



Point of Sale Goal Setting Worksheet

Objective: Establish challenging yet achievable Program subscriber sign up goals for the Point of Sale.

Worksheet

Establish POS Program goals.

Knowing that over 80% of all new members have goals that require the 24hr/day support the Me Program provides, we can set appropriate Program involvement goals.

- For example, if you have 50 new members per month: $50 \times 80\% = 40$ new members need a personalized Program to achieve their goals.
- While setting up all 80% on a Program would be ideal, let's set a more conservative goal initially – such as 30% of all new members – to help build momentum and then work up to the full 80% over time.
- For example (50 new members per month): $50 \times 30\% = 15$ new members signed up for a subscription at the Point of Sale. 50% as Free Trial users, and 50% as paid subscribers.

Now it's your turn:

- Current Total New Members per month: _____ $\times 30\% =$ _____ new members on a Me Program by _____ date (2-4 weeks from today).
- Multiply the above goal by 50% to determine the number of new members that will become a paid subscriber: _____
- As you achieve and exceed this initial goal, begin to raise the bar by 5% or so per month until you have what will be your standard monthly goal at POS. This final goal percentage will range between 35% - 80% depending upon the size of your facility (smaller clubs achieve higher percentages) and the effectiveness of your team's execution.

A note for clubs who sign up new members for Fitness Orientations:

Will signing up new members with a dotFIT Program at the Point of Sale help or hurt the results and sales that could occur during a Fitness Orientation?

If presented properly by your Sales Staff (at POS), and if serviced properly by your Trainers (at FO), this will significantly improve your members' results, increase their involvement in your services, and drive your revenue streams and profitability.

A club that is effective at scheduling Fitness Orientations for new members should be able to schedule approximately 50% or more for a FO at the Point of Sale. Many of these new members may already have been enrolled into the Program with the Sales Staff, which should make it easier for the Trainer to present and sell any additional club solutions based on the new member's needs and goals. Additionally, the Trainer can use the new member's Program to present their individualized Product Recommendations.

Finally, Trainers can easily Transfer the subscribing Member to their own Trainer Console if the new member decides to purchase Coaching or Personal Training Sessions from the Trainer for long term servicing and appropriate online sales commission reporting.

Post It!

Once you have established your specific, objective goals, and the reason(s) why you want to achieve them, post them where you and everyone responsible for the accomplishment of them can see it daily.

This will help keep everyone focused and excited about what they are working towards each day.