# Getting Started with Lead Management

CRM & Lead Management Fundamentals for Gyms

# Why use a CRM solution?

## Smarter Marketing

By using an intentional and comprehensive lead management tool, you'll be able to use your marketing dollars more efficiently and effectively. For example, instead of having to hire headcount to manage spreadsheets and databases manually, you can invest more in paid media.

## Task Automation

Streamline the sales process by personalizing each interaction, enabling prospects to book appointments, and easy guest pass creation. This not only saves time but ensures that member sales never fall through the cracks.

## Better Experience for Members

From faster follow-up to improved customer service, using a CRM ensures that your employees have everything they need to keep the member front and center. Effortlessly communicate with leads via automated SMS and email messages.
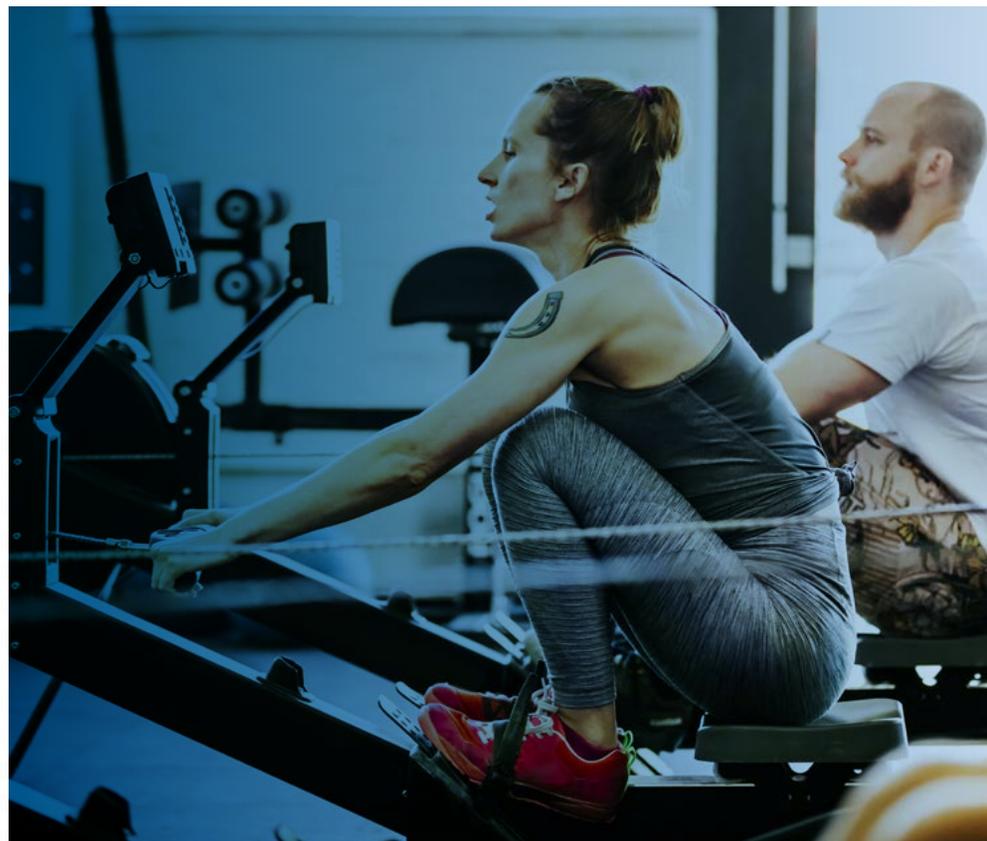
# 3 Steps to Lead Management

Step 1 — Get Found
Step 2 — Nurture
Step 3 — Convert

Lead management doesn't stop when someone buys a membership. Rather, it starts the moment someone shows interest in your club and continues throughout their whole membership. GymSales provides an integrated solution that can capture, nurture and convert prospective fitness club members, as well as identify and manage upsell opportunities for member retention. We've outlined how top clubs are yielding the best results:

## 40%
**Text reminders increase appointment attendance rates by up to 40%**

## 87%
**Using a CRM can lead to an 87% improvement in sales, 74% increase in customer satisfaction, 73% improvement in business efficiency**

## 50%
**50% of business owners said CRM increased productivity, 65% increased their sales quota, 40% labor cost reduction**

## 47%
**By using CRM, customer retention and satisfaction rates increase by 47%**

# What makes a great _____ ?

## Text Message

☐ Uses the prospect's name

☐ Identify who the message is from (name/gym name)

