CRUNCH

Digital Tool Kit Training

"The Crunch Digital Tool Kit is one of the most advanced fully integrated sales presentation platforms ever created in the fitness industry. It's designed to do one thing: HELP YOU MAKE MONEY."

Craig Pepin-Donat, Co-Founder, EVP

NO JUDGMENTS

Digital Tool Kit Solutions

- **Digital Guest Register**

- **Club Tour**

- **Digital Enrollment**

- **Crunch ONE PT Kickoff Orientation**

Benefits of the Digital Tool Kit

## CRUNCH DIGITAL GUEST REGISTER, TOUR & ENROLLMENT

- Improves Brand Presentation
- Improves Consistency Across Locations
- Increases Average Dues Per Member
- Increase Quality Tours for New Employees
- Incorporate Crunch Vocabulary through Repetition
- Real-time reporting for Each Location and Each Lead and Member
- Instant Visibility for Lead Progression, Guests of Passes, and Peak Guest Traffic

CRUNCH ONE KICKOFF ORIENTATION

- Increases Crunch ONE Kickoff Orientation Show Percentage
- Increases Crunch ONE Kickoff Orientation Close Percentage
- Improves Consistency for Trainer Presentations
- Ensures Each Member is Setup with a DotFIT account in the Orientation
- Increases Speed of Quality Personal Training Orientations for New Employees

Digital Tool Kit Instructions
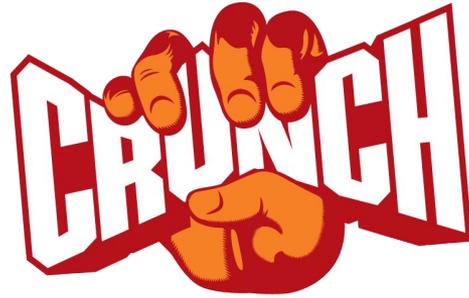
Digital Tool Kit Instructions

Part I: iPad Set-Up

Tap on Settings icon

- Tap Wi-Fi
- Connect to the secured network set aside for the Digital Tool Kit in your club.
- Complete the VFP Speed Test
  - Speed.vfpnext.com
  - Save link as a Favorite
  - Tap GO
  - Tap Copy Link - send to crunch@vfp.us
  - Minimum suggested download speed of 20 Mbps
- Practice your 'tour' in the club and run the speed test at your designated stopping points to ensure good solid internet connectivity throughout the tour.
  - Send test results to crunch@vfp.us

Tap on Settings icon

- Tap General
- Tap Keyboard

- Turn **OFF** - Auto-Correction
- Turn **OFF** - Check Spelling
- Turn **OFF** - Predictive
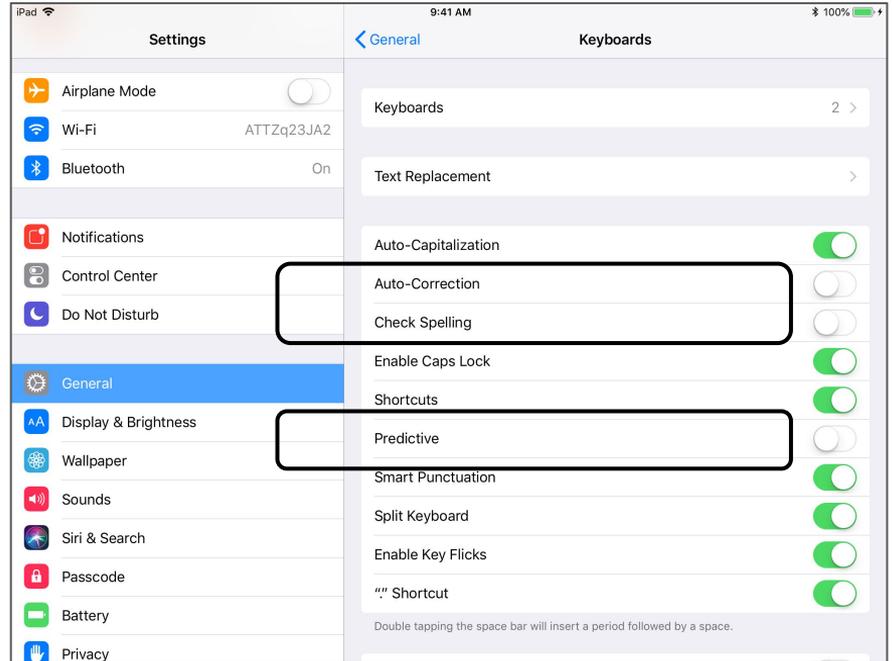
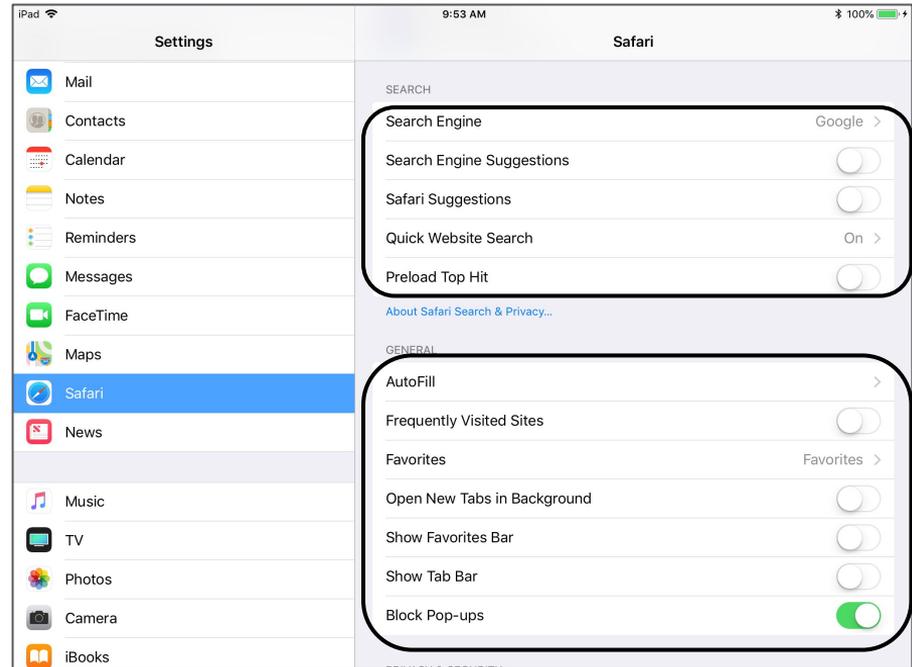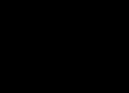Tap on Settings icon

