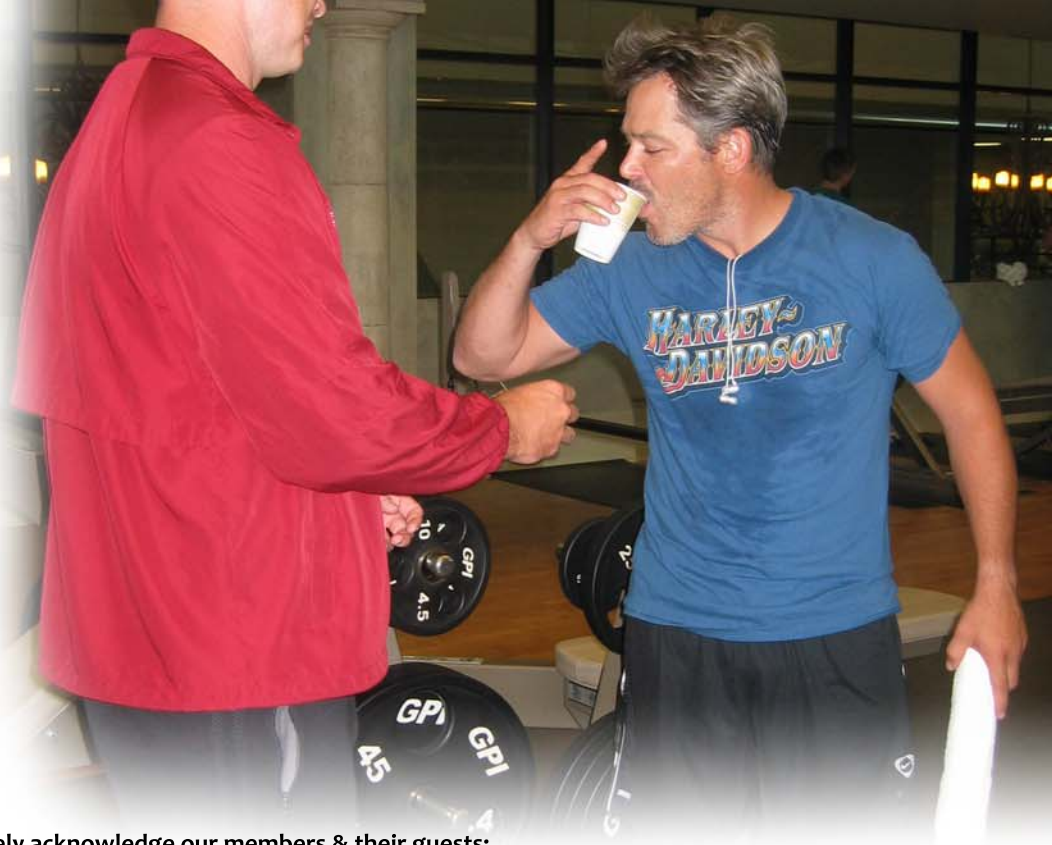




Total Experience
Level of Service



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🕒 We sincerely acknowledge our members & their guests:

- During our shift, we will ensure that we interact with every member and guest on the fitness floor in some manner.
- We will introduce ourselves to all members and guest we have not met.
- We will facilitate introductions between clients, members and other staff.
- We will proactively engage members during our floor shift to learn about them and their fitness goals.
- We will offer assistance with whatever training members may be doing.
- We will offer water and towels, or provide it upon request, for each member.

🕒 We continually focus on Member Integration:

- We will utilize our Massage Therapy brochure, the website, club newsletter, flyers, and our Therapist biographies to promote our services.
- We will work closely with the Marketing Department and Member Experience Managers to promote our services.
- We will be creative in our outreach efforts to build the Massage Therapy Department.
- When we receive a referral, we follow up with a thank you to the person who made the referral.
- After each appointment, we will offer clients the opportunity to schedule their next appointment and recommend standing appointments when appropriate.

🕒 We are professional in our personal presentation:

- We always have correct uniform (Cranberry Jacket), nametag, and the coliseum phone when arriving for our floor shift.
- In the presence of members, our body language is always energetic and engaging.
- Our personal grooming is professional and impeccably clean and neat.
- We acknowledge our reputation as role models for health and fitness.

🕒 We deliver an exceptional and service focused experience:

- We will arrive no later than 5 minutes after the hour to start our floor shift, and leave no earlier than 5 minutes before the hour is over.
- We fully appreciate the impact of the Floor Trainer role as it relates to the members perception of overall customer service.

🕒 We are all accountable for the beauty of exercise areas and our club:

- We will utilize the first 10 minutes of our floor shift to do a comprehensive organization of the coliseum and periodically straighten up throughout the hour.
- We will fulfill our responsibilities for cleaning of equipment as scheduled.
- We will do our part to maintain club-wide standards of cleanliness.