

New Client Intake Process

The primary ways for people to contact us to start training is to contact us through

- Phone – leaves Google Voice Mail Message
- Getting Contact Form from the website
- Walk in – treat this as your first conversation with them

If they contact us through the website or via email, the manager or an assigned coach will make first contact over the phone to schedule an introduction.

This first conversation at the introduction session is the time to see if they are a good fit for us, and we are a good fit for them.

The First Conversation

The purpose of the first conversation is to determine if they are a good fit for us, and that we are a good fit for them. We need to find out some basic information about them, and this gives us an opportunity to establish rapport. The purpose of this conversation is to schedule an Intro Class when we uncover a good fit to continue the conversation.

Establish Rapport and Find Out More

When talking to a prospect for the first time, use these questions to establish rapport and find out more information about them. During this conversation, take your time and try to find something that you have in common with them. The more relatable you are, the better we can communicate with them.

- Do they know what functional fitness training is? Do you have a friend or family member that does CrossFit? Where?
- How did you hear of us? (get specific)
- Do they live/work close by – do they know where we are?
- How often and what time do they think they would train normally? (Make sure there is a class that works for them. Make sure they intend to train at least 2x a week)

We have found that some client's travel schedule or where they live / work are not good fits for us. It is fine to suggest another facility if you uncover that they travel more than 50% of the time or live further than 5-7 miles away.

Be prepared to explain what functional fitness training is. Many people will want to understand what we do in class.

- A good way to get fit that anyone can do, you don't have to get in shape first
- A workout that we can tailor for all abilities through learning the basics and progressions for each movement
- Training that can be adjusted to you to help you meet your individual goals
- A highly structured and coached class environment where we get people stronger and make them into (better) athletes