- Select Safari

- Turn **OFF** - Search Engine Suggestions
- Turn **OFF** - Safari Suggestions
- Turn **OFF** - Preload Top Hit
- Turn **OFF** - Frequently Visited Sites
- Turn **OFF** - Show Tab Bar

iPad 🔋		9:53 AM	∗ 100% 🔋⚡
Settings		**Safari**	
✉️ Mail		SEARCH	
🟤 Contacts		Search Engine	Google ❯
📅 Calendar		Search Engine Suggestions	⚪
📒 Notes		Safari Suggestions	⚪
📋 Reminders		Quick Website Search	On ❯
💬 Messages		Preload Top Hit	⚪
📷 FaceTime		About Safari Search & Privacy...	
🗺️ Maps		GENERAL	
🧭 Safari		AutoFill	❯
📰 News		Frequently Visited Sites	⚪
		Favorites	Favorites ❯
🎵 Music		Open New Tabs in Background	⚪
📺 TV		Show Favorites Bar	⚪
🌸 Photos		Show Tab Bar	⚪
📷 Camera		Block Pop-ups	🟢
📖 iBooks		PRIVACY & SECURITY	

Tap on Settings icon

- Select Safari
- Tap AutoFill

- Turn **OFF** - Use Contact Info
- Turn **OFF** - Names and Passwords
- Turn **OFF** - Credit Cards
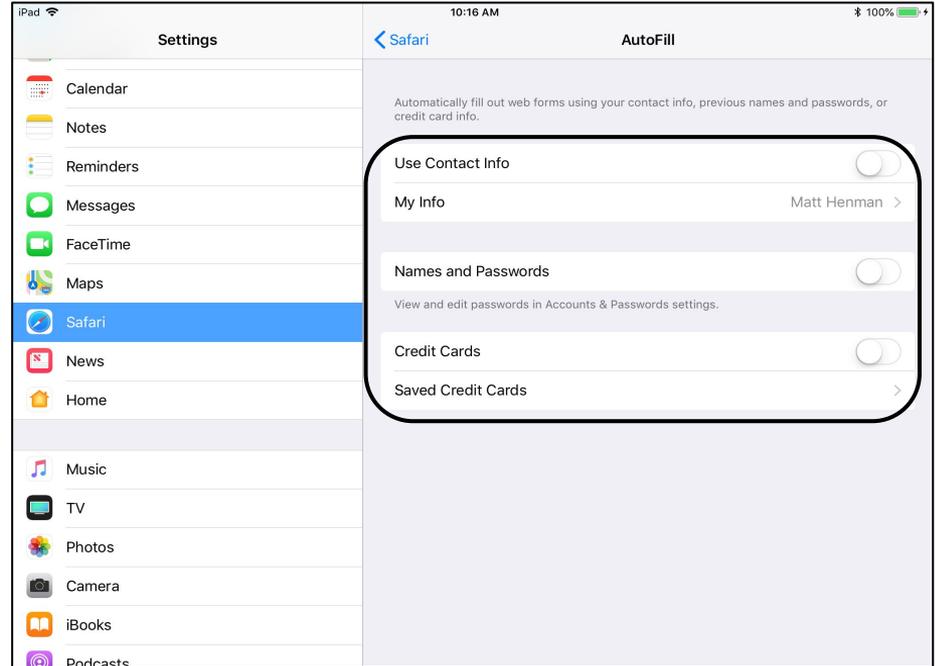
Accessing your Club-Specific Link

- Sign into your Email through Safari on the iPad

- Search - Setup Instructions for your DTK Digital Guest Register

- Click on the club-specific link in the email to open the Digital Guest Register in a new tab.

Introducing the VFP Digital Guest Register for CRUNCH!

To set up and start using your Digital Toolkit, please follow the instructions attached to this email.

In the instructions, it will refer you back to this club specific link to copy/paste, or type into the URL bar:

https://crunch.vfpnext.com/signup?ClubID=1&Account=2124967

Please note that the link is case sensitive. Please keep this email readily available to access your club specific site when instructed to do so.

