

FREE SCORECARD · CHAPTER 14

FLOOR SALES SCORECARD

Print this. Pin it behind the front desk. Every walk-in gets the same proven sequence. Score every appointment within 5 minutes of the lead leaving.

COACH NAME

DATE

PROSPECT NAME

01 FIRST 60 SECONDS

TRUST WINDOW

- ☐ Greeted by name within 5 seconds of entry
- ☐ Dropped the clipboard, offered water
- ☐ Asked the warm-open question (not "how can I help?")
- ☐ Listened for the real reason they walked in
- ☐ Matched their energy (not too hyped, not too flat)

02 THE WALK-THROUGH

SHOW, DON'T TELL

- ☐ Asked 3 discovery questions before showing the space
- ☐ Referenced their "why" at every stop on the tour
- ☐ Introduced them to at least 2 members by name
- ☐ Pointed out the part of the gym that fits their goal specifically
- ☐ Avoided mentioning pricing until they asked
- ☐ Surfaced one objection early and handled it before the close

03 THE CLOSE

DECISION MOMENT

- ☐ Restated their "why" in their own words
- ☐ Offered two options, not five
- ☐ Asked for the sale directly (no "let me know")
- ☐ If "no" or "I'll think about it" — pivoted to a specific next step
- ☐ Captured phone + email + first follow-up time before they left

04 OUTCOME

☐ Joined today

☐ Booked second visit

☐ Said "I'll think about it"

☐ Not a fit

05 NOTES

WHAT WORKED

WHAT I'D DO DIFFERENTLY NEXT TIME

FOLLOW-UP COMMITMENT (SPECIFIC TIME, SPECIFIC CHANNEL)
