



JOB DESCRIPTION: *FITNESS CONSULTANT*

Reports to	Club Manager
Role Summary	Create a positive experience by providing excellent customer service to members and guests. Succeed in reaching personal sales and revenue goals, as well as club goals.
Primary Responsibilities and Tasks	<ul style="list-style-type: none"> • Acknowledges everyone who enters the facility. • Provides outstanding customer service to everyone, every time. • Signs in all prospective members on the Guest Register • Obtains liability waiver for all non-members working out. • Understands and processes all paperwork accurately and timely. • Properly handles all customer questions, requests, concerns and complaints, both in person and on the telephone. • Becomes adept with all club operations and sales system guidelines. • Familiarizes self with all club history, philosophy and services. • Familiarizes self with local competition, industry and nutritional products. • Adheres to all company policies and club rules. • Assists with daily cleaning responsibilities/maintenance of the club • Attends all meetings and training classes. • Arrives to work properly dressed and prepared. • Complies with all policies and guidelines set forth in Employee Manual. • Recognizes all interactions are sales opportunities, including the Pro Shop. • Regularly promotes social events in and out of the club. • Converts telephone and member inquiries into appointments.
Skills and Competencies	<ul style="list-style-type: none"> • Attention to detail • Strong communication and time management skills. • Self-starter - able to identify work that needs to be done and do it without being instructed to do so. • Ability to type on the computer for extended periods of time. • Ability to stand for long periods of time without sitting. • Ability to communicate effectively verbally, non-verbally and in writing. • Ability to bend and squat. • Ability to lift and carry 45 pounds.

Sales Goals	<ul style="list-style-type: none"> • Effectively follows Bailey's Sales Process to generate membership growth: <ul style="list-style-type: none"> ❖ Meet and Greet ❖ Sign in Liability Waiver ❖ Conduct Needs Analysis (Getting to Know You, GTKY) ❖ Conduct Needs-Based Tour of facility ❖ Properly present Membership options ❖ Effectively convert Guests to Members • Conducts daily follow-ups including, but not limited to members, guests, and leads. • Cultivates internal and external prospecting to grow business. • Helps manager with business of the month. • Promotes secondary sales with every interaction. • Achieves sales goals • Sales Goals are met based on: <ul style="list-style-type: none"> ❖ Appointments ❖ Tours ❖ Closing Percentage ❖ Membership Sales and Membership Points ❖ Secondary Sales • Membership Sales goals (minimum) and Membership Points goals (minimum) are calculated based on the Club Average <ul style="list-style-type: none"> ❖ Club average is determined to be 25 sales for full-time, non-opening Fitness Consultants ❖ Club average for an opening position is 15 ❖ Gym Managers may be deemed to have the same Club Average as a Fitness Consultant ❖ Scheduled vacation time may be considered in setting and evaluating goals
Member Retention	<ul style="list-style-type: none"> • Exceeds member expectations in service, maintenance, cleanliness and value. • Encourages and assist all members to maintain a regular exercise program. • Strives to address members by name. • Creates positive guest/member experience through professional, pro-active interactions with guest/member.
Computer System	<ul style="list-style-type: none"> • Effectively uses computer system to enter all Guests and Members. • Properly uses computer system to enter all transaction and/or payments. • Properly uses Notes system to ensure consistency and thoroughness of paperwork. • All secondary sales transaction items must be scanned. • Maintains proper cash control, through proper handling as well as accurate and consistent verification. • Responsible for controlling proper inventory and supplements in club. • Refrains from manipulating any software and/or hardware. • Checks e-mail throughout the day for updates.