10 Essential Scripts for Closing Membership Sales
Closing ought to be the easiest part of the sales process. Yet, many of us struggle to complete the critical final step of turning engaged prospects into new members.

In his book, *The Art of Selling Memberships*, author Erik Charles Russell outlines the proven sales scripts that he has fine-tuned over decades of laboring to create the perfect membership sales process.

With these scripts, you can overcome all of the most common objections, fears, and hesitations expressed by your soon-to-be new members.

**This guide includes 10 essential closing scripts:**

**Script 1:** Getting a Commitment

**Script 2:** Selling Paid-In-Full Memberships

**Script 3:** Are You Getting in Your Own Way

**Script 4:** When I Care About You More Than You Do

**Script 5:** My Life Isn't Going to Change

**Script 6:** You're Pressuring Me

**Script 7:** That's the Reason

**Script 8:** Not My Favorite

**Script 9:** Show Me the Money

**Script 10:** Answer for Everything
Getting a Commitment

Once the trial is over, it’s time to make it official. Use this script to start a conversation about your membership options.

You: “Mr. Prospect, that was great feedback from your trainer. How did you like the workout?”

Prospect: “It was great. I loved it.”

You: “Excellent. Mr. Prospect, if I could show you a membership option that was affordable for you and fit within your budget would you want to take advantage of that now?”

Prospect: “Yes.”

You: “Ok great. Do you have your credit card info on you or is it in your car?”

Prospect: “In my car.”

You: “Ok, go grab that and meet me in the office and we’ll discuss the options that are best for you. Does that sound good?”

Prospect: “Yes.”

You: “Ok great. I’ll meet you in the office.”
Selling Paid-in-Full Memberships

Offer a deal they can’t resist with your paid-in-full memberships.

You: “Mr. Member, if I could save you $122 on that same membership right now would you be interested in taking advantage of saving that kind of money?”

Prospect: “Yes, of course. How can I save $122?”

During the next part of the script, show your prospect how the savings work. Write down the figures or use a sell sheet you’ve printed ahead of time to visualize your explanation.

You: “Ok, Mr. Prospect, what I’m going to do is waive the initiation fee of $25. That brings your membership down to $696. On top of that $25 discount I’m going to take another $97 off from there. The discount is what we call a paid in full discount. Instead of 12 monthly installments, you would be saving $122 by making one payment of $599. Is $599 a payment you could make today to save the $122?”

If your prospect is interested in the savings offered by your paid-in-full option but hesitates, you can re-frame the one-time payment using this script.

You: “You know, Mr. Prospect, if you have enough room on your credit card for the one-time payment of $599, instead of making monthly payments to the club, you would just make them to your credit card company. I would still give you the $122 cash discount, and your monthly payment to your credit card may even be lower than the monthly membership price. Is that an option that will work for you?”
Prospect: “I still need to think about it.”

You: “Mr. Prospect, I understand that thinking about it is important. You told me earlier that you’ve been thinking about this for over a year now.

You’ve finally taken the steps needed to stop thinking about feeling better and looking better. You’re actually in the gym, doing something about it now.

The schedule and location work for you. You’ve said that you can afford it and that you loved the workout. You’ve created a lot of positive momentum for yourself.

Now, YOU ARE getting in YOUR OWN way. Don’t do that. Keep this positive momentum going and get this membership today. Now is the best time to do it.

Which payment method do you want to use to get started?”
**Prospect:** “I don’t know. I like your offer and everything but maybe getting in shape isn’t that important to me now that I think about it.”

**You:** “Mr. Prospect, I appreciate the time that you’ve spent with me today. It’s really helped me understand why you came in here for my help. Getting in shape was only part of what is important to you.

You want to be around for your grandkids for a long time to come. I care about helping you do that. You want to be able to go upstairs without feeling like you’re having a heart attack. I care about helping you do that.

