



# **BUSINESS FOR UNICORNS**





# Clients for Life: Day 1

*Grow Your Business Through Customer Service, Community  
and Culture*





# **Name Game**

- Your Name
- Where You Are From
- Rose, Bud, Thorn



# Our Agenda

## Day 1: Saturday

- ▶ 12:30p - Introduction from Mark and Michael
- ▶ 01:30p - Module #1: Building a Brand that Connects
- ▶ 02:30p - Module #2: Designing the Client Experience (Part 1)
- ▶ 03:30p - Break
- ▶ 04:30p - Module #3: Making First Contact and Selling
- ▶ 05:30p - Module #4: On-boarding and Welcoming Clients
- ▶ 06:30p - Module #5: Designing the Client Experience (Part 2)
- ▶ 07:30p - End of Day

(9:00p Optional Rooftop Drinks at cloudM)



# Our Agenda

## Day 2: Sunday

- ▶ 10:30a - Day 2 Introduction
- ▶ 11:00a - Module #6: Driving World-Class Customer Service
- ▶ 12:00p - Module #7: Creating a People-Centered Culture
- ▶ 01:00p - Lunch on own
- ▶ 02:30p - Module #8: Managing Conflict with Confidence
- ▶ 03:30p - Module #9: Driving High Retention
- ▶ 04:30p - Module #10: Putting it all together
- ▶ 05:00p - Roundtable Q&A
- ▶ 06:00p - End of Day







# What did you Sign up for?

## ▶ TODAY

- ◆ High-Level Overview of Key Strategies

## ▶ NEXT 6 WEEKS

- ◆ Coaching and Implementation Support





**PRETTY  
PLEASE?**

# Creating Your Client Avatar



## Build your client avatar.

A customer or client avatar is a fictional character used to represent your ideal prospect.

**Step #1** Brainstorm all of the core demographic and psychographic characteristics of your ideal client. (Read more about demographics vs. psychographics [here](#).)



**Step #2** Open a blank document. Use the brainstorm in Step #1 to write a detailed profile of your Client Avatar. Imagine you are creating a character for a TV show. Be thorough and include all aspects of your avatar's life.



**Step #3** Now that you have a comprehensive Client Avatar, it's time start marketing to that person. Make a list of at least 5 pieces of online content your avatar would find highly valuable.





BUSINESS FOR UNICORNS

# OPPORTUNITIES

## BIG 3

	Description	Deadline	<input checked="" type="checkbox"/> S.M.A.R.T.
Goal #1:			<input type="checkbox"/>
First Step:			<input type="checkbox"/>
Goal #1:			<input type="checkbox"/>
First Step:			<input type="checkbox"/>
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First Step:			<input type="checkbox"/>

**Leave with your BIG 3 for the weekend!**



# **Module 1:**

# **Building a Brand that Connects**





What is a brand?

"A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another.."

– Seth Godin



"Your brand is what other people say  
about you when you're not in the  
room."

— Jeff Bezos





# Branding Checklist

- ▶ Business Name / Tag Line
- ▶ Website Design
- ▶ Services You Offer
- ▶ Style / Language Guide
- ▶ Physical Space Design
- ▶ Social Media Voice
- ▶ Symbolism & Iconography

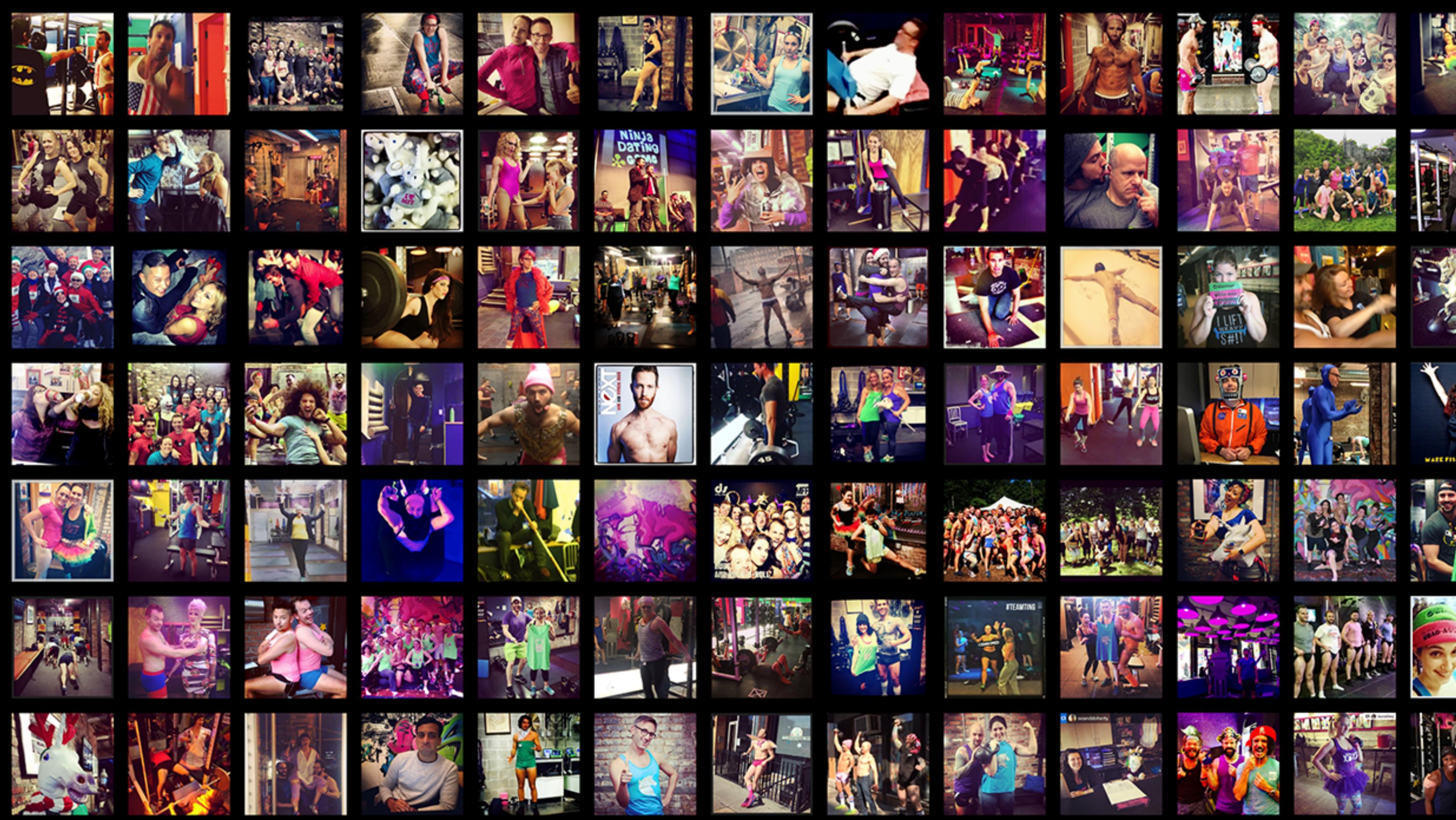


# Branding Checklist



Words	Images
<input checked="" type="checkbox"/> Business Name	<input checked="" type="checkbox"/> Logo
<input checked="" type="checkbox"/> Tag Line	<input checked="" type="checkbox"/> Website Design
<input checked="" type="checkbox"/> Website Content	<input checked="" type="checkbox"/> Physical Space Design
<input checked="" type="checkbox"/> Description of Services	<input checked="" type="checkbox"/> Social Media Images
<input checked="" type="checkbox"/> Style / Language	<input checked="" type="checkbox"/> Merchandise
<input checked="" type="checkbox"/> Social Media Voice	<input checked="" type="checkbox"/> Icons and Symbols





# Top 6 Style Guide Questions

1. What are the guidelines for how your logo should appear?
2. What colors and fonts are most associated with your brand?
3. What images or icons are most associated with your brand?
4. What basic grammar rules do you want to adopt?
5. What terminology do you use that is specific to your company?
6. What is the writing style of your company's voice?





