



Sales Person Check List

<u>Score</u>
1. Unsatisfactory
2. Needs Improvement
3. Good
4. Very Good
5. Excellent

Club: _____
Name: _____
Date: _____
Grader: _____
Score: _____

1 Meet & Greet

- Smile – eye to eye contact
- Handshake, built rapport with small talk
- Explained what will happen
- Explained our value promise
- time
- Asked my Permission / Is that OK?
- Was welcoming and friendly
- Asked how much time I had
- Confirmed Guest Register was complete

2 Pre-Tour / Profile Card

- Took personal interest getting to know me
- Asked questions to uncover needs
- Identified my fitness goals
- Asked questions to overcome concerns (spouse, think over, \$, shopping, time)
- Asked deep enough questions to find the real reason I came in today
- objection

3 Presentation

- Was energetic in presenting
- Walked with me
- Used features & benefits
- I tried out 2 pieces of equipment
- Customized the tour for me
- Had good product knowledge
- Answered my questions
- Asked questions to get me to talk

5 Rate Presentation

- Presented and explained our value promise
- Built value in the company
- Explained one membership at a time
- Presented price discount at appropriate
- time
- Offered an alternative membership
- Used flop book to build value
- Asked for the sale

6 Handling Concerns

- Welcomed my questions
- Was not defensive
- Isolated the objection
- Rephrased the objection
- Showed me how it could work
- Asked for the sale
- Able to give 3–5 responses on the same
- objection
- Offered for me to talk to someone else
- Included value promise
- Set up appointment for next visi

7 Paperwork

- Neat and legible
- Asked for my E-mail
- Explained paperwork
- Explained payment needed today
- Clearly explained E.F.T.
- Explained details on back
- Asked for referrals
- Asked for proper documentation



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- Related areas of clubs to me needs
- Explained the 4 wk comfort guarantee

4 Summary / Pre Close

- Asked me what I liked
- Asked me two more times what I liked
- Highlighted areas that I was interested in
- Used a trial close with me
- Problem solved potential concerns

8 General Appearance

- Uniform
- Desk area / neat & organized
- Professional
- Friendliness
- I would buy from him / her

Key Areas For Development

1. _____
2. _____
3. _____

Suggestions on resources and training for each of the above.

1. _____
2. _____
3. _____

I have received this check list about me on _____ and understand what I should focus on to improve.

Sales Person Signature _____ Date _____