☐ Is no more than 160 characters

☐ Uses emojis sparingly, if at all

☐ Does not violate TCPA compliance

☐ Does not use bit.ly links

☐ Has a clear, specific and easy call to action

## Phone Call

☐ Enthusiastic in tone

☐ Start and end with enthusiasm

☐ Have clear purpose

☐ Are easy to understand

☐ Do not sound overly scripted

☐ State your name and where you're calling from

☐ Have a call to action for the person on the other line to take

☐ Leave a voicemail if no one answers with clear next steps

☐ Have prepared scripts

## E-Mail

☐ Use the prospects name

☐ Don't overuse images

☐ Don't embed a video directly into the e-mail

☐ Avoid using a variety of fonts, font sizes, and font colors

☐ Don't overwhelm with information

☐ Have a clear call to action

☐ Double-check all links/URLs before sending

☐ Keep subject lines brief

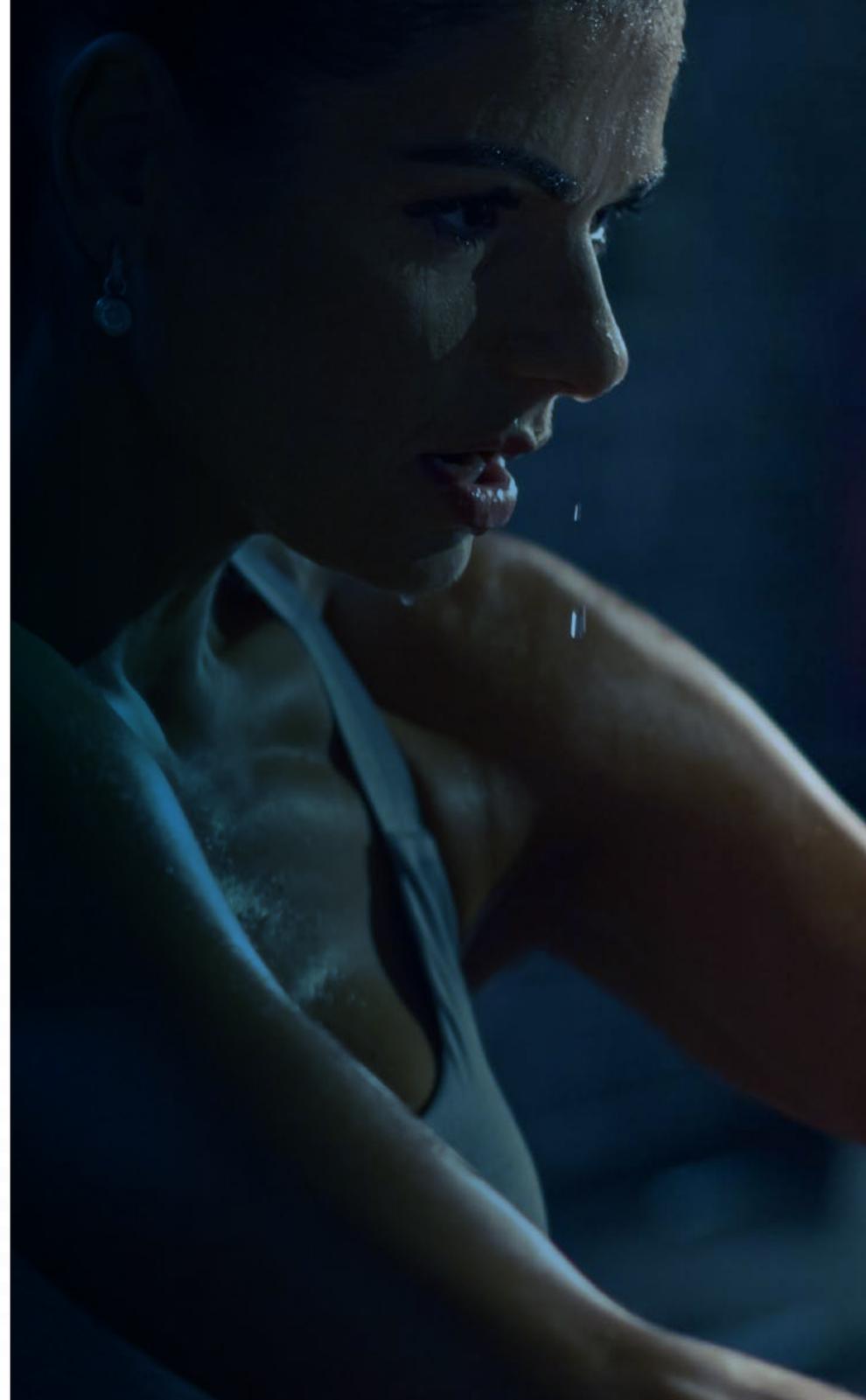☐ Personalize content to their interests

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## Step 1: Get Found

You spend your marketing dollars on what is commonly referred to as lead generation. GymSales clients find that most of their leads come from these sources:

- **Web forms**

- **Social media ads**

- **Referrals**

- **Walk-ins**

- **Free Trials**

- **Telephone inquiries**

Where do most of your leads come from?

