

# DO NEW LEADS SIGN-UP AFTER THEIR FIRST VISIT? 10 QUESTIONS YOU SHOULD BE ASKING YOUR TEAM

Don't kid yourself - *first impressions really DO count* - and you won't get a second chance to make that first impression. So when a new lead steps into your studio. Make it count.

We've put together 10 questions you should ask yourself, and your team, about what that first visit feels like for new leads. For many, walking into a strange, new environment is really hard to do. So you want to make it friendly, welcoming, and easy for them to do.

As an owner, or manager, you need to put yourself in their shoes. You should see and feel what they do as a new lead steps into your studio for the very first time. What's their experience like? Do they feel welcomed? Is it a good impression? Or do they want to turn around and walk back out the door?

Here are 10 questions you should ask yourself, and your team, to rate the experience new leads get:

1. **Do you, or your team, greet them as they walk through the door?** Stepping into a new studio can be scary, and a little intimidating. Create a friendly environment and make them feel welcome. Or this will be their last visit.
2. **Is your studio clean and tidy?** Appearance does matter. And now more than ever it has to be sanitized as well.
3. **Do they know where to go and what amenities you provide?** Directions and signs should be clear and easy to follow. You don't want potential new members feeling lost or in the way. Have one of the team personally show them around.
4. **Do they get a towel? Can they borrow, or purchase, shoes and other equipment?** These little things count. Big time. And they go a long way to creating a great first impression. Don't take it for granted that they know what your regular members do.
5. **Will your class experience amaze them?** When they take part in that first class is it going to impress them? The experience you provide has to stand out. It has to be one they can't get anywhere else.
6. **Do you have one of your team available during that visit to help them adjust their equipment?** It can be frustrating, and embarrassing for some, trying to figure out equipment. At worst it can cause injury. Make sure they start out right.
7. **Do your team welcome them into the class and introduce them to other members?** Have you ever wandered into the wrong classroom? Or stood in the corner waiting for someone to notice you? It's an awkward, and embarrassing moment, that feeling you're in the wrong place.
8. **Are your instructors and trainers delivering a great class experience?** Performance matters too. That's why your members return to one class more than others. Because they're getting more out of them. Is your team delivering a great experience consistently?
9. **After class, does your team check in with them first?** This is important. You want to know about how their first class made them feel. It's the best time for your team to make connections so that they come back.
10. **Do your staff discuss future classes and intro offers?** Don't take it for granted that your leads know what current offers you have. Ask if they have any questions or concerns about joining today. You don't want to put too much pressure for them to sign-up immediately. But you also don't want to miss a chance to grow your membership. Give them options to choose from. Make their decision easy to make.

## **Bonus Question**

Do you ask for feedback? Ask what they enjoyed, or what they didn't enjoy. Ask them whether they would recommend a friend. Always ask for feedback. It will help you and your team understand their experience and what you could do better.

Learn more about ClubReady and how it helps you connect with more leads to grow your membership.