It actually seems to me that I care more about you getting in shape than YOU do. When I care about you more than you care about you, you need to let me help. Get your membership right now and let’s continue the progress and positive momentum that we have made towards those goals already. Which payment option would you like to use to get started today?”
Prospect: “You just want me to become a member to make a commission.”

You: “Yes, Mr. Prospect, you are correct. I’m going to make a commission when you become a member today. This is my job and I’m paid well to do it.

The thing is that you becoming a member today will not change my lifestyle one bit. You becoming a member today will not buy me a new car. You becoming a member today will not get me a bigger house.

You becoming a member today will not change my life except for the fact that I know that I will be helping you to change yours. You will be looking better and feeling better. That is why I do this and why I’m so passionate about it.

Which payment option do you want to use today to become a member?”
Prospect: “I feel like you’re just pressuring me to get the sale. I don’t want to make a decision under pressure and then regret it later.”

You: “Let me apologize. I believe in what I do because I have helped hundreds of people with the same problems and challenges that you have, accomplish their goals. This belief and passion for what I do is coming across as me putting pressure on you. That is not what I want you to feel. The other thing I don’t want you to feel is regret.

I know that we can help you lose this twenty pounds. You know that we can help, too. If I let you walk out the door without helping you, I would feel terrible. More than that, you will regret not continuing with the positive momentum that you’ve started today.

Sometimes we mistake motivation and passion for pressure. You see, motivation and passion are exactly what you need to accomplish your goals, so don’t be afraid of it.

Let’s get this membership now and continue to work towards accomplishing your goals. Being motivated and passionate is the only way to do it. Do you understand what I’m saying here?”

Prospect: “Yes I do.”

You: “Ok, great. Do you want to use your checking account or your credit card to set this up today?”
That’s the Reason

Help prospects overcome their fear of quitting with this simple script.

Prospect: “I’m just afraid that I’m going to quit. I always start something and then end up not finishing or quitting.”

You: “We’ve all been quitters at something in our lives. The reason we quit is two-fold. One, we are not getting the results that we wanted, and two, nobody is supporting our journey to help us keep going. Would you agree with me on that?”

Prospect: “Yes, I would.”

You: “You have an amazing goal, a goal that is going to require you to put in a bit of work. Work that is going to be supported by me and my awesome staff here at XYZ Fitness.

If you find yourself quitting all the time then that is the reason that I’m telling you to become a member today. We are going make sure that you lose those twenty pounds and when it seems like you need to quit, we will be here to support and encourage you to continue.

I have many former quitters in my gym right now. They are also former fat people. Now, give yourself some credit here. If you really were a quitter, you wouldn’t have come to my gym today, right?”

Prospect: “I guess you’re right.”

You: “Now, tell me which payment option you’d like to use to finish setting up your membership today.”
You: “Mr. Prospect, we all have our favorites in life, and I understand that not seeing [a swimming pool/piece of equipment] here may be a bit disappointing. What is it that you think you will get out of using [a swimming pool/that equipment]?"

Prospect: “Well, I heard that [swimming pools/equipment] are great for improving cardio.”
You: “You’re right. They are great for improving cardio. Is there anything else about [swimming pools/equipment] that’s important to you?”

Prospect: “No, it’s just that good cardio training is important for losing weight so I would like to join a club that has [a swimming pool/equipment].”

You: “Yes, cardiovascular exercise is going to help you accomplish your goal. That is the reason I feel we have the perfect membership for you. We’ve had many people come here and have a similar thought. Someday, we may even install [a swimming pool/equipment]. Although, we may not have [a swimming pool/equipment] right now, we do have something that is a lot better for accomplishing your goals.

Ultimately, what you came here for is to accomplish your goals. What will help you with that even more than [a swimming pool/equipment] is [explain your alternative to swimming pool/equipment]. Besides having an alternative that has gotten proven results for other members like you, our gym is clean and our staff is friendly. Your success is not dependent on [a swimming pool/equipment] but the things I’ve just mentioned. Wouldn’t you agree?”
Prospect: “Yes, I guess you do have a point.”

