

HOW TO GREET A CUSTOMER

A step by step guide on how to approach customers when they walk into the boxing gym

WHEN SOMEONE WALKS IN THE DOOR...

Do

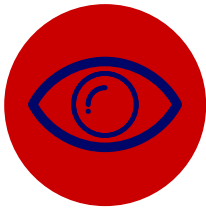
- Greet them
- Smile
- Be approachable
- Give them your undivided attention

Don't

- Continue to do what you were doing
- Expect them to get answers on their own



FIND OUT WHAT THEY ARE LOOKING FOR...



- How may I help you?
- What brings you in?
- Can I help you find something?
- Offer to show them around the gym

DO THEY WANT TO LEARN MORE...

- Ask them what they want to achieve
- Answer questions tailored to what they are looking for
- Provide information on programs or results that help them reach their goals



WANTS TO TRY A CLASS

- Show them a class schedule
- If an instructor is near by show them who their potential instructor is
- Give them information about the structure class
- Let them know what is required for the class and how to get it - i.e boxing gloves, wraps
- Show them the membership options if they want to join

ENROLL THEIR KID

- Ask about the kids background, ability, age, sports they have played, etc.
- If kid is available, ask what excites them about boxing
- Reassure the parent that there is NO CONTACT
- Show them schedules of the youth options
- Show them youth pricing

WANTS TO BE A MEMBER

- Direct them to the USA Boxing website <https://www.teamusa.org/USA-Boxing>
- Click "Join">"Reg8ster">"New Members"
- Fill out the application
- Explain the benefits of being a member

WHEN THEY LEAVE...



- Make sure all of their questions are answered
- Provide them with information if needed
- Summarize information they may need

www.usaboxing.org



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