Type it here:

## Step 2: Nurture

Remember, a good portion of your leads won't be ready to buy a membership during their first conversation with you. They might not even be ready to commit to coming in for a tour or a trial. Give your leads a variety of opportunities to engage with your gym.

*Types of automations in this step:*

- **Welcome**

- **Upcoming first visit**

- **First visit**

Circle which automations you are already doing. Put a star by the ones you'd like to start doing.

Type a sample e-mail you'd use to send to someone who has signed up for a free trial but hasn't come in yet:
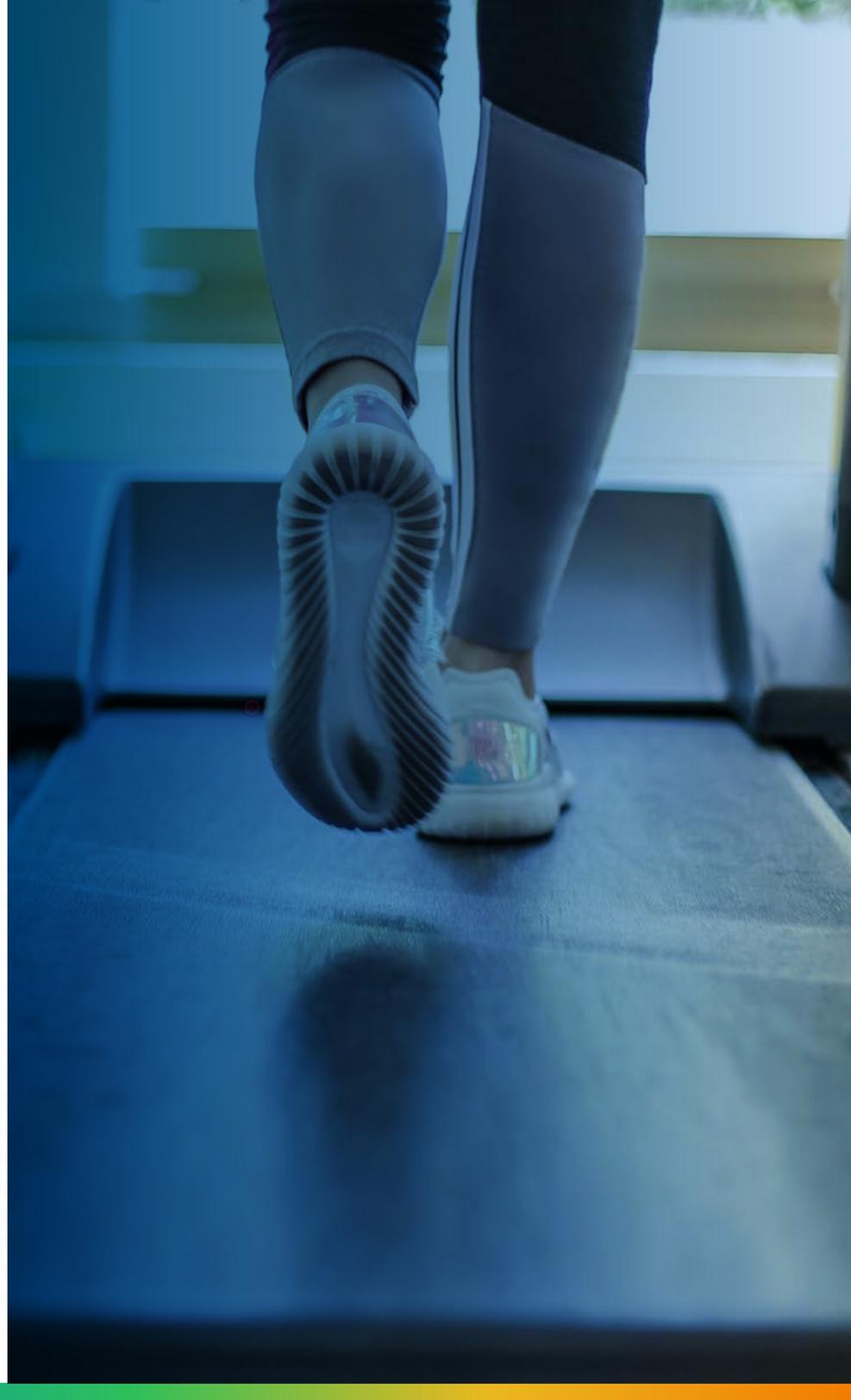
## Step 3: Convert + Retain

You work hard to bring leads in the door. Now, it's time to ask them to join. But the lead management process doesn't end once someone becomes a member. Retention is a journey of its own, and it means creating more touchpoints with your members over time.