**EXERCISE:**  
**Create a first draft of  
your style guide.**





# **EXERCISE:**

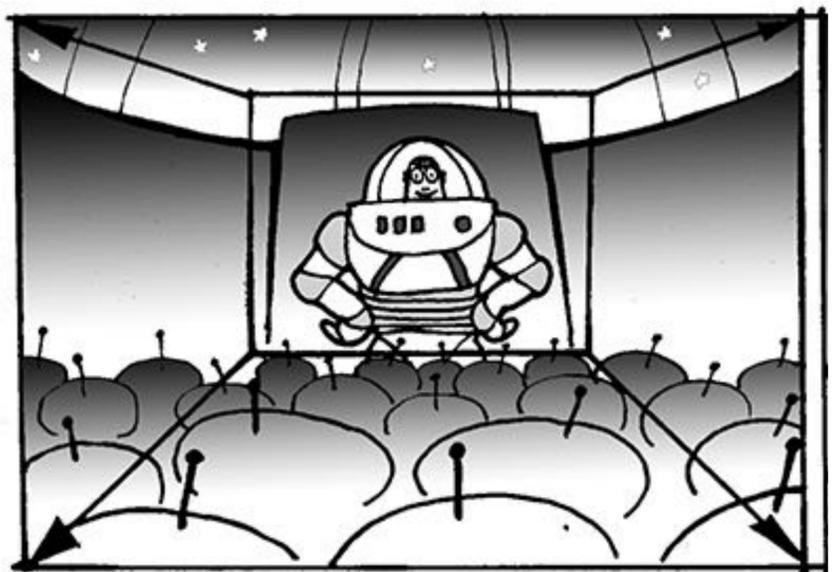
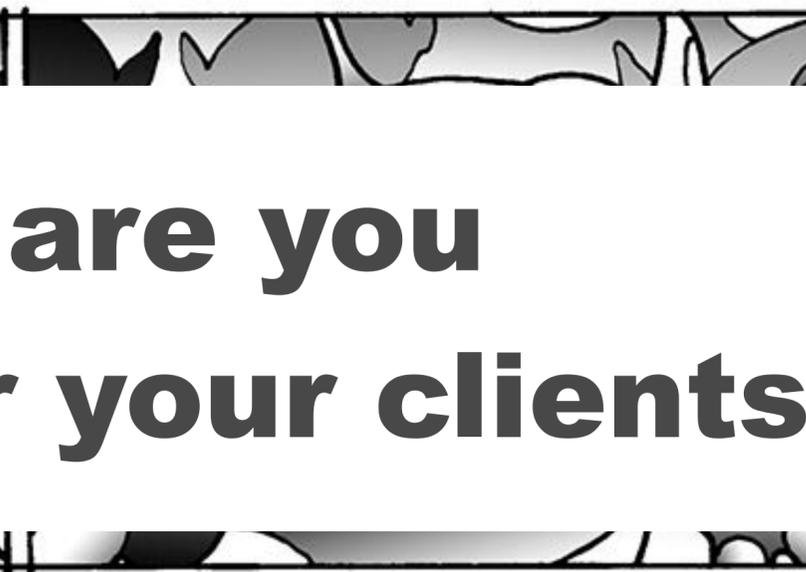
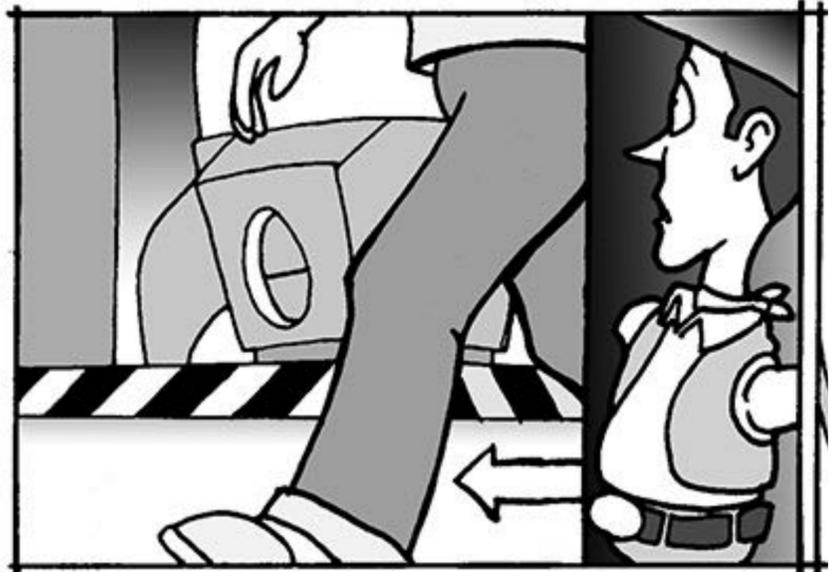
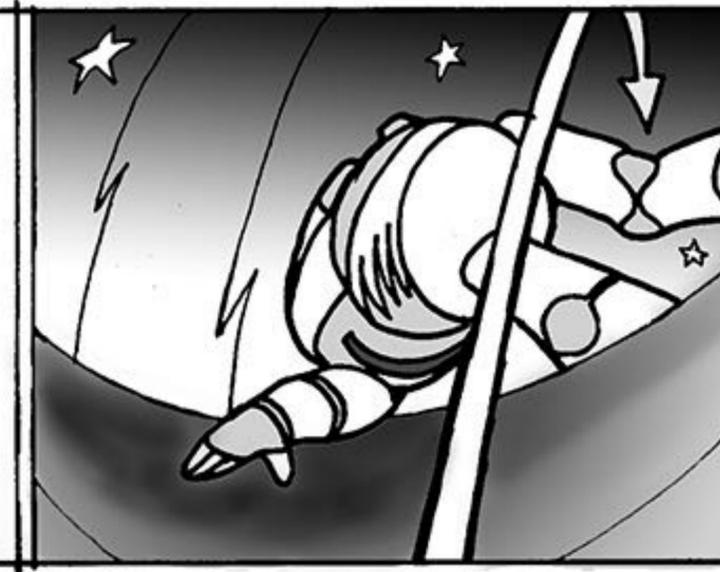
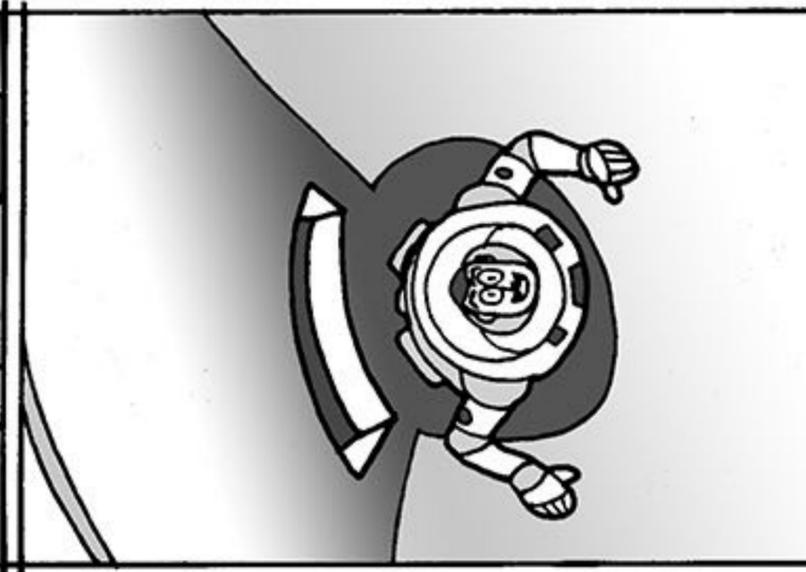
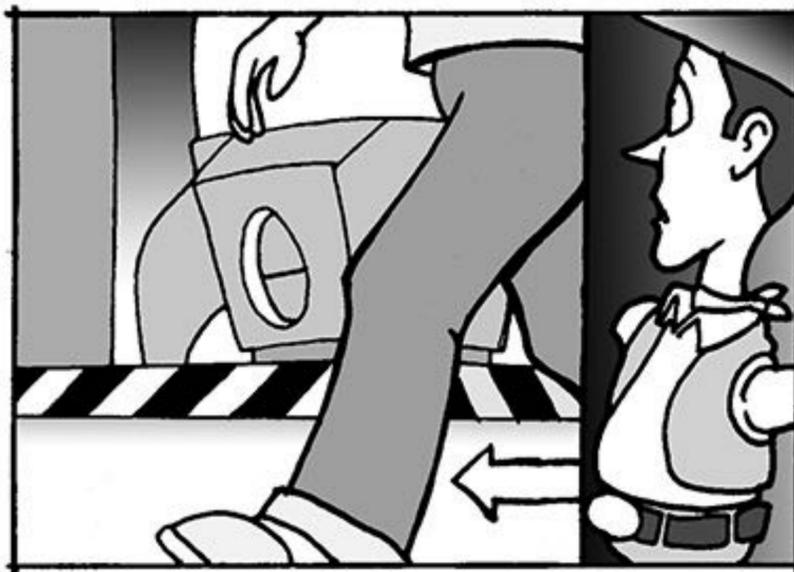
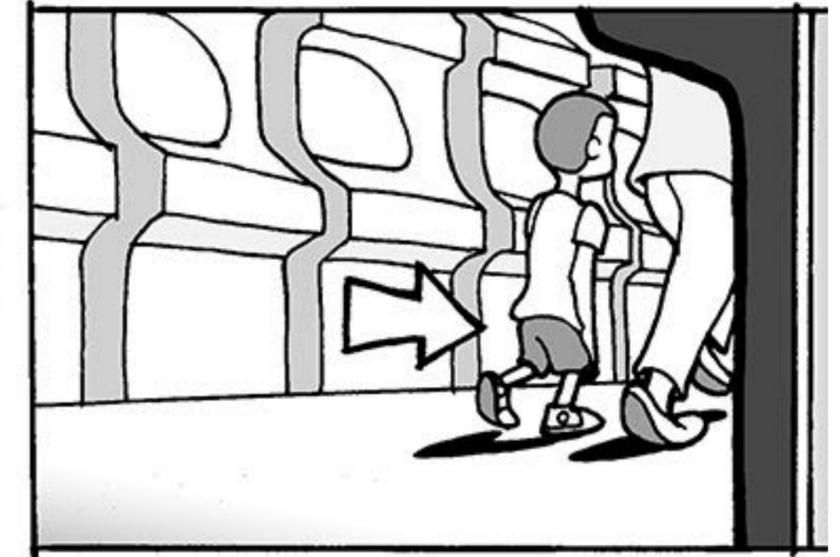
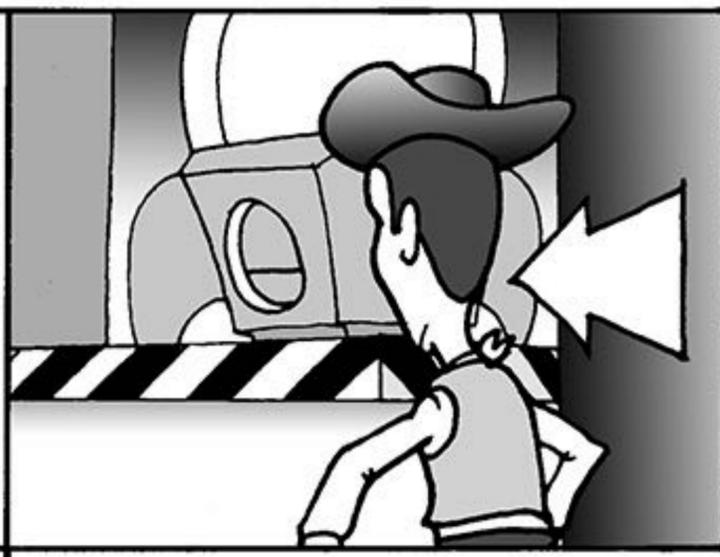
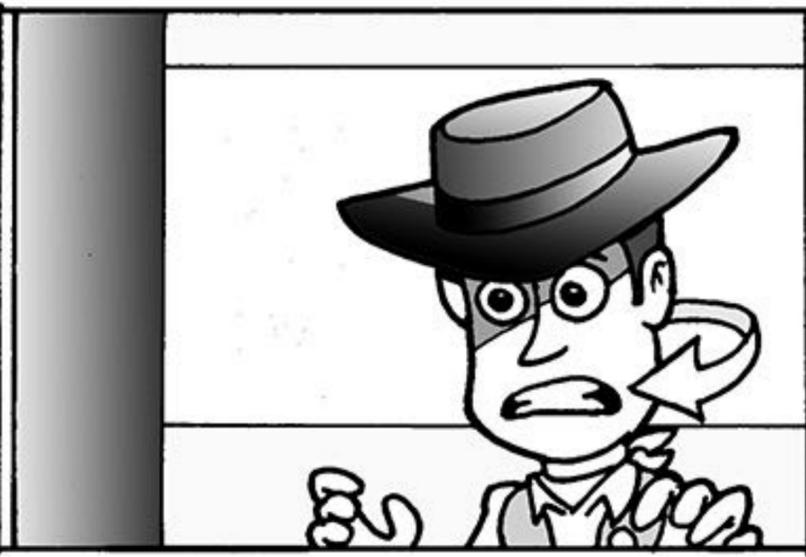
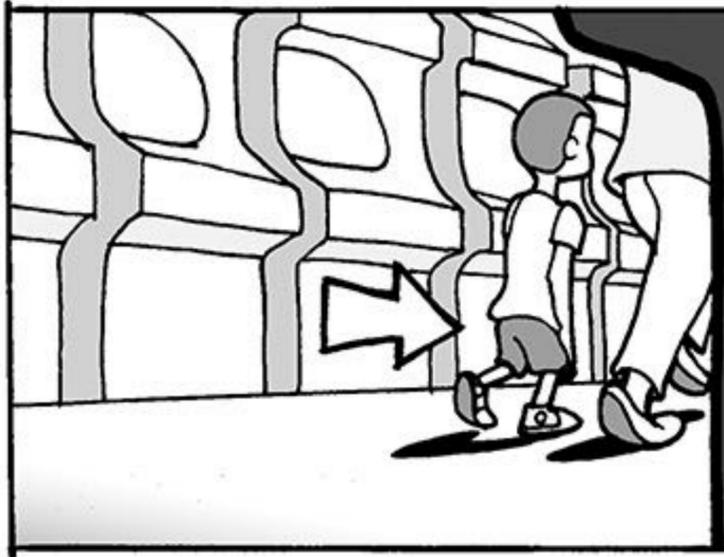
## **Discuss in Pairs**

Share your draft and offer feedback.