Safari will open to your Digital Guest Register

- Tap the Share button (top right)
- Tap Add to Favorites
- Name the Bookmark to Digital Tool Kit
- Tap Save

- DO NOT TAP ADD TO HOME SCREEN
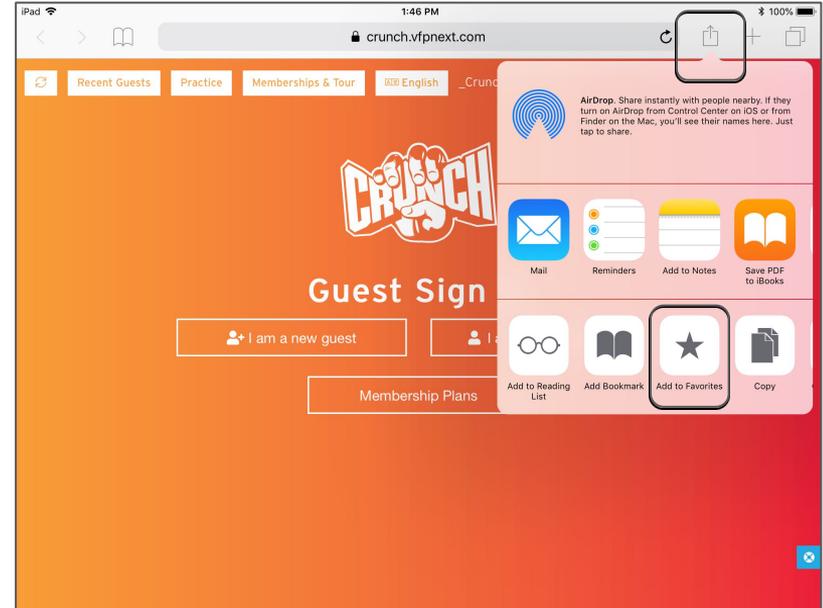
Part II: How to ACCESS the DIGITAL GUEST REGISTER (DGR)

Open Safari

● Tap the Digital Tool Kit bookmark to quickly access your Digital Guest Register

● If the Bookmarks side tab opens for any reason, you can close it by tapping the Bookmarks button
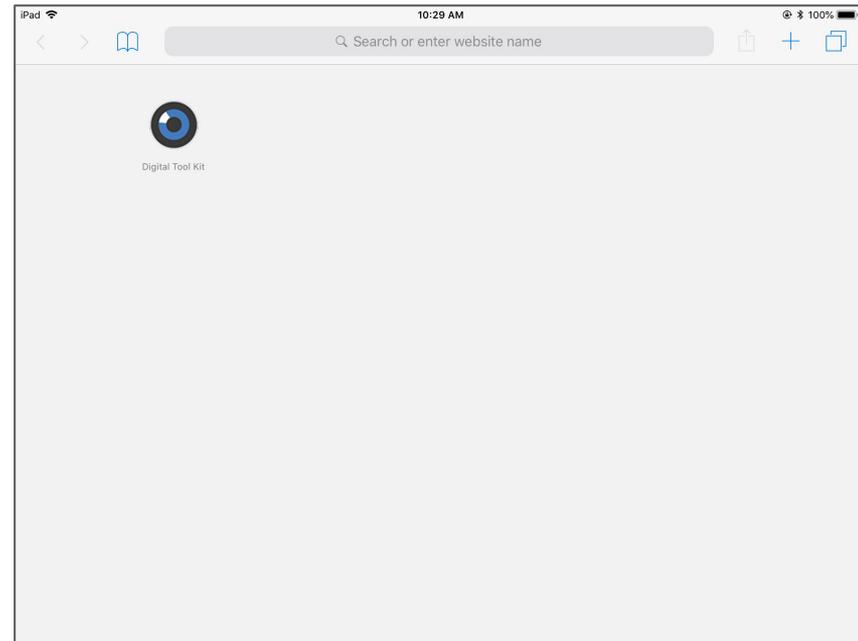
Part III: How to Register a Guest using the DGR

HANDING iPAD TO GUEST TO COMPLETE DGR

- After greeting your Guest, hand them the iPad

- You will prompt the Guest to select New Guest or Returning Guest, membership representatives in pre-sale locations can click Membership Plans

  - New Guests
    - Never been in the club before
  - Returning Guests
    - Any Guest who has been in before
  - Membership Plans
    - Option only available for presale clubs

