

FREE PLAYBOOK · CHAPTER 18

SALES SOP + PLAYBOOK

The exact LASSO sales operating system. Scripts, decision trees, discount authority, save protocols. The same system every successful LASSO client runs at \$50K+ MRR.

"Selling is coaching. It's about understanding client goals and pain points. Confidence and clarity close more clients. Confusion costs them."

SHERMAN MERRICKS · GYM MARKETING MADE SIMPLE PODCAST

01 THE SALES PROMISE

YOUR FOUNDATION

OUR GYM EXISTS TO:

THE PERSON WE SERVE IS:

THE TRANSFORMATION WE DELIVER IS:

The test: Every coach should be able to recite these three sentences without looking. If they can't, the sales process is built on sand. Drill these on day one of any new hire's training.

02 WHY LASSO DOES NOT RUN FREE TRIALS

"Free classes attract uncommitted individuals who devalue the service. Coaches spend time working for free with little return. A 15 to 30 minute structured consultation focused on client goals positions the gym as the expert and attracts higher-quality leads." (Sherman Merricks)

Replace any free trial with a **paid intro consultation** or a low-ticket paid intro program (example: \$97 for a 2-week intro). Paying anything filters out tire kickers and starts the relationship in a position of value, not desperation.

03 LEAD RESPONSE STANDARDS

LEAD SOURCE	FIRST RESPONSE	CHANNEL	OWNED BY
Web form	Under 5 minutes	SMS first, then call	
Phone call	Under 30 sec (live)	Live pickup	
Walk-in	Under 60 seconds	In person	

Instagram DM	Under 15 minutes	DM reply + ask for phone	
Referral	Same day	Owner direct call	
Facebook Lead form	Under 5 minutes	SMS first, then call	

THE CALL SCRIPTS

Five scripts every coach should have memorized. Practice them. Drill them. Then make them yours.

04 SCRIPT 1: FIRST TOUCH SMS (WITHIN 5 MIN OF WEB FORM)

SMS · OUTBOUND

"Hey [First Name], this is [Coach] from [Gym]. Saw you reached out about getting started. **I've got 10 min today at 2pm or 4:30pm to call you and chat through your goals. Which works better?**"

Why it works: Names them. Names you. Acknowledges what they did. Offers two specific options instead of "when works for you" (which makes them think too hard).

05 SCRIPT 2: THE DISCOVERY CALL OPEN

COACH · PHONE

"Hey [First Name], thanks for taking the time today. I want to ask you a few questions first so I can actually help, not just sell you something. Sound fair? Cool. **What made today the day you reached out?**"

COACH · FOLLOW-UP QUESTIONS (IN ORDER)

"How long has that been on your mind?" "What have you tried before?" "What worked? What didn't?" **"Six months from now, this is solved. What's different about your day?"**

The principle (Sherman): "Lead with the right questions. The conversation should feel like coaching, not selling. Most owners flip this. They pitch first, then ask. The order matters."

06 SCRIPT 3: THE BOOKING CLOSE (END OF DISCOVERY)

COACH · PHONE

"Okay [First Name], based on what you just told me, I think we can absolutely help. **Best way to figure out if we're a fit is for you to come in for a 30 minute consult.** I've got Wednesday at 10am or Saturday at 9am. Which works?"

What NOT to say: "Do you want to come in?" (Yes/no equals an easy no.) "When would you like to come in?" (Too open, they'll defer.) The two-option close pulls a decision without pressure.

07 SCRIPT 4: THE CONFIRMATION SEQUENCE

SMS · 24 HOURS BEFORE CONSULT

"Hey [First Name], excited to meet you tomorrow at [time]. **Wear something you can move in. We'll grab water when you arrive.** Address: [link]. Reply YES to confirm or RESCHEDULE if you need a different time."

SMS · 2 HOURS BEFORE CONSULT

"[First Name], 2 hours from now. I'll be wearing a [color] [Gym] shirt. See you at the front desk. Text me here if anything comes up."

OBJECTION HANDLERS

The 5 objections that show up on every consult. Memorize the response. Then internalize it. Confidence comes from repetition.

08 "I NEED TO THINK ABOUT IT"

COACH RESPONSE

"Totally understand. **When you go home tonight to think about it, what specifically are you going to be thinking about?**" *[Listen. Almost always price, time, or self-doubt.]*

The principle: Don't argue with "I need to think." Surface the real objection. "What are you thinking about?" forces them to name it. Then address the real thing.

09 "I NEED TO TALK TO MY SPOUSE OR PARTNER"

COACH RESPONSE

"Smart. **When you bring it up to [spouse name] tonight, what do you think they'll be most concerned about?**" *[Usually price or whether they'll actually use it.] "Got it. Let me give you the three things that'll answer that concern so you're set up for a quick conversation, not a long one."*

10 "IT'S TOO EXPENSIVE"

COACH RESPONSE

"I hear you. **Help me understand. Is it too expensive compared to other gyms, or too expensive for your budget right now?**" *[Two very different problems.] [If gym comparison] "Got it. Other gyms charge less because they sell different stuff. Let me show you what's actually different here." [If budget] "Totally fair. Let's talk about what fits."*

Avoid the trap: Don't drop the price immediately. Sherman's principle: "Three clients paying \$1,000 a month beats nine paying \$133." Discount equals devaluation. Use sparingly. See Discount Authority on page 4.