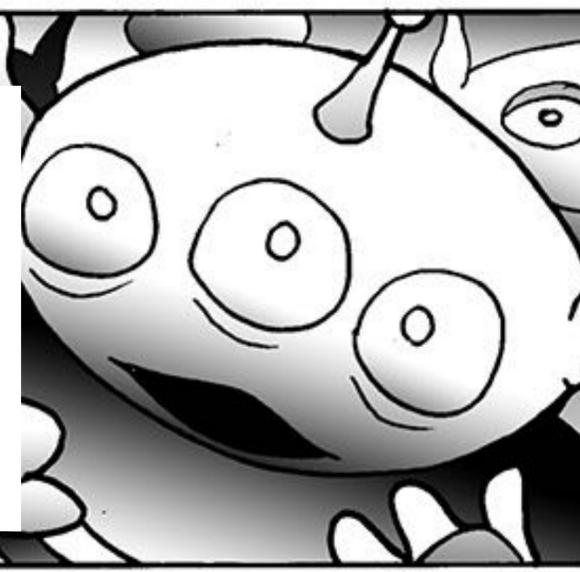


**Module 2:**  
**Designing the Client  
Experience (Part 1)**





**What story are you creating for your clients?**



"Choose your customers. Fire the ones that hurt your ability to deliver the right story to others."

– Seth Godin



# Your Client's Inner Story

**Awareness**

"I have a problem."

**Action**

"I am ready for change."

**Connection**

"I found a solution."

**Confidence**

"I am on the right path."

**Engaged**

"I am fan."



# Your Business Story

## Marketing

“I see you. Do you see me?”

## Trial

“I like you. Do you like me?”

## Commitment

“I am committed. Are you?”

## Consistence

“I am satisfied. Are you?”

## Partnership

“We want to grow. Will you help?”





**Awareness**  
“I have a problem.”

**Action**  
“I am ready for change.”

**Connection**  
“I found a solution.”

**Confidence**  
“I am on the right path.”

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“I am fan.”

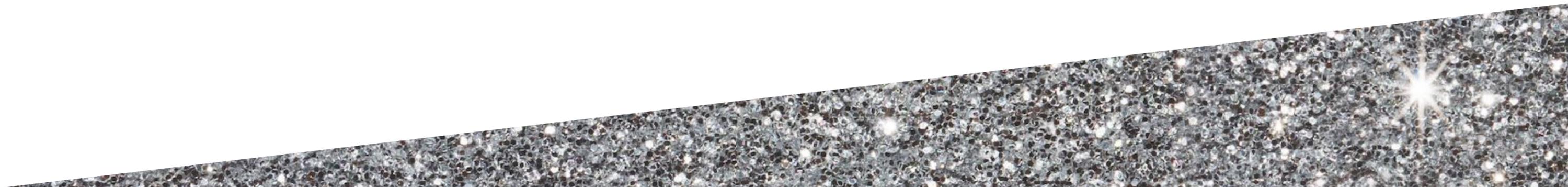
**Marketing**  
“I see you. Do you see me?”

**Trial**  
“I like you. Do you like me?”

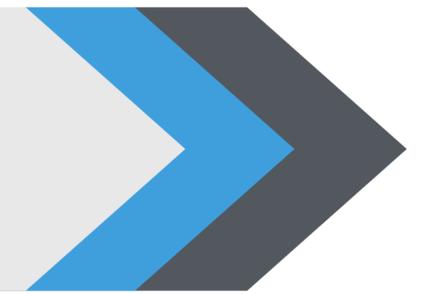
**Commitment**  
“I am committed. Are you?”

**Consistence**  
“I am satisfied. Are you?”

**Partnership**  
“We want to grow. Will you help?”



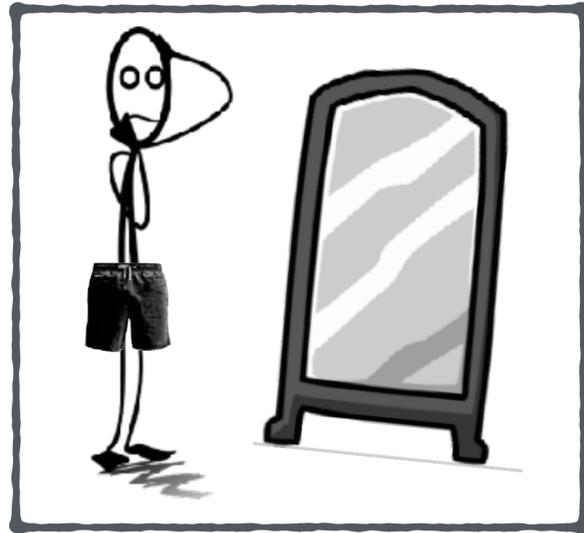
# Why Storyboard?



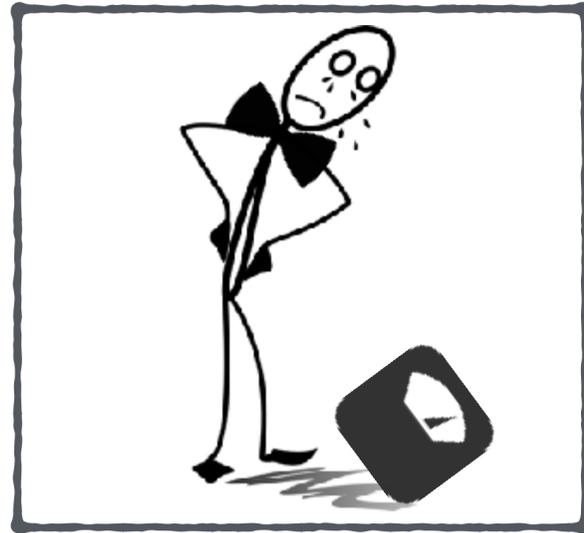
- ▶ It's a visual way to better understand your customers' experiences.
- ▶ Encourages you to dream big before sweating the small stuff.
- ▶ It allows you to imagine even the smallest details.



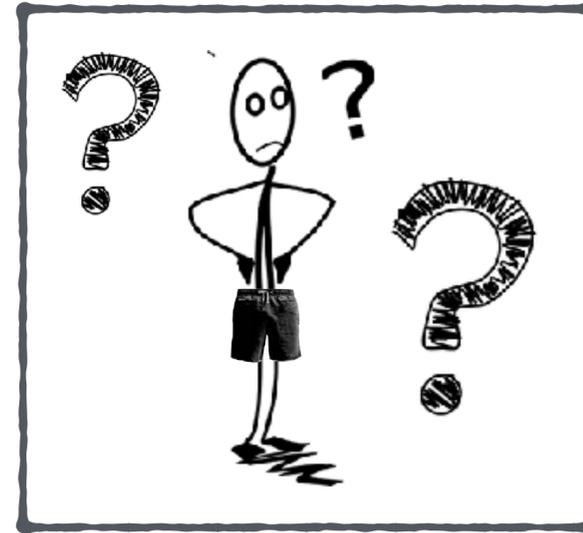
# MFF Client Journey



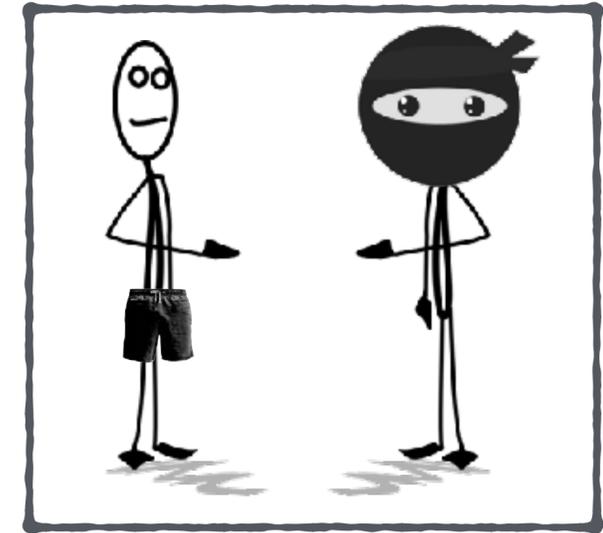
Sam goes shopping for a new bathing suit and notices he has gained some weight.



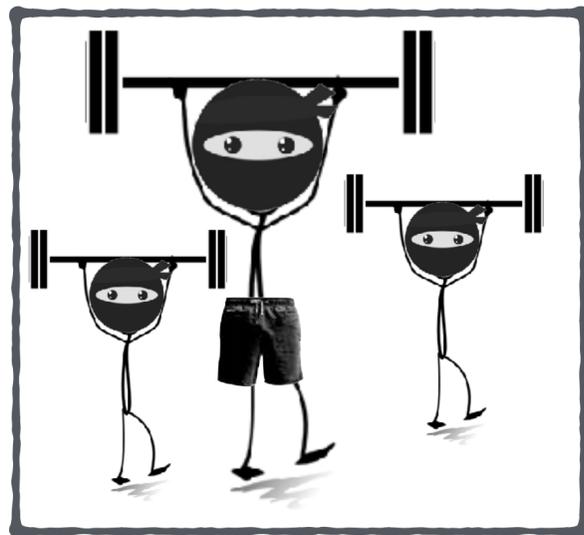
Sam is getting ready for a wedding and realizes that his suit no longer fits. He decides to take action.



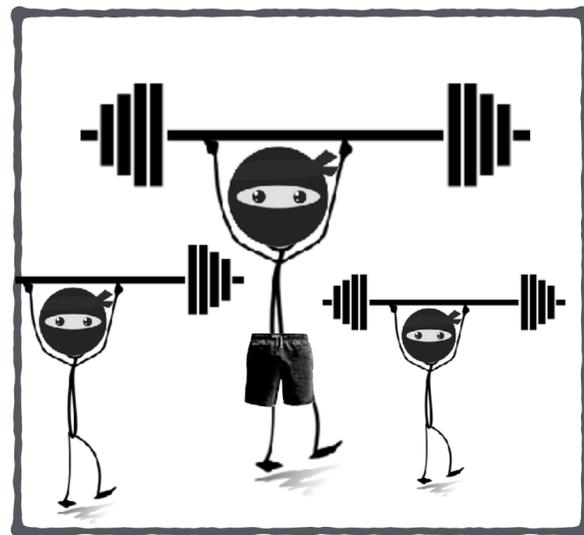
Sam searches on Yelp for local gyms in his area and picks 3 to try. One is MFF.