*contact crunch@vfp.us to toggle pre-sale options
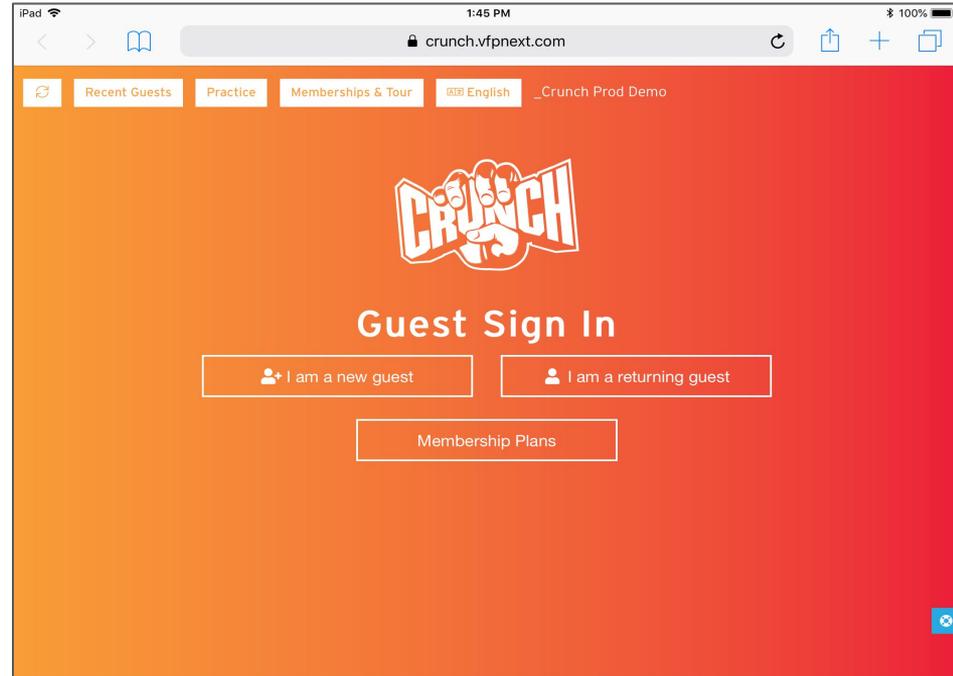
HANDING iPAD TO GUEST TO COMPLETE DGR - NEW GUEST / FIRST TIME GUEST

FIRST TIME GUEST WORKFLOW

- The Guest will enter their basic information including First/Last Name, Gender, Email, Cell Phone and how they heard about CRUNCH

- Have the Guest review the Guest Waiver, sign the signature box using their finger, and tap the checkbox - I agree to the Guest Waiver

- If extended feedback is enabled, the guest will see an additional screen to give additional information.

- Tap the Finish button
  - The Guest will be prompted to hand the iPad back to the Club Representative

*All Fields are Required
*Contact crunch@vfp.us to turn on extended feedback

Retrieve Recent Guests to Tour:

- Tap Recent Guests in the top left hand corner of the screen.
  - Default Passcode - vfp

- The last Guest who completed the Digital Guest Register will appear at the top of the list.

- Tap on the Guest's name to select.

- The tour will begin automatically.
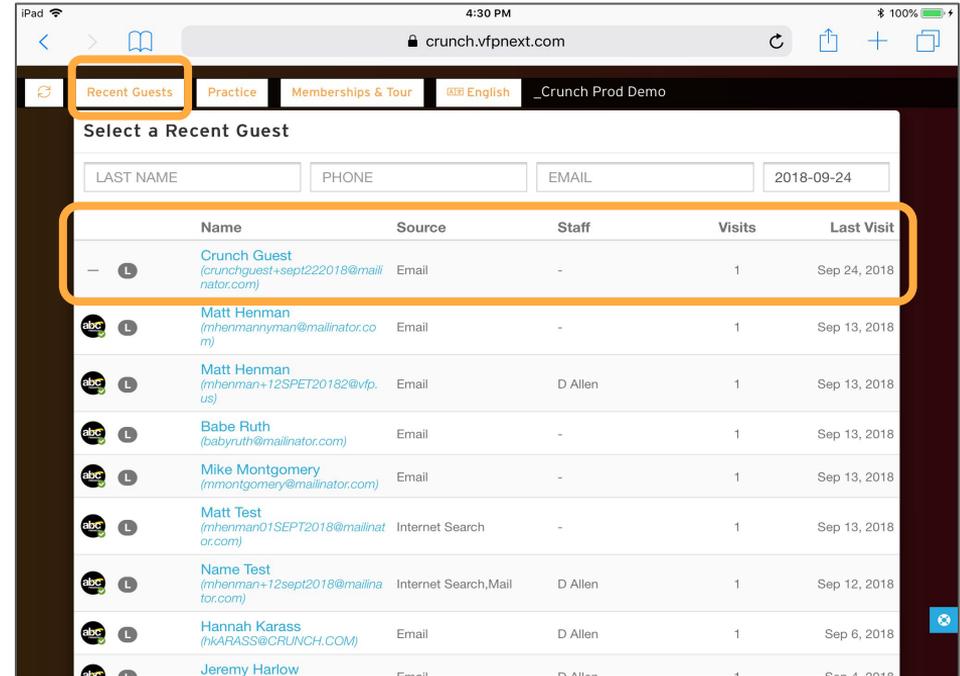
Quick Claim and Tour:

- Once the Guest completes their registration there will be a 60 second pause for the membership representative to 'claim' the guest and immediately take them on a tour.

- Select the Membership Representative from the Drop Down Menu, and then tap Tour & Memberships

- If you miss the 60 second window, you can always pull up your recent guests by tapping the recent guest button in the top left corner.