11 "I'M TOO OUT OF SHAPE TO START"

COACH RESPONSE

"That's literally the reason to start. **Every single person in our gym was where you are at some point.** I want to introduce you to [Member Name] who walked in 12 months ago saying that exact same thing. Now she coaches new members. The first 30 days are designed for exactly where you are."

12 "I WANT TO TRY IT FIRST"

COACH RESPONSE

"Makes total sense. Here's what we do instead of a free trial: a paid intro consultation where you actually train one-on-one with a coach for 30 minutes. You feel exactly what a session is like, get a real workout, and know if we're the right fit. It's \$97 and it applies to your membership if you join. Want me to book that?"

Why paid intro beats free trial: Sherman's exact words on the podcast: "Gyms that abandon free trials see higher-quality leads and stronger revenue growth. Free trials attract uncommitted individuals who devalue the service."

DECISION AUTHORITY

Who can do what. Clear lines mean the team stops asking permission for normal moves and stops authorizing things they shouldn't.

13 DISCOUNT AUTHORITY LEVELS

ROLE	DISCOUNT THEY CAN OFFER	MUST ESCALATE IF
Coach / Sales Rep	\$0 off list price (no discounting)	Any request for a discount
Sales Manager	Up to \$20/month off, or waive enrollment fee (one of the two, not both)	Request greater than \$20/month, or both concessions
Owner	Up to 15% off, or 30-day grace, or scholarship	Anything beyond 15% off (rare)

The principle: Coaches who can discount, discount. Coaches who can't, get better at value. Authority placed too low erodes price integrity. Authority placed too high frustrates leads. The middle layer protects both.

14 LEAD ROUTING DECISION TREE

IF

Lead is a referral from an existing member

THEN

Owner calls personally within 24 hours. Referrals close at 2-3x the rate of cold leads. Don't outsource them.

IF

Lead came from paid ad, web form, or Instagram DM

THEN

Assigned coach responds within 5 min via SMS. Follows the Script 1 flow.

IF

Lead has been "thinking about it" for 14+ days with no response

THEN

Drops into the long-term nurture list. Pull them every 60 days with a value-add (event invite, new program launch). No more "just checking in" texts.

IF

Lead doesn't qualify (budget under threshold, location, age, fit)

THEN

Honest disqualification. "Based on what you told me, I don't think we're the right fit. Here's where I'd point you instead."
Builds trust. Generates referrals later.

15 THE CANCELLATION SAVE SCRIPT

COACH · CANCEL REQUEST

"Hey [First Name], saw your cancel request and wanted to call before anything was finalized. **Can I ask what's going on?"** [Listen. Three categories: life event, dissatisfaction, financial.]

REASON	SAVE MOVE
Life event (move, baby, injury)	Offer 30 to 90 day hold, not cancel. Keep them in the system.
Dissatisfaction (programming, coach fit)	Owner conversation. Address specifically. Try a different class or coach. Then re-evaluate in 30 days.
Financial (lost job, tight month)	Hold or offer down-tier membership for 90 days. Better to keep them at half-revenue than lose them entirely.

HIRING

A SALES COACH

When you're ready. Most owners hire too early. The 5-question filter below is the LASSO standard before extending an offer.

"Identify the coaches on your team who genuinely enjoy sales conversations. Letting uninterested coaches handle sales weakens conversions every single time."

SHERMAN MERRICKS · EPISODE: STRUCTURED SALES PROCESS

16 THE 5-QUESTION HIRING FILTER

1. WHAT'S THE HIGHEST-STAKES SALE YOU'VE EVER CLOSED AND WHAT DID YOU DO DIFFERENTLY?

2. WALK ME THROUGH HOW YOU'D HANDLE "I NEED TO THINK ABOUT IT."

3. TELL ME ABOUT A TIME YOU TALKED SOMEONE OUT OF BUYING. WHAT HAPPENED?

4. IF A LEAD DOESN'T SHOW, WHAT'S YOUR NEXT MOVE (SPECIFICALLY)?

5. WHAT'S THE DIFFERENCE BETWEEN SELLING FITNESS AND SELLING FEAR?

17 30-60-90 DAY TARGETS

PERIOD	EXPECTED OUTPUT	PASS/FAIL
First 30 Days	Memorized 5 scripts. Shadowed 20+ consults. Closed first 3 alone. Filling out Floor Scorecard for every consult.	

First 60 Days	Hitting 60% close rate. Owns weekly review. Has done 10 documented role-plays with team.	
First 90 Days	Hitting 70%+ close rate. Trained next coach. Owns 14-Day Follow-Up sequence end to end.	

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THE WEEKLY SALES HUDDLE (15 MIN, EVERY FRIDAY)

- ☐ Review the week's numbers: leads, consults, closes, close rate, average member value
- ☐ Walk through 1 win and 1 miss from a real consult (use the Floor Scorecard)
- ☐ Run 1 live role-play (5 min) using a Persona Pack scenario
- ☐ Set the 1 specific skill each coach will practice next week

The honest truth (from the podcast): Most gym owners hire a closer too early. Don't hire until you've personally hit 70%+ close rate for 3 consecutive months. You can't teach what you haven't done.