Sam signs up for a Health & Hotness Strategy Session with Brian. They build an instant rapport.



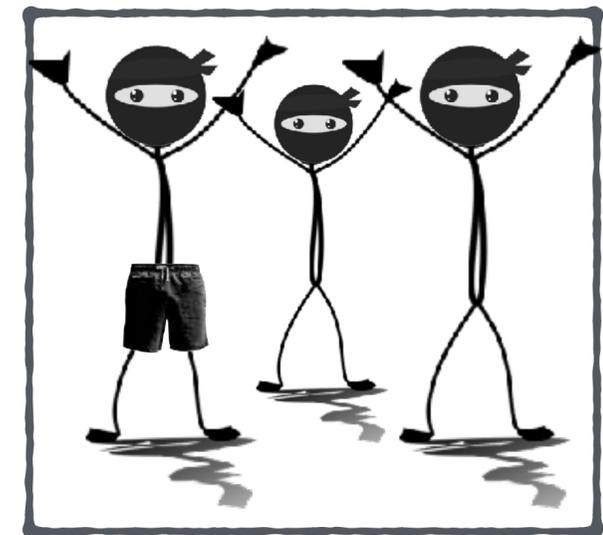
Sam agrees to give MFF a try by doing Snatched in Six Weeks. He feels instantly welcomed and supported.



Sam sees results over those six weeks, makes lots of friends, and now fits in his bathing suit.



As Snatched is ending Sam decides to become an MFF Member and buys a 3 month Membership.



Sam brings two of his coworkers to a Snatched Wrap Party and they too become Ninjas.



# **EXERCISE:**

**Create a story board of your current client experience.**





TIME FOR A BREAK

**Module 3:**  
**Making First Contact**  
**and Selling**





**How is selling like dating?**

# Sales vs. Dating



Dating	Selling
<input checked="" type="checkbox"/> Get their phone number	<input checked="" type="checkbox"/> Get phone or email
<input checked="" type="checkbox"/> Digital flirting	<input checked="" type="checkbox"/> Sharing Content
<input checked="" type="checkbox"/> Meet in person	<input checked="" type="checkbox"/> Strategy Session
<input checked="" type="checkbox"/> Dating	<input checked="" type="checkbox"/> Trial program or offer
<input checked="" type="checkbox"/> Become exclusive	<input checked="" type="checkbox"/> Commitment



## Research



The state a prospect is in when they're most open to a relationship.



## Attraction



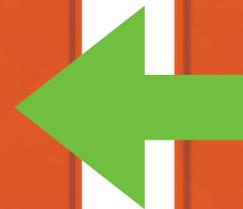
What a prospect feels for you when they've done their research to find out you have soul mate potential.



## Uncertainty



What a prospect experiences when they don't yet have the reassurance they need to exclusively commit to you.



## Commitment



When a prospect decides they are ready and willing to be with you despite your quirks.



# Selling at MFF

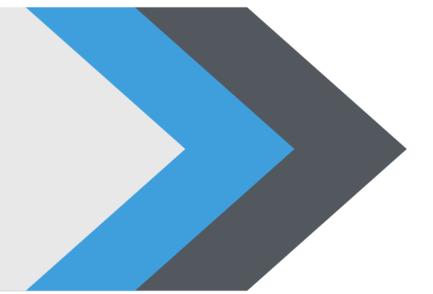


## Health & Hotness Strategy Session

- ▶ **Part #1: First Contact (5 min)**
- ▶ **Part #2: Welcome to Our Community (5 min)**
- ▶ **Part #3: Setting Expectations (5 min)**
- ▶ **Part #4: Personal Inventory Exercise (10 min)**
- ▶ **Part #5: The Tour (15 min)**
- ▶ **Part #6: Ninja Essentials (5 Min)**
- ▶ **Part #7: The Sale / Overcoming Objections (10 Min)**



# Key Sales Strategies



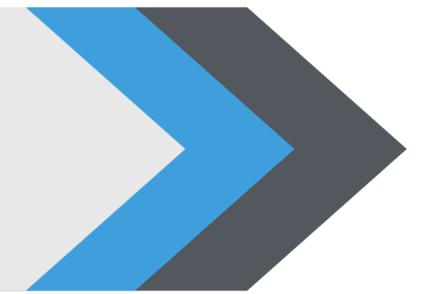
▶ **Set clear expectations for the session.**

“Here is what we will be doing together in the next 45 minutes or so...My goal is to listen to you, so that I can find out how we can best help you get the results you want. Sound good?”

[Ask for a verbal YES.]



# Key Sales Strategies



## ▶ Prequalify the prospect.

“If by the end of today’s session I can help you come up with the best possible plan for you to reach your goals, are you ready to get started?”



# Key Sales Strategies



- ▶ **Elicit small YESs from the prospect throughout the Strategy Session.**

Ask questions like:

“Can you picture yourself in a class like that?”



# Key Sales Strategies

▶ **Let the prospect talk 75% of the time.**

Ask questions like:

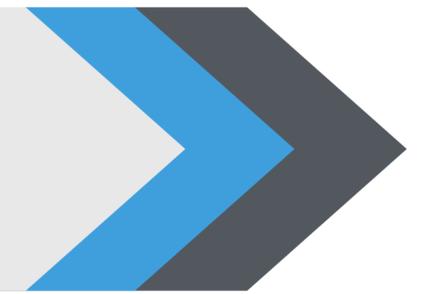
“What is the ONE THING that brought you in today?”

“If you had a magic wand what results would you get by joining MFF?”

“Why do you think you haven't achieved your goals until this point?”



# Key Sales Strategies



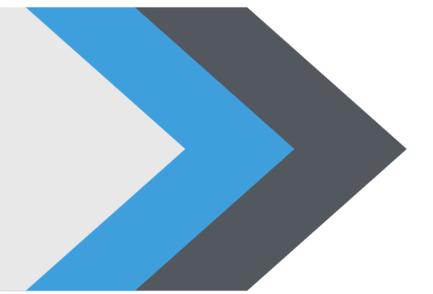
▶ **On the tour highlight benefits benefits not features.**

Don't Say: "Here is our classroom."

Do Say: "Our small classes mean you get personal attention: which helps to prevent injuries that often occur when people start training hard without proper coaching."



# Key Sales Strategies



## ▶ Practice overcoming objections... a lot.

Example: "Not enough time in my day." First, acknowledge and validate the feeling. Then ask a question like:

"How were you able to fit today's appointment into your busy schedule?"

"If you don't have time to do THIS for your health, what will you do"?





# **EXERCISE:**

**Define your top 3-5 sales objections and write a script to overcome them.**





# **EXERCISE:**

## **Practice in Pairs**

Pick one of your objections to practice with a partner.



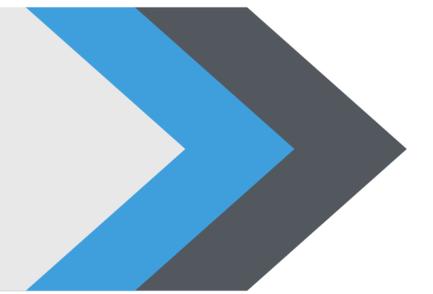
**Module 4:**  
**Onboarding and**  
**Welcoming New Clients**





**What it is like to be a new client?**

# Self-Determination Theory



- ▶ **Autonomy:** The need to control our own destiny
- ▶ **Competence:** The need to be effective at dealing with ourselves, other and the environment
- ▶ **Relatedness:** The need to have close, affectionate relationships with others



# Self-Determination Theory

## Autonomy

- The client is in charge
- Give clients “enough choice”
- Let clients collaborate on the process



# Self-Determination Theory

## Competence

- Create quick “wins”
- Celebrate every milestone
- Provide options for every skill level



# Self-Determination Theory

## Relatedness

- Introduce new clients to everyone
- Put new clients together with other new clients
- Create multiple opportunities for community and connection



# 3 Steps for Setting Boundaries

## ▶ **STEP #1: First, get clear about your needs and boundaries.**

- \* Make a list of what you are willing to do/not do.
- \* Consider all aspects of your relationship: services you offer, how you'll communicate, what happens when there is a conflict.
- \* Communication is the most common area where boundaries are needed.



# 3 Steps for Setting Boundaries

## ▶ **STEP #2: Set expectations early in the relationship.**

- \* Define expectations at the start of each new relationship
- \* Consider having a client/member handbook or written contract
- \* Be ready to negotiate (or not)



# 3 Steps for Setting Boundaries

▶ **STEP #3: When a line is crossed, address it immediately.**

- \* Use skills from *Crucial Conversations*
- \* Lean into these issues with curiosity and empathy
- \* The longer you wait to address the issue the stickier it becomes



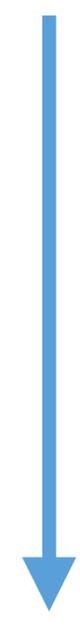
# 3 Steps for Setting Boundaries

- ▶ **STEP #1: First, get clear about your needs and boundaries.**
- ▶ **STEP #2: Set expectations early in the relationship.**
- ▶ **STEP #3: When a line is crossed, address it immediately.**



# Never Lose A Customer Again

## 8 Phases of On-Boarding: The First 100 Days

- 
- ▶ **Assess**
  - ▶ **Admit**
  - ▶ **Affirm**
  - ▶ **Activate**

- 
- ▶ **Acclimate**
  - ▶ **Accomplish**
  - ▶ **Adopt**
  - ▶ **Advocate**



# Defining Client Onboarding

## ▶ Define your main touch points

- \* From commitment through the first 8 weeks

## ▶ Get more specific about

- \* How are you delivering each message?

Email, in person, Facebook group, etc.

- \* What is the content of each message?

Logistics, nutrition, fitness, etc.

## ▶ Define roles and responsibilities

- \* Who on your team is accountable for each touch point in the process?





# NINJA HANDBOOK



**EVERYTHING YOU NEED TO  
KNOW ABOUT BEING IN NYC'S  
MOST ADORABLE HEALTH AND  
HOTNESS CULT.**

Updated June 2017

## WHAT'S INSIDE?

### **PART 1: BECOMING A NINJA** **PAGE 3**

New to MFF? Start here. We'll guide you through the first few weeks of your journey and help you make the most of your new MFF membership.

### **PART 2: NAVIGATING THE NINJA CLUBHOUSE** **PAGE 7**

Here, we'll share the 411 about day-to-day life at the Ninja Clubhouse. How to book your visits, cancel your visits, manage your spot on a waitlist, and more.

### **PART 3: MANAGING YOUR MEMBERSHIP** **PAGE 11**

Over the course of your health and hotness journey, you might need to freeze, change your membership, or even (GASP) terminate. It's all easy.

### **PART 4: JOINING THE MFF TRIBE** **PAGE 14**

MFF is all about connecting YOU to your new community of sexy, generous and open-hearted Ninjas. You'll find tons of fun and support in this bad-ass tribe!