*Contact crunch@vfp.us to activate Quick Claim and Tour
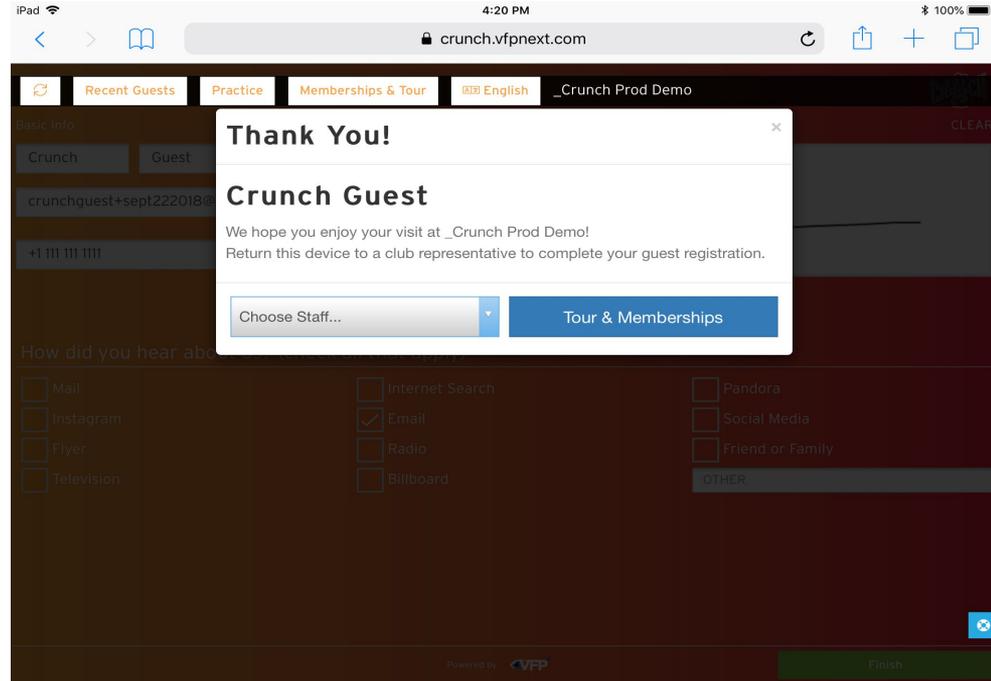
HANDING iPAD TO GUEST TO COMPLETE DGR - RETURNING GUESTS

RETURNING GUEST WORKFLOW

The Returning Guest option allows you to sign in repeat Guests

- Enter their Phone, Email, or Name

- Tap - I agree to the Waiver
- Tap - Check - in

- If they have not signed the Guest Waiver it will direct them to the Guest Register information screen

*contact crunch@vfp.us to learn more about waiver options

Part IV: How to Tour a Guest

Tour

Using the Recent Guest Lookup or Quick Claim and Tour function, the tour will automatically start.

- Who We Are
- Locations
- Amenities - custom to your specific in club amenities
- Group Exercise
  - *Video links to show if classes not in session
  - Class Schedule - Synced with class type events in DataTrak

- HIIT ZONE / Camp CRUNCH
  - *Video links to show if classes not in session

- Personal Training
  - Build value in the Orientation or PT-Point of Sale

*Make sure you practice your tour, and play the videos where you have tested your internet setup at the beginning of this tutorial.
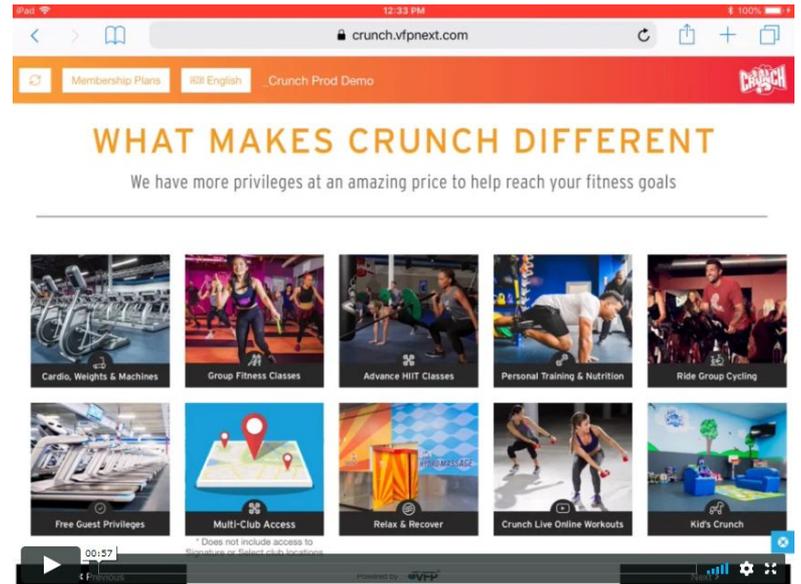
Watch video at: vfp.us/crunch-fitness/dtk-training-tour

Quick Access to the Memberships & Tour section

- Tap the Memberships & Tour button in the top middle of your DTK screen.

- When you are in front of a 'be-back' Guest who has already been through the Tour and is ready to sign up, tap the Membership Plans button on the Tour Screen

- New visitors must go through the Digital Guest Register to sign the waiver and capture lead information.

