your tour is booked! We can't wait to see you then.

Email 1

Subject: TOMORROW: Your appointment at {{club-name}}

{{recipient-first}},

Your appointment at {{club-name}} is tomorrow! Feel free to bring a friend! Don't forget a towel or water bottle, too. Call {{location-phone}} with any questions.

See you then!

{{m-follow-up-first}}

Text:

{{recipient-first}}, it looks like we missed you for your tour at {{club-name}}. Reply MEET to reschedule your appointment.

Email 1

Subject: We missed you! Rebook your appointment with {{club-name}}

{{recipient-first}},

Sorry we missed you! I know life gets busy. I'd still love to show you around the club.

Use this link to rebook for a time that works for you: <<link to self-book tour widget>>

See you soon!

{{m-follow-up-first}}

Email 2

Subject: Reschedule your appointment with {{club-name}}

{{recipient-first}},

Don't forget to reschedule your appointment! We're here to support your healthiest self.

Pick a day that works for you: <<link to self-book tour widget>>

Join {{club-name}} today: <<sign-up link>>

Hope to see you soon!

{{m-follow-up-first}}

Email 3

Subject: Your free workout awaits!

{{recipient-first}},

I'm here to support your lifestyle goals. Come in for a free workout!.

To book a tour: <<link to self-book tour widget>>

Hope to see you soon!

{{m-follow-up-first}}

Email 4

Subject: We've missed you!

{{recipient-first}},

We've missed you at {{club-name}}! We'd still love for you to come check out the gym: <<link to self-book tour widget>>

You have fitness dreams. We have accountability. Let's work together.

Warmly,

{{m-follow-up-first}}

Text:

{{recipient-first}}, ready to get your fitness on? Join online now! {{link to sign-up}}.

Email 1

Subject: Thanks for checking us out!

Hey, {{recipient-first}},

Thanks for checking out {{club-name}}! We hope your time here gave you a sense for our community. We'd love to hear your thoughts. Each of our members is committed to their own unique definition of wellness, and we're here to support them all!

Join today: <<link to sign-up>>

See you again soon!

The {{club-name}} team

Email 2

Subject: Your future self will thank you

Hey, {{recipient-first}},

Join {{club-name}} today! You have wellness goals. We have a motivated community where you can make them.

<<INSERT CLUB INFORMATION>>.

Sign up today: <<link to sign-up>>

Warmly,

The {{club-name}} team

Email 3

Subject: Join {{club-name}} today!

{{recipient-first}},

What have you done for YOU today? Taking the first step in fitness is hard. We get it and we want to be there for you. Join {{club-name}} here: <<link to sign-up>>

Hope to see you soon,

The {{club-name}} team

Email 4

Subject: Get started at {{club-name}}

{{recipient-first}},

Be part of a community that cares about you—our most valued member. Get started at {{club-name}}!

Sign up today: <<link to sign-up>>

Warmly,

The {{club-name}} team

Text:

{{recipient-first}}, your friend {{referred-by}} thinks you'd love it at {{club-name}}. Work out on your own by replying TRIAL for a free guest pass.

Email 1

Subject: Free guest pass!

Hi {{recipient-first}},

Our members like {{referred-by}} keep us going! We're so glad they shared the {{club-name}} experience with you. Work out on your own with a free guest pass! Come back in and enjoy a sweat sesh on us. Give us a call at {{location-phone}}.

Hope to see you soon!

The {{club-name}} team

Email 2

Subject: Your free workout awaits

Hey {{recipient-first}},

{{club-name}} is inspired by people like you, whose unique lifestyles and goals create a welcoming fitness environment.

Come back in and learn how we can work together towards your healthiest self. We're in this together.

Hope to see you soon!

The {{club-name}} team

Email 3

Subject: 1 day left to redeem your guest pass!

Hey {{recipient-first}},

Your {{club-name}} guest pass expires in 24 hours. Come in to activate and enjoy a workout on us! Get your fit on with {{referred-by}} again.

See you soon!

The {{club-name}} team

Text:

{{recipient-first}}, your membership at {{club-name}} is expiring soon. Reply JOIN to renew today.

Email 1

Subject: Your membership expires in 90 days

Hi {{recipient-first}},

Your {{club-name}} membership expires in 90 days. Renew in the next 30 days and get <<insert smaller special offer>>!

To renew today, <<insert renewal instructions>>

We hope you'll continue your {{club-name}} experience! If you have any questions, please call {{location-phone}}.

Warmly,

The {{club-name}} team

Email 2

Subject: Your membership expires in 60 days

Hi {{recipient-first}},

Just 60 more days with {{club-name}}. Renew in the next 30 days and get <<insert smaller special offer>>!

To renew today, <<insert renewal instructions>>

We hope you'll continue your {{club-name}} experience! If you have any questions, please call {{location-phone}}.

Warmly,

The {{club-name}} team

ClubOS

club-os.com

Get a Custom Tour of Club OS