# **EXERCISE:**

**Outline, in detail, your client on-boarding process.**





# **EXERCISE:**

## **Discuss in Pairs**

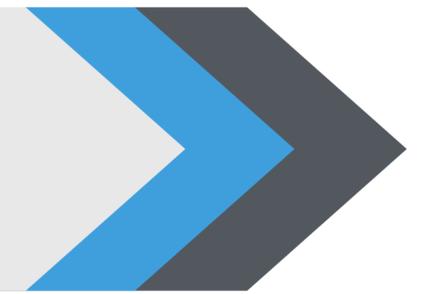
How can you make your onboarding process more impactful?



**Module 5:**  
**Designing the Client  
Experience (Part 2)**



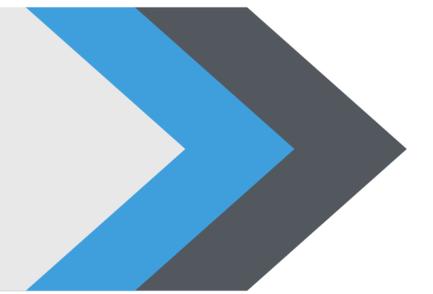
# Airbnb Storyboard Principles



- ▶ **Define critical moments that are universal**
- ▶ **Don't let reality get in the way (No pain points; you must talk about the ideals)**
- ▶ **Be true to the customer / candidate (Think about what they want)**



# Storyboards 2.0



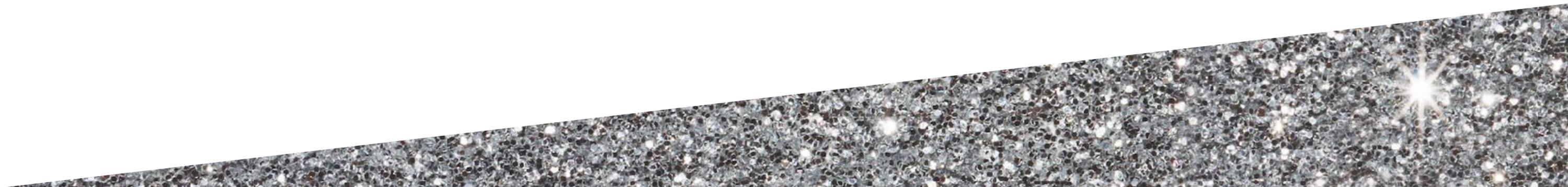
- ▶ What if you could design an experience 100 TIMES better than your current one?
- ▶ How can you create moments of surprise and delight to exceed your client's expectations?
- ▶ Break all the rules. Forget about logistics and budgets!





# **EXERCISE:**

**Create a story board of your  
DREAM client experience.**





**EXERCISE:**  
**Let's share our**  
**work!**





# **EXERCISE:**

## **Discuss in Pairs**

What is a version of your DREAM experience you can implement?



How ya doing?



BUSINESS FOR UNICORNS

# OPPORTUNITIES

## BIG 3

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Goal #1:			<input type="checkbox"/>
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**QUESTIONS?**





# Clients for Life: Day 2

*Grow Your Business Through Customer Service, Community  
and Culture*



# Our Agenda

## Day 2: Sunday

- ▶ 10:30a - Day 2 Introduction
- ▶ 11:00a - Module #6: Driving World-Class Customer Service
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**Module 6:**  
**Driving World-Class  
Customer Service**





**What was your worst customer service experience?**

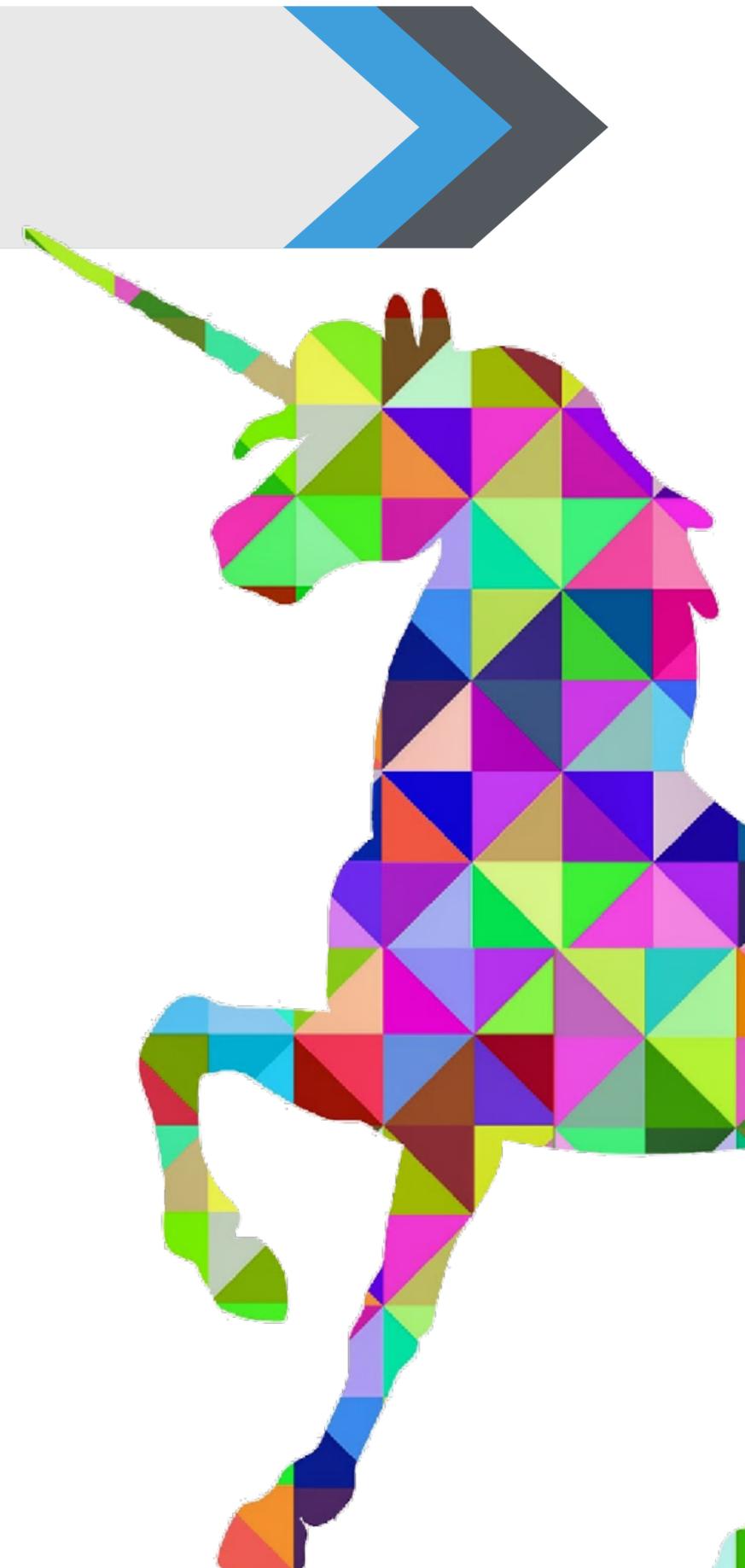
# You Will Understand...

- ▶ **What's at stake.** The cost of crappy customer service.
- ▶ **How to create a world-class service experience.**  
A proven 3-step process.
- ▶ **What to do next.** Action steps for you to implement immediately.



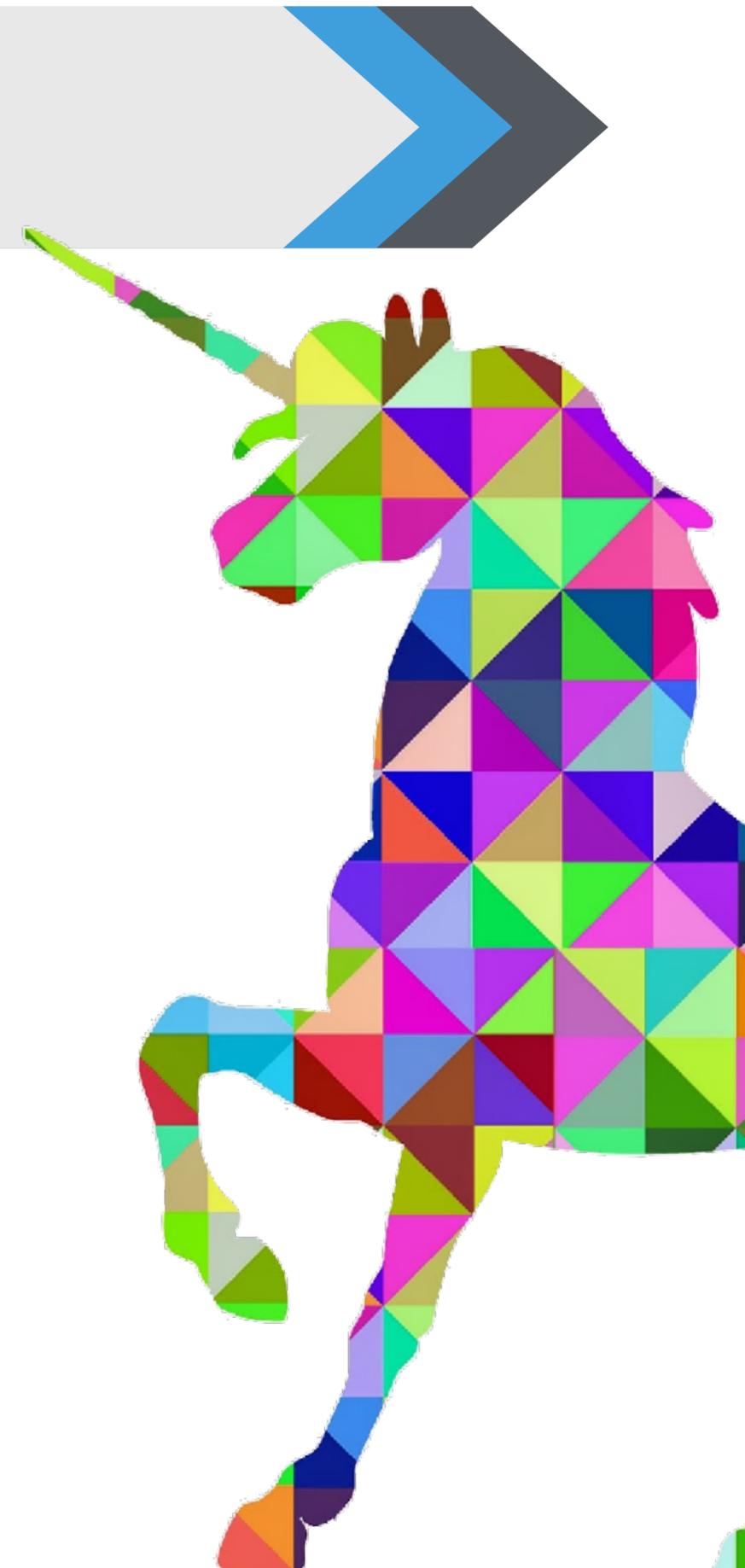
# Scary Facts

- ▶ **The average business will hear nothing from 96% of unhappy clients who experience rude or discourteous treatment.**
- ▶ **90% percent of clients who are dissatisfied with the service they receive will not come back or buy again.**