- Once you reach the end of the Tour, tap the Membership Plans button to proceed to the Digital Enrollment
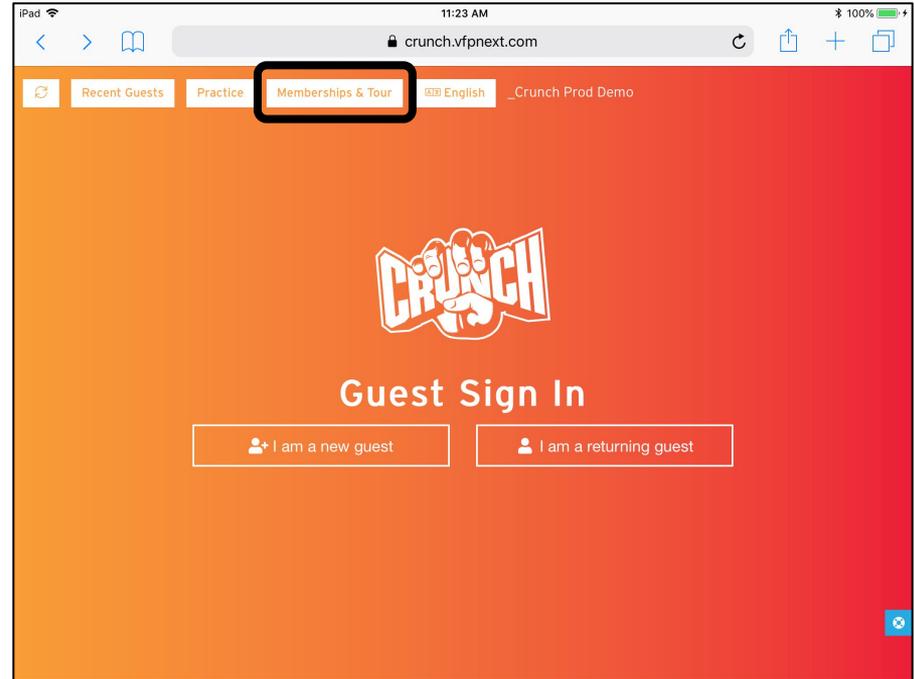
Part V: Digital Enrollment

Digital Enrollment

Discuss the different membership options and allow the Guest to view pricing and amenities associated with them.

- Show Card, ACH, Month, Year, and PIF options using the toggles along the bottom left.

- The option selected with the black background and white lettering is what displays.

- Select a plan by tapping the Select button.

- Select the Sales *Staff name using the drop down menu.

*Staff names sync at midnight PST directly from staff available in your billing and management software.

DIGITAL ENROLLMENT - PROMO CODES

Promo Codes are set by your billing and management company first. VFP staff can then get them coded in.

- You can access any Promo memberships your club may be running during a promotional period by tapping the PROMO button. (top left)

- Enter Promo code in the box and tap Apply to see Promo membership plans.

- Tapping the X button, when a code is applied, will reset the Digital Enrollment screen to your standard VFP plans. The X is only visible when a plan is applied and will show next to the apply button.
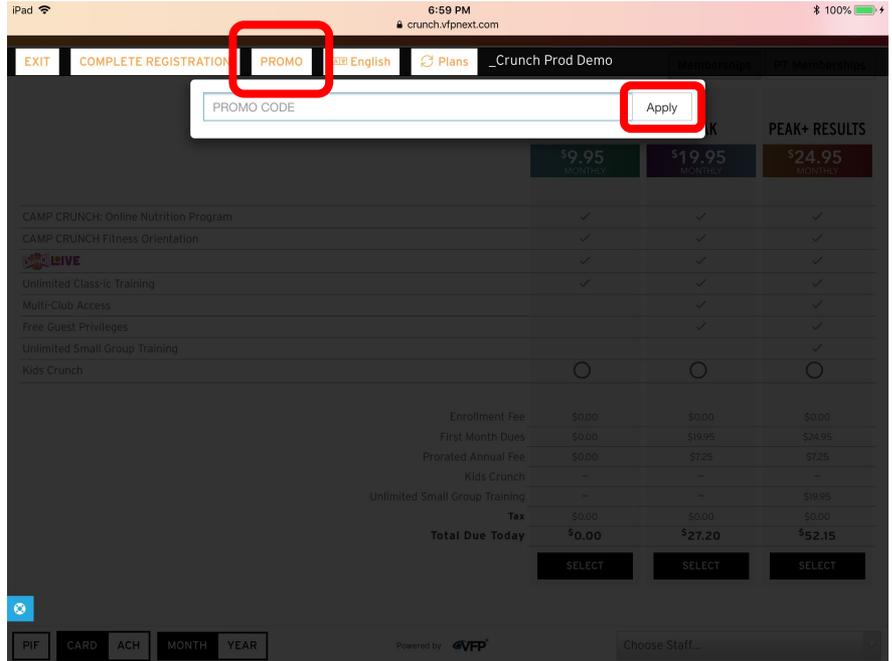
Completing the Membership - Member Information

Member information will auto-fill from the Guest Register, or you can search by Name, Email, or Phone for previous guests.

Make sure you add the following:

- Photo - Accesses the iPad Camera

- Barcode - type in their Barcode

- When you Tap Next - if you have not added the above information, it will prompt you to do so.

- Tap Next again to enter payment information.

Have your GUEST Complete the Membership
Instructions for the Guest:

- Hand the iPad to the Guest
- Fill in ACH and/or Card Information
  - If ACH - both Card and ACH are required
  - Card info is used for initial down payment only
  - * Even if no payment is due today, the Card is still required for ACH transactions.