*Types of automations in this step:*

- **Congratulations!**

- **Check-in**

- **Ask for feedback**

- **Celebrate milestones, birthdays**

Circle which automations you are already doing. Put a star by the ones you'd like to start doing.

Type a sample text message you'd use to welcome someone who just joined the gym:
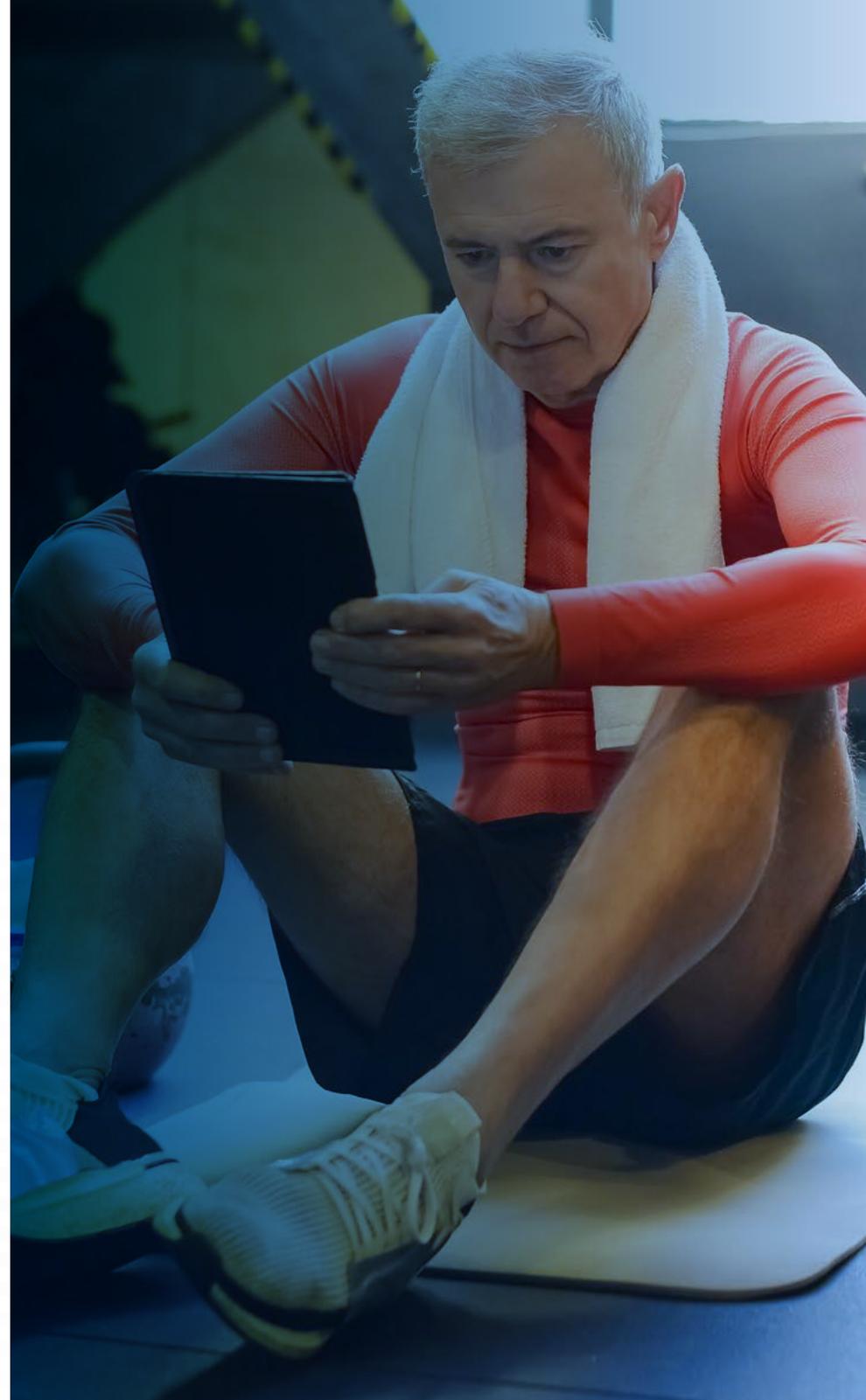
# Getting started

Want to see what a lead management software can do for you and your club?
Sign up for a demo of GymSales powered by ABC Fitness Solutions today.

**REQUEST A DEMO**

888-827-9262 | abcfitness.com

Our core is your strength™