You: “Let’s finish up getting your membership squared away and I’ll help you become more familiar with [alternative equipment/program]. I’m sure once you see the results you get from it, it will be your new favorite [piece of equipment/program]. Does that sound good to you?”

Prospect: “Yes it does.”

You: “Ok, great. Are you using your credit card to get this membership or your checking account?”
Prospect: “I really like what you have to offer. I just simply doesn’t fit into my budget right now.”

You: “Mr. Prospect, I’m glad that you like my offer. You like it because it’s a fair offer and you know that we can help you accomplish your goal of losing twenty pounds. Is that correct?”
Prospect: “Yes, but I don’t really have that much in my budget right now.”

You: “When you decided to come here you had to have had a certain expectation of what you were able to afford. How much was it that you were planning on for your monthly membership payment?”

Prospect: “Well I was thinking it would be around $40 per month. I know I can handle that but $65 per month is just a bit out of my budget.”

You: “I understand. If I came into a place expecting to pay $40 and found out that it was $65 it would make me pause for a minute too. So the difference between you becoming a member or not is $25?”

Prospect: “Yes, that’s about it. $25 a month is quite a bit outside of my budget.”

You: “Ok, yes. I understand. It sounds like you understand the value of staying within your budget. Mr. Prospect, would you agree that I’ve been very honest and helpful in my dealing with you today?”

Prospect: “Yes you have. Why do you ask?”
**You:** “And you have been honest and helpful with me today as well. The reason that I ask is because I'm going to ask you to continue on being honest and helpful with me today as we see if we can figure out how to make this membership work for the $6 a week that we are talking about here. Will you do that for me right now?”

**Prospect:** “Sure, why not.”

**You:** “Well, Mr. Prospect, I want you to give me a list of three things that you buy every month. The first thing is something that you probably can’t do without. The second thing is something you love but could definitely do without. The last thing would be something you definitely do not need to buy this month.

Let me give you an example. For me, something that I probably couldn’t do without each month would be cable TV. I’d probably go crazy if I didn’t get my fix of The Real Housewives of Beverly Hills. I spend about $150 per month on cable. What is something that you probably can’t do without?”

**Prospect:** “I would say my car payment. I really need to get back and forth to where I'm going.”

**You:** “Ok, yes, that’s understandable. What would you say is something that you love to buy each much but could definitely do without?”

**Prospect:** “That’s a little bit harder but I would say Starbucks coffee. I don’t really need to go to Starbucks each morning but I love their coffee.”

**You:** “And what you say is the thing that you could do without and it wouldn’t really matter that much?”

**Prospect:** “I would say going out to lunch everyday. I could probably bring my lunch to work.”

**You:** “Very good. You might have just solved your $6 a week dilemma yourself. The average lunch costs between $8-$15 per day. What do you think about this? What if instead of never going out to lunch let’s take baby steps. Let’s cut it back and use it as a reward for yourself. Instead of going of everyday, you go out to lunch at the end of the week. If, and only if, you make all of your training sessions. This will amount to saving between $30-$60 per week. That amount not only covers the $6 per week we were trying to cover but also pays for your entire membership. In fact it pays for our Elite membership. Let’s get this membership in place for you today so you can start looking better, feeling better, and saving money! Do you want to use your credit card or checking account for this?”
Prospect: “You’re a great salesperson. No matter what I say, you have an answer for it but I’m just not sure that I’m ready to buy.”

You: “Mr. Prospect, I appreciate that compliment, but there are many things that I do not have an answer for. That’s one of the reasons why I’m so excited to offer you this opportunity to become a member today.

This membership is the answer to your problem. If you didn’t like the training, couldn’t get here, and didn’t have a real goal, I wouldn’t even offer you a membership. But the facts are that you do.

Take advantage of this opportunity and become a member right now. Will you do that with your credit card or with your checking account?”
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