- Tap the Two Check Boxes
  - Annual Fee
  - Terms & Conditions
- Sign in the Signature areas

- Confirm all information once more and tap the Complete Membership Button

* API integrations require both fields for ACH Payment Setup

Complete Registration

The Complete Registration button is found on various screens of the Digital Tool Kit, and is an option to allow for the direct sync of that person's information into your billing and management system.

- Complete Registration is helpful if you need to transition to your billing and management system.
  - Finish the membership - Club Ready
  - Recurring Services - ABC

- PRE - SALE
  - If the guest chooses not to purchase a membership, it is critically important to tap the Complete Registration button to upload your lead.

Post Digital Enrollment - Membership Complete Screen

Prompt your New Member to do the following:

- Take a Selfie and post to Social Media
- Schedule the Crunch ONE Kickoff Orientation
- Download the Crunch App
- Give Friends a free week pass
  - Required Fields - First, Last, Email
  - Guest Pass will automatically send to that friend
  - Email will look like it is from the friend
  - If no referrals - Tap No Thanks
  - If referrals are added - Tap Send Invites

*NOTE: Buddy Referral Option must be turned on in the DTK Setup. This is based on club settings in the DTK. Please contact crunch@vfp.us to activate this feature.

Post Digital Enrollment - Membership Complete Final Screen

- Tap Finish to reset to the Digital Guest Register
- You are ready to begin working with another Guest
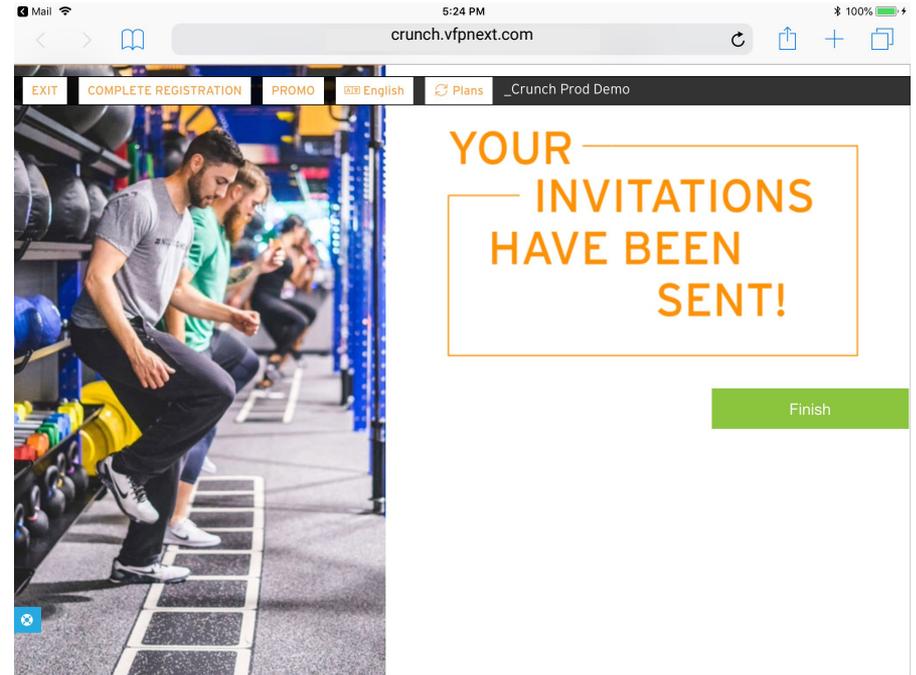
VFP Data Box - ADMIN ACCESS

The VFP Data Box gives Owners and Managers tools to access Digital Tool Kit activity

- Digital Tool Kit
  - Guest Register - Link Access
  - Digital Enrollment - Link Access
  - Recent Guests
  - Signatures

- Digital Tool Kit Reporting
  - Daily Activity Reports
  - Automatic Emails for Yesterday's Recap

* Reach out to crunch@vfp.us to add users, or to schedule an in depth training on reporting functions. ADMIN LEVEL ONLY

Part VI: Commonly Asked Questions

Frequently Asked Questions
vfp.us/crunch-fitness/faq

Technology Requirements
vfp.us/crunch-fitness/dtk-setup/

Part VIII: ABC FINANCIAL SETUP

Please refer to your ABC representative for additional guidance

- SALES DEPARTMENT PERMISSIONS
- SALES STAFF ADDED
- MEMBERSHIP PLANS CREATED
- API DATA RELEASE WAIVER SIGNED AND RELEASED