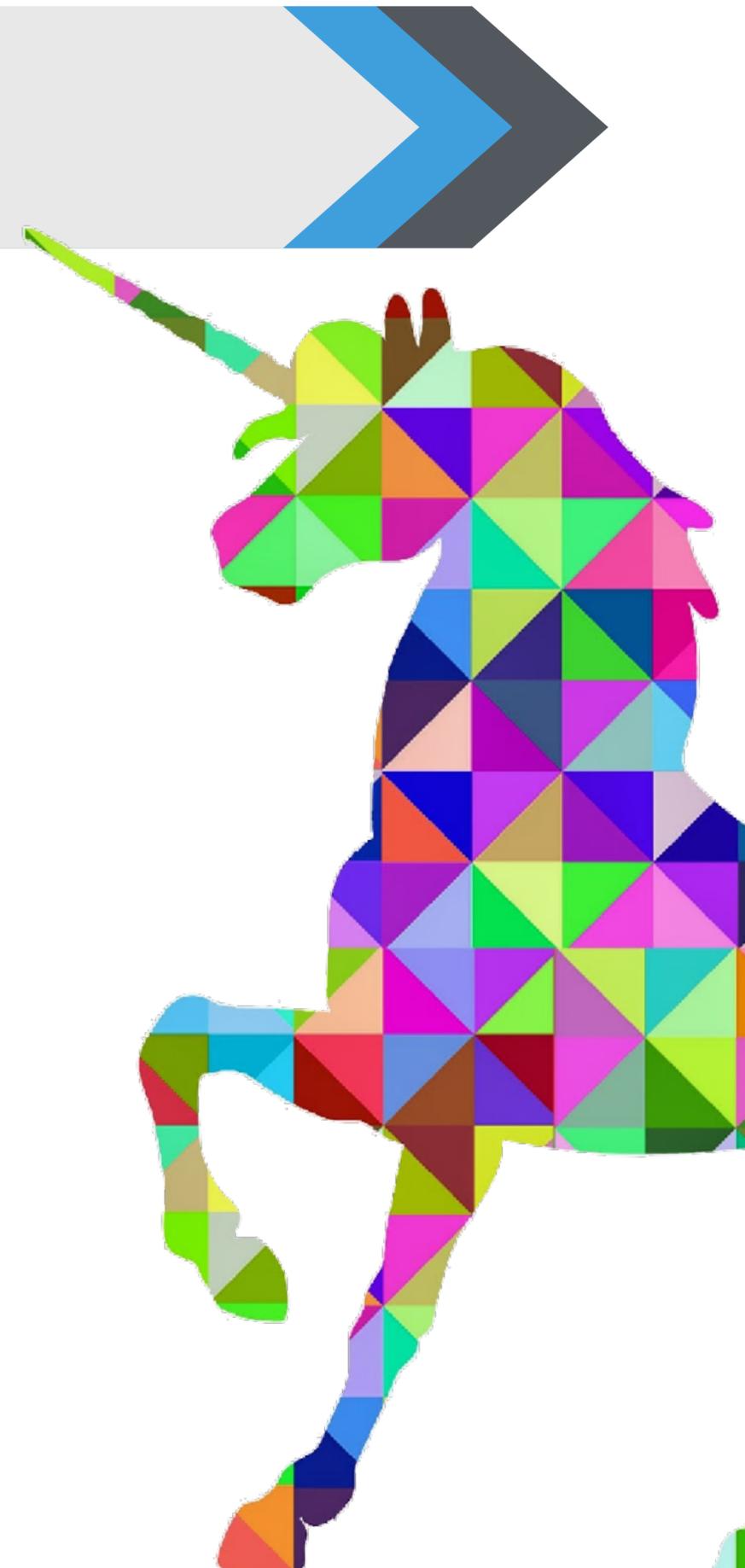
# Scary Facts

- ▶ Each of these unhappy clients will tell his or her experience to at least nine other people. 13% will tell his or her experiences to at least twenty other people.
- ▶ For every complaint received, the average company has twenty six clients with problems, six of which are “serious.”



# Scary Facts

- ▶ **Of the clients who register a complaint, up to 70% will do business with the organization again if their complaint is resolved. That figure goes up to 95% if the complaint is resolved quickly.**
- ▶ **68% of clients who stop doing business with a company do so because of company indifference.**



# The Give a shit Chart



# Super Service Principles

**#1 NAIL THE BASICS**

**#2 MAKE IT PERSONAL**

**#3 MAKE MAGIC**



# #1: Nail the Basics

## What are the basics?

The implicit expectations your clients have about the products and services they purchase from you.



# #2: Make it Personal

**ASK**



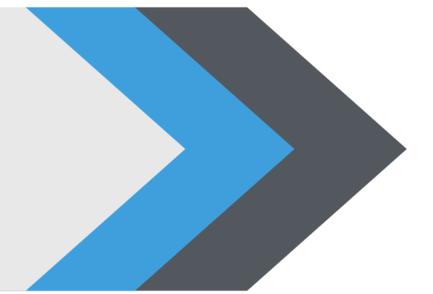
**LISTEN**



**ACT**



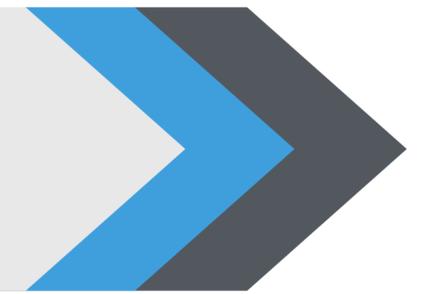
# A Ninja Story



**“Dear Mark - I feel compelled to write to you about your staff. There is a gentleman in our group who has some serious back issues. He is appropriately seeing a physical therapist, has received an injection in his back and is really getting ongoing treatment for his pain from a doctor. He shows up to every class, and I have been in some trainings with him.”**



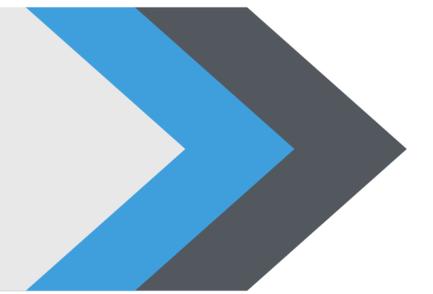
# A Ninja Story



**“I have gotten to know him, and he has shared a lot about his back issues with me. His manner of communication can be whiney, and it takes him a long time to tell his back story, which he has repeated to me a lot. What I have seen with your staff is this indescribable and tireless and kind and patient listening. They do not behave in a dismissive manner at all with him.”**



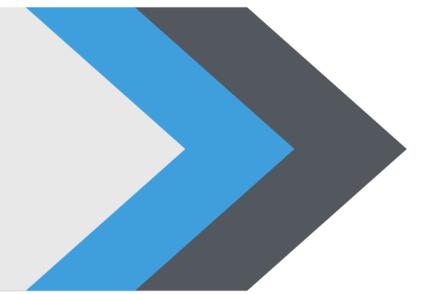
# A Ninja Story



**“They keep him moving in a good way in the trainings yet take a few moments several times to listen to him. When they listen, they have a relaxed "I'm here for you posture" and they do not act in a hurried manner at all. This has been very touching thing to observe. Your staff really understands that everyone is coming from different places when they start this journey.”**



# A Ninja Story



**“They see every one of us as unique. Their wonderfulness has not waned. They must be getting terrific support and education to be this way, and they are definitely super people to begin with.**

**Thanks so much for this gift of MFF.**

**You are all the best!”**



# #2: Make it Personal

## Key Strategies:

- ▶ Learn to listen
- ▶ Names, Names, Names
- ▶ Hand-written Cards
- ▶ Ninja of the Month
- ▶ Celebrate Milestones



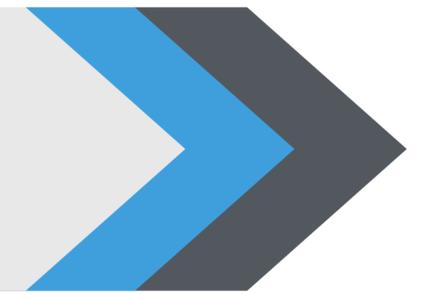
# #3: Make Magic

**A WOW moment  
is...**

**A unique, emotionally  
engaging interaction that  
goes beyond expectations  
and is highly memorable.**



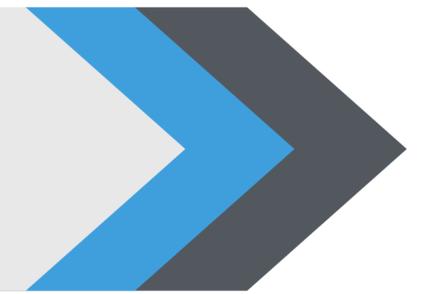
# A Ninja Story: Magic



**“[Trainer A] and [Trainer A] asked in my semi-private training hour "if you could have something at the end of this hour what would it be?". [Ninja X] said ice cream. Well low and behold as she finished her last set they appeared with ice cream for her. Way to go above and beyond in a completely unexpected way!”**



# A Ninja Story: Magic



Received this email from a Ninja after sending her an update about a schedule change. A trainer had a death in the family and we informed the Ninja she would be having a different trainer:

"At any other gym, I'd likely receive a pretty operational "schedule change" notification...only at MFF is the note so full of love, depth and care. You guys out do my expectations every time. ❤️ Looking very forward to training with you, and keeping [Trainer A] and his family in my prayers. Hope he is hanging in, as much as can be expected at a time like this... xo"



# Super Service Principles

**#1 NAIL THE BASICS**

**#2 MAKE IT PERSONAL**

**#3 MAKE MAGIC**





# **EXERCISE:**

**Brainstorm the Super Service Principles for your business.**





# **EXERCISE:**

## **Discuss in Pairs**

Share your Super Service Principles.



**Module 7:**  
**Creating a**  
**People-Centered Culture**





**What is culture?**

# Our Culture Recipe



You (Values)

+

Them (Community)

+

Feedback

=

Culture



# Lead With Values



**TEAM VALUES**

**VS.**

**CLIENT VALUES**





Mark Fisher Fitness exists to unlock  
and amplify each human's inherent  
power to live their best life.

**INCLUSIVENESS** EVERYONE IS WELCOME

**RESPONSIBILITY** WE TAKE RESPONSIBILITY FOR OUR IMPACT

**HUMILITY** WE DON'T KNOW WHAT WE DON'T KNOW

**DEPENDABILITY** WE USE TRUST AS OUR GREATEST CURRENCY

**FUN** WE CREATE JOYFUL EXPERIENCES

**KINDNESS** WE CHOSE TO SEE THE BEST IN OTHERS

**CANDOR** WE TALK CANDIDLY AND LISTEN WITHOUT JUDGEMENT

**EXCELLENCE** WE GIVE OUR BEST AND EXPECT IT FROM OTHERS

**SERVICE** WE TREAT OTHERS HOW THEY WANT TO BE TREATED

**GROWTH** WE GET 1% BETTER EVERY DAY





# CORE NINJA VALUES

## SELF AWARENESS

I honor how my body feels today and run my own race.

