



Subject Line: A new prospect with a difference

Dear Customer,

As part of the now enhanced Lead Maximiser **PLUS** Program®, we have partnered with Clutch, an independent sales intelligence company to provide an individual profile for each new prospect we send you.

The service is called **GymLinkIQ**. It is available as a FREE Trial for a limited time and is aimed at helping you **convert more GymLink leads into active members**.

The following prospect just completed the Free Special Offer Download form on the GymLink website.

Name: Tom Thumb

Before contacting this prospect:

1. Read the descriptions below, their preferences are listed in order.
2. Think about someone you know who is like the person described, and keep them in your mind.
3. Think about how this prospect would respond to your current call script.

Given the information this prospect has provided us, Clutch have identified the following:

Key Selling Points:

1. Take a conservative approach and provide proof of how they can achieve reliable outcomes at your facility.
2. Show the comparable value of your offer; how is your deal, a good deal?
3. Provide evidence of your staff's expertise and your track record in delivering results.

Key words and themes:

1. **Good Sports:** Emphasise sports/team options rather than general exercise programs.
2. **Competitive Options:** Focus on something you offer, that is more and better than other facilities.
3. **Challenging & Efficient:** Tailored programs by knowledgeable staff to assist them in achieving their health & fitness goals.

Prospect Details

Name: Tom Thumb

Postcode: 2000

Suburb: Sydney

Phone: 032423423

Email: tomthumb@gmail.com

Age: 26



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