



**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

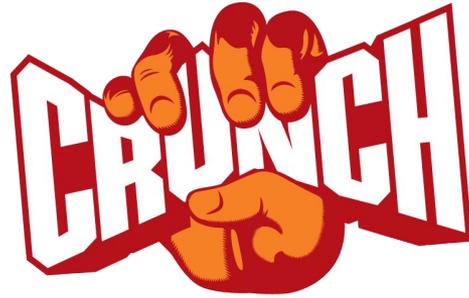
- Improves Brand Presentation
- Improves Consistency Across Locations
- Increases Average Dues Per Member
- Increase Quality Tours for New Employees
- Incorporate Crunch Vocabulary through Repetition
- Real-time reporting for Each Location and Each Lead and Member
- Instant Visibility for Lead Progression,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

# GENERAL SETTINGS

## 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](mailto: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](mailto:crunch@vfp.us)

iPad 11:48 AM 100%

speed.vfpnext.com

VFPnext SPEEDTEST

PING 6 ms

DOWNLOAD 21.7 Mbps

JITTER 9 ms

UPLOAD 100.5 Mbps

AGAIN

AT&T Richardson, TX

COPY LINK

AT&T Internet 99.105.255.34

AT&T Richardson, TX

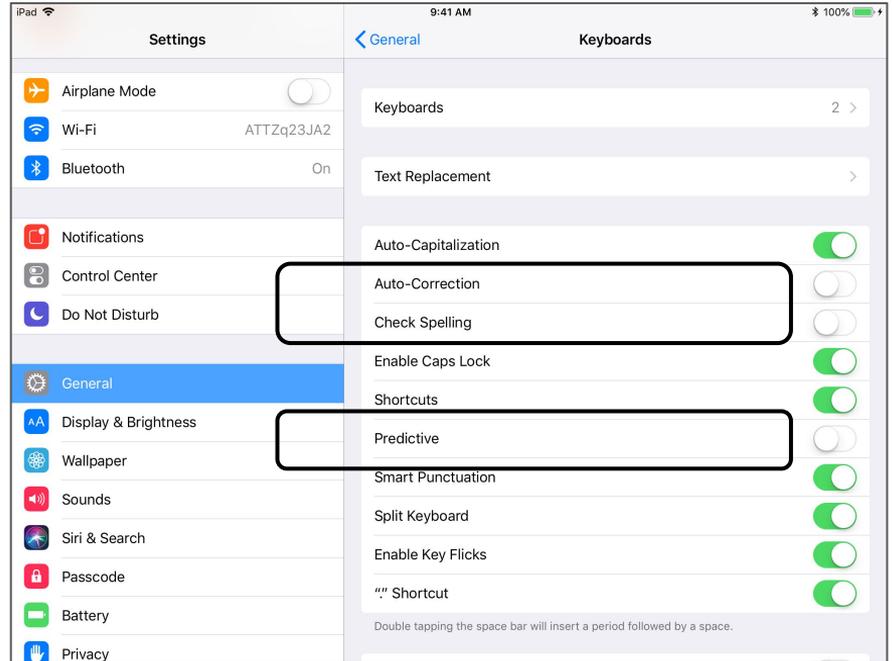
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# GENERAL SETTINGS



Tap on Settings icon

- Tap **General**
- Tap **Keyboard**
  
- Turn **OFF** - Auto-Correction
- Turn **OFF** - Check Spelling
- Turn **OFF** - Predictive