## PERSONAL INTEGRITY

I honor commitments I make to myself.

## INTENTIONAL COMMUNITY

I support and am supported by others.

## BEAUTIFUL MOVEMENT

I seek quality over quantity.

## GROWTH MINDSET

I get 1% better every day.



# Group Chat:



- ▶ 1) Who has articulated values?
- ▶ 2) How do you keep them top of mind?
- ▶ 3) How do you assess and address gaps?



# 8 Culture Tips



- ▶ **“Official” Events**
- ▶ **Facebook Groups**
- ▶ **Space to Socialize**
- ▶ **Special Awards**

- ▶ **Signage**
- ▶ **Social Groups**
- ▶ **Theme Days**
- ▶ **Let it evolve**





## **EXERCISE:**

Write down at least one culture tip that you would like to implement immediately. What is your first step?

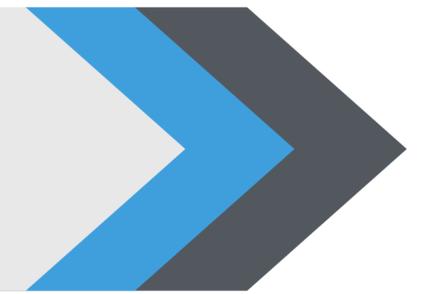




Important: Culture is strengthened and sustained through continuous feedback, dialogue and learning.



# Continuous Feedback



## MFF's GLOWS & GROWS System

**Step #1:** A GLOW or GROW is observed and an MFF Team Member records it in an online form.

**Step #2:** Entire MFF Team gets an email notification.

**Step #3:** Assigned manager immediately takes action to resolve the issue.

**Step #4:** GLOWS and GROWS are reviewed at weekly team meeting where managers provide an update on the resolution.



# Continuous Feedback



A **GLOW** happens when someone on the MFF Team EXCEEDS a Ninja's expectations or goes above or beyond his/her job description. By definition a **GLOW** is hard to describe because it typically represents a creative, inspired moment that reaches beyond standard expectations.

## Examples:

- A Trainer spends extra time with a Ninja after class who is having a particularly tough day.
- An Ninja Services Rep. proactively offers a Ninja a freeze who announces on Facebook they just booked a tour.



# Continuous Feedback



A **GROW** happens when we learn that we DO NOT MEET a Ninja's expectations or we DO NOT MEET our own standards of excellence.

**GROWS** are recorded to keep track of our opportunities for improvement. **GROWS** are not about assigning blame, but being radically responsible for our individual and collective actions.

Examples:

- Ninja does not receive an email response within 24 hours.
- Ninja complains that they did not enjoy a class.
- Ninja is disappointed that we have run out of towels.



# Other Feedback Tools

- ▶ **Weekly Email Surveys**
- ▶ **Suggestion Box**
- ▶ **8 Weeks Out NPS (Follow-Up Formula)**
- ▶ **Monitoring Review Sites**





# **EXERCISE:**

## **Discuss in Pairs**

What's your system for gathering and organizing feedback?





TIME FOR A BREAK

# **Module 8:**

# **Managing Conflict with**

# **Confidence**





**What is your reaction to conflict?**



# **Group Chat:**

What are some common areas of conflict with clients?



# 5 Steps for Managing Client Conflict

## STEP 1: PREPARATION

- ▶ Research all known information about the conflict
- ▶ Who are the parties involved?
- ▶ What are the major points of disagreement?
- ▶ How is the issue best mediated?
- ▶ Consider preliminary solutions



# 5 Steps for Managing Client Conflict

## STEP 2: ACTIVELY LISTEN

- ▶ Eye contact - body language
- ▶ Take notes
- ▶ Repeat and paraphrase
- ▶ **WAIT** to ask questions - let them speak



# 5 Steps for Managing Client Conflict

## STEP 3: COMPASSION + CURIOSITY

- ▶ Not just apologize, show compassion.
- ▶ Establish neutrality and objectivity.
- ▶ Clarify the details and ask open-ended questions.
- ▶ What are all the possible truths?



# 5 Steps for Managing Client Conflict

## STEP 4: OFFER SOLUTIONS

- ▶ Suggest at least 2 options
- ▶ Allow for negotiation and flexibility
- ▶ This can take time - do not rush
- ▶ Allow parties time to consider options
- ▶ Set a deadline for agreement



# 5 Steps for Managing Client Conflict

## STEP 5: RESOLVE + FOLLOW-UP

- ▶ Highlight the benefits for all parties
- ▶ Is the agreement verbal? In writing?
- ▶ Assign clear roles, responsibilities and expectations
- ▶ Use phases with deadlines when solutions are complex or involve multiple parties
- ▶ Follow up! Follow up! Follow up!





# **EXERCISE:**

## **Practice in Pairs**

Share one of your common scenarios with your partner and role-play the 7 steps.



# 5 Steps for Managing Client Conflict

**STEP 1: PREPARATION**

**STEP 2: ACTIVELY LISTEN**

**STEP 3: COMPASSION + CURIOSITY**

**STEP 4: OFFER SOLUTIONS**

**STEP 5: RESOLVE + FOLLOW UP**



**Module 9:**

# **Driving High Retention**





**What drives high retention?**



# **EXERCISE:**

## **Discuss in Pairs**

Why do clients leave?



# Our Retention Recipe



Recognition

+

Improvements

+

Strong Defense

=

High Retention



absolutely  
Thank  
our bravery  
10 April

Way to go  
Vishaal! You  
ROCKSTAR!  
-Geoff

Yay Shows!  
Nikki

The Biggest Step Ever!  
Love for Man!  
BPM  
Marimul

You ARE THE  
FUCKING MAN!  
Love you! YES!  
Jyle Justin

You so  
much! Congratulations  
Congrats pal!  
You're the  
best!

Hearten Eat that Vday Del!  
You're the  
best!

You ARE ANAILING IT!  
I'M SO PROUD OF  
You! ❤️ CHRISTIAN

Hurray!  
Rockstar!  
Chris

You are absolutely  
inspiring. Thank  
you for your bravery.  
Congrats! 10 April

Way to go  
Vishaal! You  
ROCKSTAR!  
-Geoff

Yay Shows!  
Nikki

You are The Biggest Step Ever!  
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You're the  
best!

You ARE ANAILING IT!  
I'M SO PROUD OF  
You! ❤️ CHRISTIAN

Hurray!  
Rockstar!  
Chris

Vishaal!  
So incredibly proud of your bravery  
for following your dreams! Look how it  
has paid off! You are the best + we  
love you! Happy opening!!

**Remember us when  
you win your first  
<insert desired award here>!**

Yes! So  
Fun! Liz

❤️ The MFF Team

YES!!!  
You know I love  
You! ❤️ Allie

ROCKSTAR!  
ILANA

Vishaal!  
So incredibly proud of your bravery  
for following your dreams! Look how it  
has paid off! You are the best + we  
love you! Happy opening!!

**Remember us when  
you win your first  
<insert desired award here>!**

Yes! So  
Fun! Liz

❤️ The MFF Team

YES!!!  
You know I love  
You! ❤️ Allie xo

ROCKSTAR!  
ILANA

Vishaal!  
So incredibly proud of your bravery  
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Yes! So  
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❤️ The MFF Team

YES!!!  
You know I love  
You! ❤️ Allie xo

ROCKSTAR!  
ILANA

**MFF** Ninja of the Month  
bowery

**JOSH  
HOFFMAN**

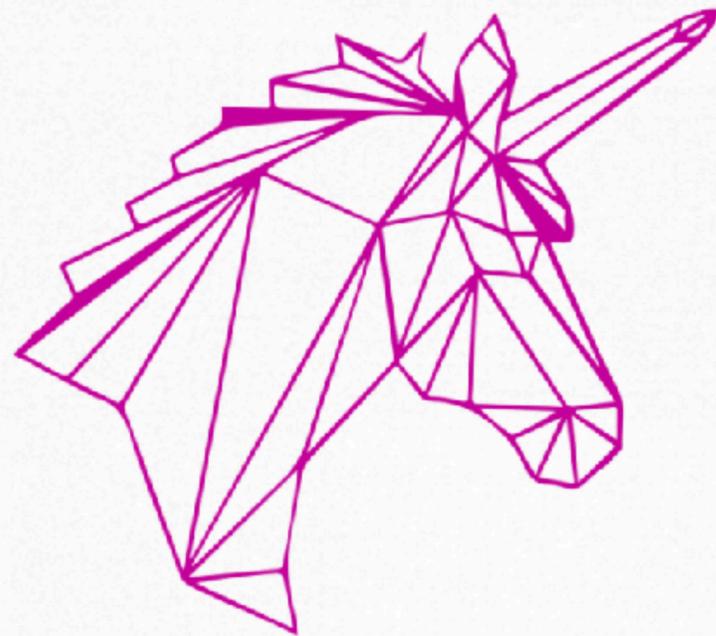
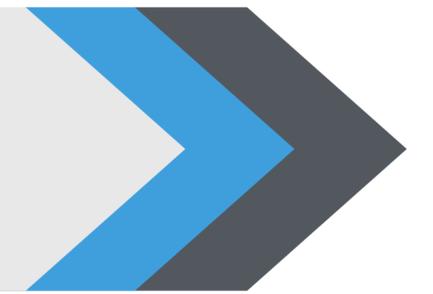


*The only thing bigger than Josh's tremendous mounds of arm meat is his heart. Josh brings a laser focus to each of his sessions, constantly searching for ways to level up his fitness. Ever the perfect balance of sweet and sassy, Josh is a beloved pump-carrying member of the Bowery Night Squad, and the weights pee themselves a lil bit when they hear him coming!*





# MFF's Founder's Club



## FOUNDER'S CLUB **PINK**

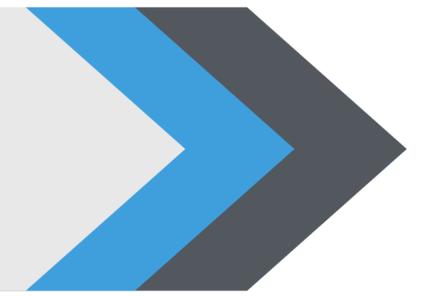
MFF Ninjas are inducted into the Founder's Club Pink level once they rack up 750 visits at any MFF Clubhouse or reach \$15k in lifetime investment in MFF services.

