Professionalism and customer care for fitness instructors

Lesson 3 – Customer care excellence

First impressions and rapport-building scenarios

Scenario 1

You are meeting a new customer for the first time for his/her induction. He/she is a complete beginner and feels very nervous for the first session.

Scenario 2

You are meeting an existing member who is not happy with his/her current programme, which was designed by a gym instructor who has now left the organisation. The gym member has lost some faith but is willing to try again with a different instructor.

Scenario 3

You see a customer looking confused when looking at the class timetable on the main wall in the gym; he/she appears to be looking around for some help.

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