

Spring into 60 days of free fitness

HTML Close Out Series User guide



Period Close Out Brief

This offer is ONLY VALID until Sunday 3rd March 2013!

This weekend we have created an email series designed to maximise and convert as many enquiries to sale in the run up to period end.

'60 days of free fitness' - subject to a 12month membership and admin fee.

You will see that we have a countdown of emails scheduled to go to all prospects and lapsed members all enticing new membership sales by Sunday 3rd March at 8pm.

In addition to this your SMS close outs will marry the email offers.

SMS TEXT:

The SMS copy should repeat the message of the HTML's with usual contact and Text STOP opt out included. Maximum characters of 160 or less.

SMS 1 - send 01/03/13 at 5.00pm

Join "insert name" by this Sunday and get 60 days of free fitness. Call "insert club number" now to reserve your place. Hurry only 40 available. Txt STOP "insert code"

SMS 2 - send 03/03/13 at 10.00am

Hurry last chance to join "insert club name" by 8pm today and receive 60 days of free fitness. Call "insert club number" now to reserve your place. Txt STOP "insert code"

Telesales focus for period close out.

5.30pm to 7.30pm each night is telesales focus time, each club is to dedicate their team to focus on generating appointments in this 2 hour key calling time with the aim of generating a minimum of 8 appointments.

Telesales script

The scripts will provide a basis for the call, don't forget sales don't just happen we have to make them happen. Call all prospects, blow outs and referrals to close out this period.

Calls = Tours = Sales = Referrals

Prospect Close out Call Script

Dear (Name)

I just wanted to give you a quick courtesy call to ensure you don't miss out on the amazing 60 days of free fitness promotion we have available until Sunday; is membership something that you are still considering?

No – Find out reasons

If yes

Great, we currently have places available on our special promotion which you are able to get 60 days of free fitness, we only have 45 of these memberships available across the group, would you like me to reserve one of these memberships for you and a friend?

Is today or tomorrow better for you to come down and complete the paper work?

Excellent we have reserved your special offer membership and look forward to seeing you on (repeat date and time)

Collateral Examples

QHOTELS

Spring into 60 days of free fitness!

Spring is officially on its way! To celebrate we are offering you the chance to spring into any QHotels Leisure Club before 8pm on Sunday 3rd March and receive 60 days of FREE fitness.

[Click here for more details](#)

[Click here for full terms and conditions.](#)

QHOTELS   

HTML example 1
enjoy! to send 01/03/13




QHOTELS

Spring into 60 days of free fitness!

Don't miss out, Spring is officially on its way! To celebrate we are offering you the chance to join any QHotels Leisure Club before 8pm tomorrow and receive 60 days of FREE fitness.

[Click here for more details](#)

[Click here for full terms and conditions.](#)

QHOTELS   

HTML example 2
enjoy! to send 02/03/13




QHOTELS

Spring into 60 days of free fitness!

Don't miss out offer ends tonight at 8pm. Spring into any QHotels Leisure Club and receive 60 days of FREE fitness.

[Click here for more details](#)


[Click here for full terms and conditions.](#)





QHOTELS   

HTML example 3
enjoy! to send 03/03/13

Collateral Examples

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Spring into 60 days of free fitness!



FREE one day gym pass for two - worth £30

Simply fill in your details below and click submit and we will send you a VIP pass straight away.

Club:

Name:

Email:

Tel:

Preferred Date:

Preferred Time:

Spring is officially on its way! To celebrate we are offering you the chance to spring into any QHotels Leisure Club before 8pm on Sunday 3rd March and receive 60 days of FREE fitness.

[Click here for full terms and conditions >>>](#)

Offer is strictly limited to the first 45 new joiners.

To claim your 60 days of free fitness, simply complete the form below.

Terms & Conditions »

Facilities vary from Club to Club so please contact your chosen QHotel for individual details or complete the form below and we'll contact you.

Club:

First Name:

Last Name:

Email:

Telephone - Mobile:

Telephone - Home:

See what our leisure club members think of QHotels

"Coming here makes our day and you always manage to put a smile on our face!"
Jane Kirk - The Nottingham Beltry Nottingham

"Good friendly customer service and a dedicated team who always are cheery and helpful also it's quiet which is ideal for my workout sessions."
Chris Salvador - Stratford Manor Stratford-upon-Avon

"The club has excellent facilities and as well as going that extra mile to ensure there is always a friendly environment. The staff give top priority to improving the health and well being of members and guests by sharing their knowledge and expertise."
Pauline Kelli - The Chalfont Chase Hotel Gloucestershire

Offer Page example