Founder's Club Pink Members receive:

- 5 Free Classes
- 5 Free Classes for a Friend
- Invite to Exclusive Founder's Club Events
- Free My Broadway Body Membership
- Limited Edition Mark Fisher Fitness Tote Bag



# MFF's Founder's Club



**FOUNDER'S CLUB GOLD**

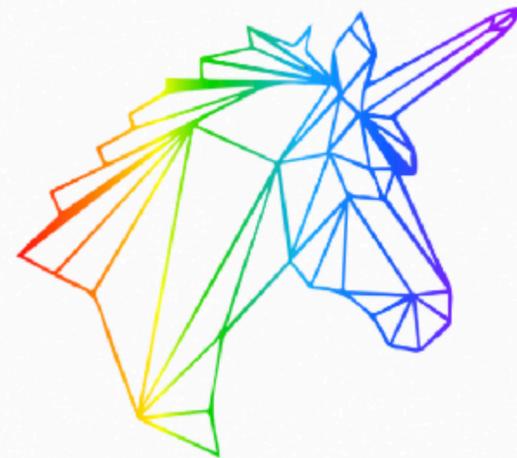
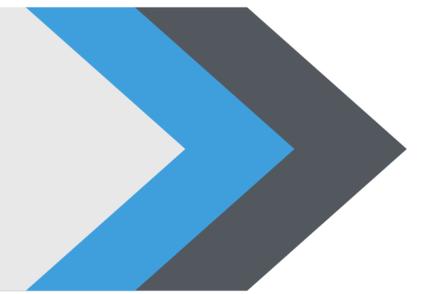
MFF Ninjas are inducted into the Founder's Club Gold level once they rack up 1,000 visits at any MFF Clubhouse or reach \$25k in lifetime investment in MFF services.

Founder's Club Gold Members receive:

- 10 Free Classes
- 10 Free Classes for a Friend
- Priority Early Registration Privileges for Snatched
- Invite to Exclusive Founder's Club Events
- Free My Broadway Body Membership
- Limited Edition Mark Fisher Fitness Tote Bag



# MFF's Founder's Club



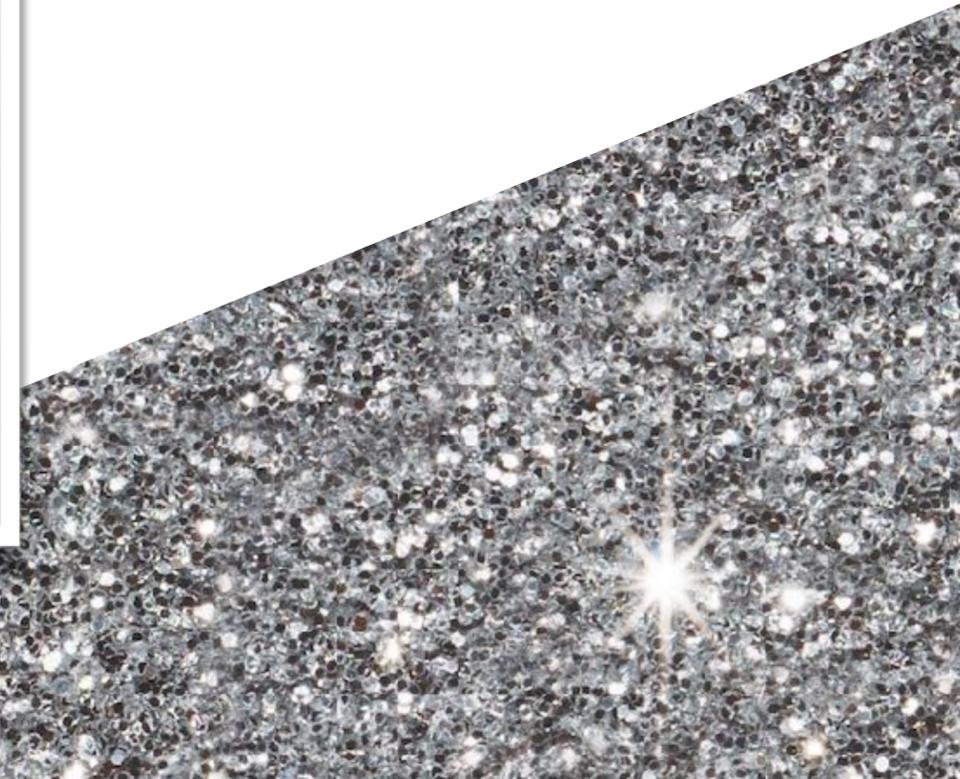
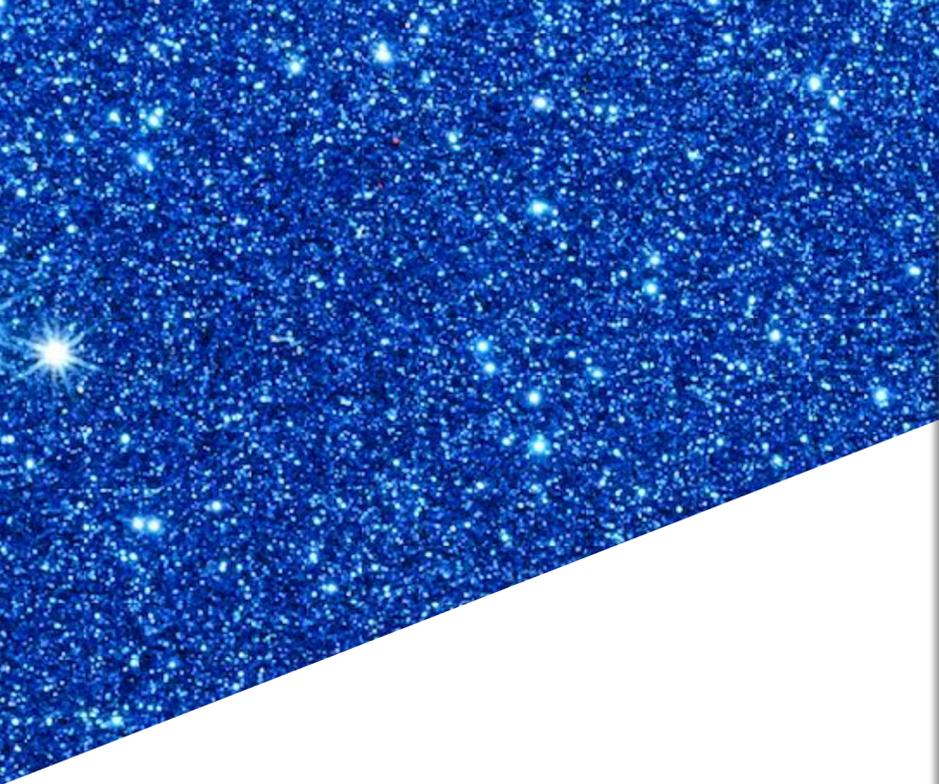
**FOUNDER'S CLUB RAINBOW**

MFF Ninjas are inducted into the Founder's Club Rainbow level once they rack up 1,250 visits at any MFF Clubhouse or reach \$35k in lifetime investment in MFF services.

Founder's Club Rainbow Members receive:

- Your Choice of:
  - 20 Classes for You and 20 Classes for a Friend,
  - 10 Semi-Privates for You and 10 Semi-Privates for a Friend, or
  - Free Round of Snatched for You and a Friend
- Free Private Class for You and Your Friends
- Priority Early Registration Privileges for Snatched
- Invite to Exclusive Founder's Club Events
- Free My Broadway Body Membership
- Limited Edition Mark Fisher Fitness Tote Bag







# **EXERCISE:**

## **Discuss in Pairs**

What are the systems currently in place to celebrate and reward your existing clients?



# Other Proactive Strategies

- ▶ Referral Rewards (On-Going / Contests)
- ▶ Client Awards (Snatched Award Ceremony)
- ▶ Regularly Asking for Reviews/ Testimonials
- ▶ Random Gifts and Celebrations



# Marketing Ongoing Improvements

- ▶ **Creating new programs (solutions)**
- ▶ **Investing in your space**
- ▶ **Revising and improving your policies to make them client-friendly**
- ▶ **Continuing education for your team**





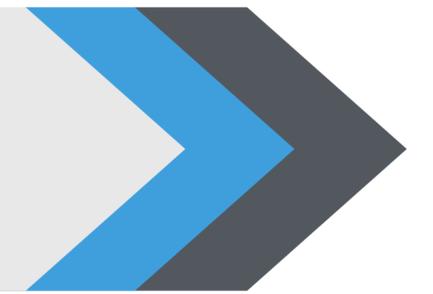
# **EXERCISE:**

## **Discuss in Pairs**

What are your channels for marketing improvements to your existing clients?



# Reactive (Triage) Strategies



- ▶ Making staying the “Default” option
- ▶ Create best ending ever
- ▶ Termination interview
- ▶ Incentive to stay
- ▶ Follow up quickly, then often





## **EXERCISE:**

Create a first or improved draft of your termination script.



# **Module 10:** **Putting it All Together**





# Let's Review

## ▶ **Module #1: Building a Brand that Connects**

Build a consistent brand voice that resonates with your client avatar and create style quite to manage to words and images associated with your brand.

## ▶ **Modules #2+5: Designing the Client Experience**

Design a remarkable experience for your clients that connects with their emotional story and helps grow your business.

## ▶ **Module #3: Making First Contact and Selling**

Craft your sales process to be incremental, building trust and commitment over time.





# Let's Review

## ▶ **Module #4: On-boarding and Welcoming Clients**

Set clear expectations for your clients to help them navigate your business and give them a sense of autonomy, competence and relatedness.

## ▶ **Module #6: Driving World-Class Customer Service**

Define your service standards based on the Super Service Principles.

## ▶ **Module #7: Creating a People-Centered Culture**

Create your culture considering the 6 elements of culture and build systems to foster continuous feedback and dialogue.



# Let's Review



▶ **Module #8: Managing Conflict with Confidence**

Practice the 7 steps for managing client conflict.

▶ **Module #9: Driving High Retention**

Create opportunities to celebrate and reward loyal clients and rehearse your termination script.





# What Happens Next?

- ▶ **Private Facebook group**
- ▶ **6 weeks of Coaching calls with Michael and Mark**
- ▶ **We host FB Live events, as needed**





BUSINESS FOR UNICORNS

# OPPORTUNITIES

## BIG 3

	Description	Deadline	<input checked="" type="checkbox"/> S.M.A.R.T.
Goal #1:			<input type="checkbox"/>
First Step:			<input type="checkbox"/>
Goal #1:			<input type="checkbox"/>
First Step:			<input type="checkbox"/>
Goal #1:			<input type="checkbox"/>
First Step:			<input type="checkbox"/>

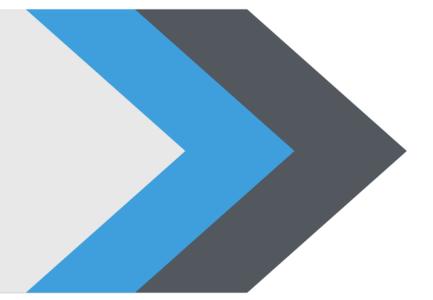
**Time to decide!**





**PRETTY  
PLEASE?**

# K.I.T. b\*tches!



mark@businessforunicorns.com



michael@businessforunicorns.com

And visit **businessforunicorns.com** for more courses!





**Thank  
you!!!**