ABC DATATRAK SETTINGS
- Sales ID error when trying to complete a membership.
  - You do not have the selected Staff person in your Sales Department under the ABC DataTrak System.
  - Please follow the instructions below inside of the ABC DataTrak system to solve this problem:
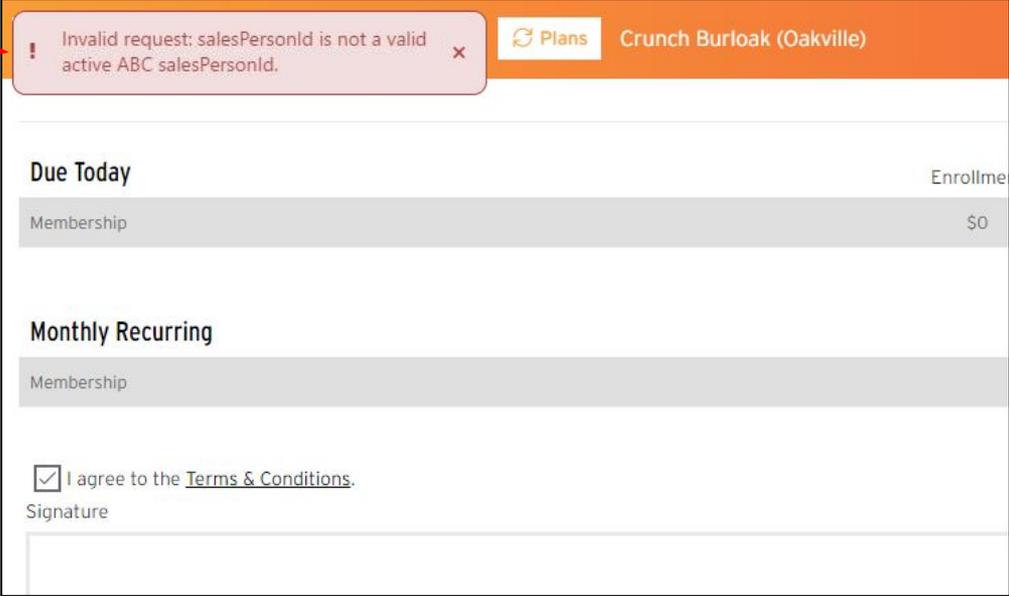
! Invalid request: salesPersonId is not a valid active ABC salesPersonId. ✕

⟳ Plans   Crunch Burloak (Oakville)

Due Today   Enrollme

Membership $0

Monthly Recurring

Membership

☑ I agree to the Terms & Conditions.
Signature

Staff Settings:

1. Under the Employee tab, select Manage
2. Click on the employee you would like to add to the Sales department
3. Go to Departments under their profile and click the (+) next to Sales and click save

AND

Department Settings:

1. Click on "Sales Role"
2. Visible Online = YES
3. Sales Person Online = YES

Part VIII: OPTIONAL SETUP ITEMS

Tap on Settings icon

- Tap General
- Tap Accessibility
- Tap Guided Access

- Turn **ON** - Guided Access
  - Set Passcode
  - To start - triple-click the home button in the app you want to use to start and stop guided access.
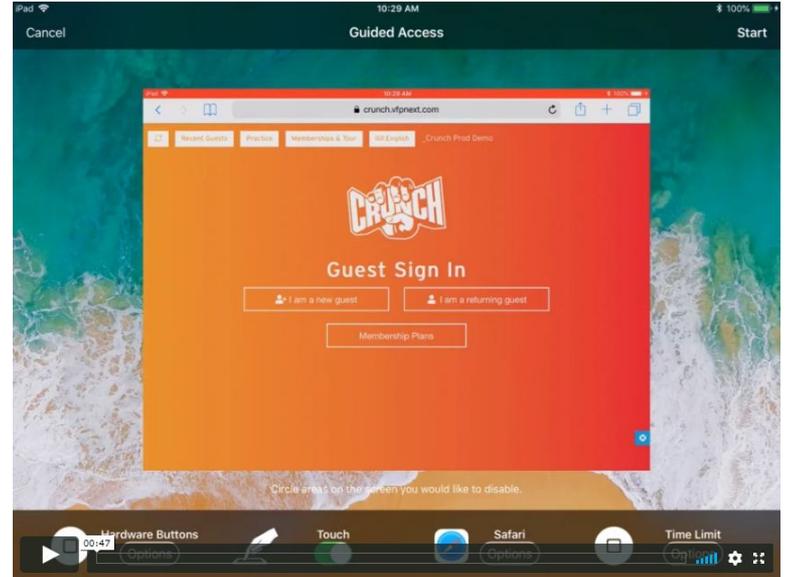
*optional - this setting helps limit access to only the DTK on the iPad

Watch video at: vfp.us/crunch-fitness/dtk-training-ipads/

Tap on Settings icon

- Tap General
- Tap Restrictions
- Tap Enable Restrictions
- Create a Restrictions Passcode
- Tap Websites
- Tap Specific Websites Only
- Tap Add a Website…

*Optional - this setting helps limit access to only the DTK on the iPad.
https://vfp.us/crunch-fitness/dtk-setup/#tab-386f5fed6e416fb2231

* We encourage you to reach out to crunch@vfp.us to set this up with one of our team

ALLOW VFP+ Digital Suite:

1. In the Title box, type
   "**Guest Register**"
2. **ALLOW VFPnext:** In the URL box, type
   "**http://www.vfpnext.com**"
3. Tap **Websites** to return to list

ALLOW the VFP+ Tour:

1. Tap **Add a Website…**
2. In the Title box, type
   "**Tour**"
3. **ALLOW the Tour:** In the URL box, type
   "**http://www.mivfp.com**"
4. Tap **Websites** to return to list

USING STOCK CRUNCH IMAGES AS IPAD SCREENSAVER

Open a new Safari screen and enter the link below to access the stock Crunch images from Dropbox and save images you wish to use. You can also find this link at the bottom of the VFP Crunch Webpage - vfp.us/crunch-fitness/

- https://www.dropbox.com/sh/0dg4zn38ep8rwyn/AAAExypRFPebRKGYxly9Vi7ua?dl=0
- Hold your finger on any image until "Save Image" appears.
- Select "Save Image"
- Go to your iPad's setting menu and make the saved image a screensaver