



# 5 QUESTIONS TO HELP YOU CONVERT MORE GYM MEMBERS

You need to convert more leads into gym members, but the question is: How?

With the questions below, you'll get to know your leads as real people with real challenges. Then, you can start to connect with them in a personal, meaningful way and convert them faster.



1

## What are your top three priorities in life right now?

The goal of this question is to gain deeper insight into your lead's life. Then, you can ask: How do you think a gym membership would impact those priorities? For example, if someone wants to be more active with their kids, a gym membership could help them build stamina. If they want to learn another language, they could kill two birds with one stone by listening to language lessons while working out.

2

## What are your passions and/or hobbies?

When you understand what drives and excites your leads, you can speak to them in a personal way. Do they love cooking? Are they passionate about travel? The more you understand what makes your leads tick, the more equipped you are to create a sales pitch that speaks to how your gym could complement their passions and hobbies.

3

## What three things are you considering purchasing right now?

Your leads are likely considering a variety of purchases right now. If someone is in the process of buying a new car, applying to start an MBA, or sending a kid to college, a fitness membership might not be a high-priority expense. When you understand what your lead is weighing financially — and what their priorities are — you can speak to those challenges more easily.

4

## How do you feel about your health and wellness right now?

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5

## What do you think is preventing you from achieving your goals?

For this question, encourage your lead to focus on fitness or any other aspect of their life. When you take a holistic look at a potential member's hobbies, passions, goals, and challenges, you can more easily address their challenges and create a personalized, meaningful experience.

### PRO TIP:

Take and store plenty of notes in your sales and marketing software. When you keep track of these important conversations using a tool like Club OS, you can seamlessly weave them into future conversations.