



Bootcamp UK Sign up script 2019.

1, Hi is that?

2, Hi Its Gaz from Bootcamp UK, How are you?

3, Just a quick call to see how you have been getting on at Bootcamp, How have you been finding the sessions?

(Let them speak, engage with them for about 45 seconds, Build the phone rapport but do not let it drag on for over a minute)

4, The reason for my call is to see if you have received the offer in regards to handing in the remainder of your 10 4 10 sessions in exchange for a month free membership?

This is where you sell the membership, highlighting they are receiving at least 1 month free, in some cases its 6 weeks, The membership I refer to as a Flexi membership, I never use the word contract, more a 12 month flexi membership, and highlight the flexi to them in regards to the ability to be able to freeze

5, Ok so what I can offer you today in exchange for your 10 4 10 is the 12 month flexi membership of £28.99 per month, this entitles you to all sessions at the Basingstoke park every month, if you wanted to attend more locations then we also have the multipark option. The reason why we call it a Flexi membership is because at Bootcamp UK we understand everyone lives busy lives, have other commitments or even that some people do not like training outdoors in the winter when it is wet and cold, so the flexi membership allows you to freeze you membership at any point, we just need to be instructed to do so before the 18th of the month before, and that will then freeze your payments for the amount of months you wish to freeze, after the freeze period is up you then just come back and carry on where you left off.

6, How does that sound? *(here you want to get confirmation from them that it sounds good)*

7, One more thing that is good about our membership and separates us from other fitness companies is we will never increase your subscription rate for as long as you are a member with us. So when the yearly subscription increase comes around you will not be effected.

8, Is that something that you would like to take up today?

If they then answer yes here, take as little info as you need from them, make it easy for them, chances are you already have their name, address, email etc on mindbody. Make it convenient for them

9, Fantastic, because you signed up for 10 4 10 I already have all the details I need, can I just confirm your address is.....

10, All I need from you now is your sort code & account number you wish to pay from. Once I have this I will generate your MEMBERSHIP and get it sent across to the email you provided. Have a read through, make sure all the details are correct, and more importantly make sure you are not making a payment until the correct date. Once you are happy just sign and send back and you are all good to go. You will then receive your membership key fob which will confirm you are a fully fledged member of Bootcamp UK.

11, Do you have any questions for me...?

12, Thank you, have a great day and I look forward to seeing you at the next session.