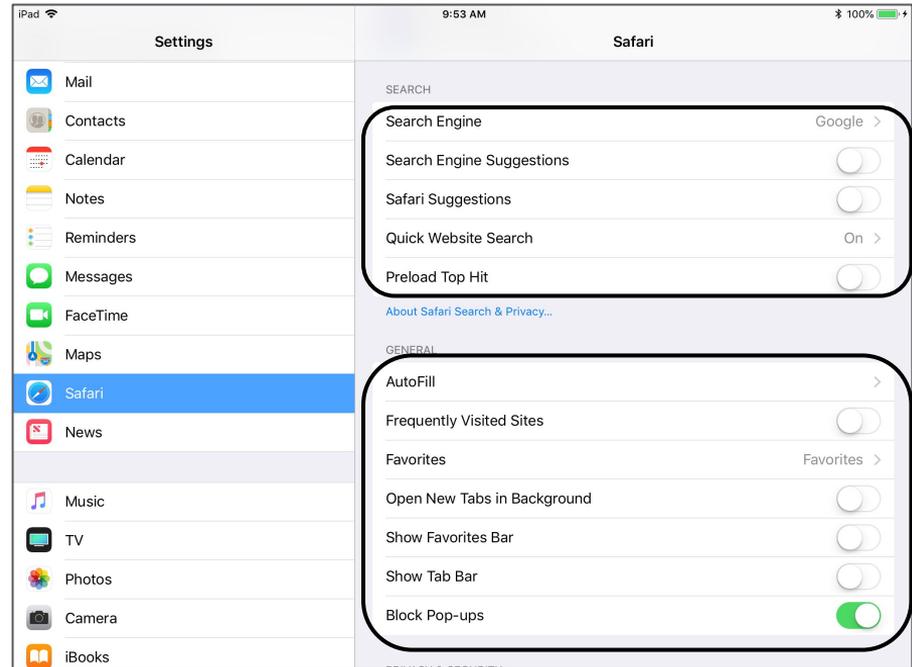


# SAFARI SETTINGS

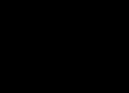
Tap on Settings icon



- 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



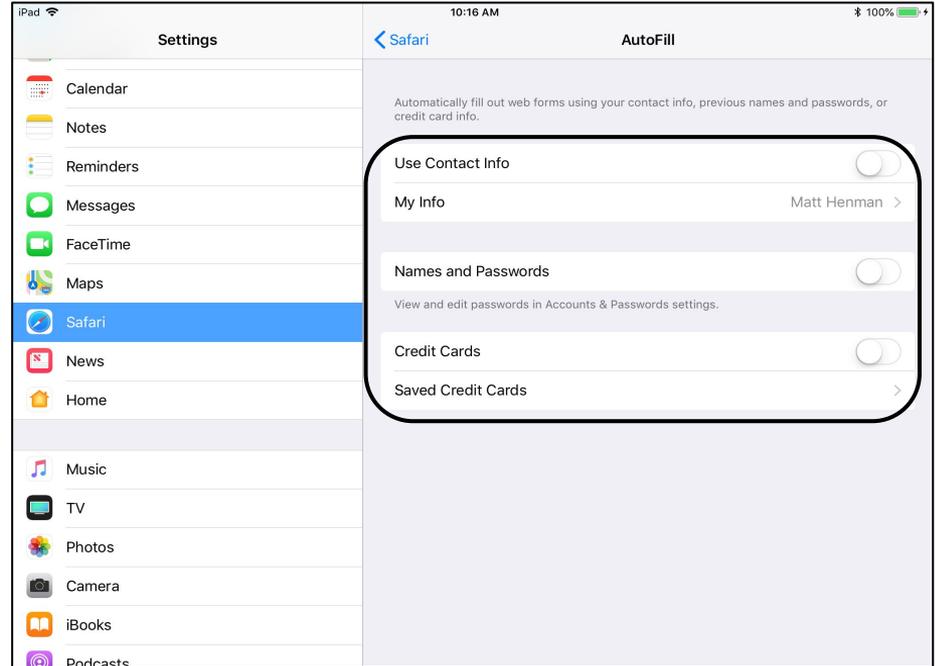
# SAFARI SETTINGS



Tap on Settings icon



- Select **Safari**
- Tap **AutoFill**
- Turn **OFF** - Use Contact Info
- Turn **OFF** - Names and Passwords
- Turn **OFF** - Credit Cards



# ACCESSING THE DIGITAL GUEST REGISTER THROUGH CLUB SPECIFIC LINK

## 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:

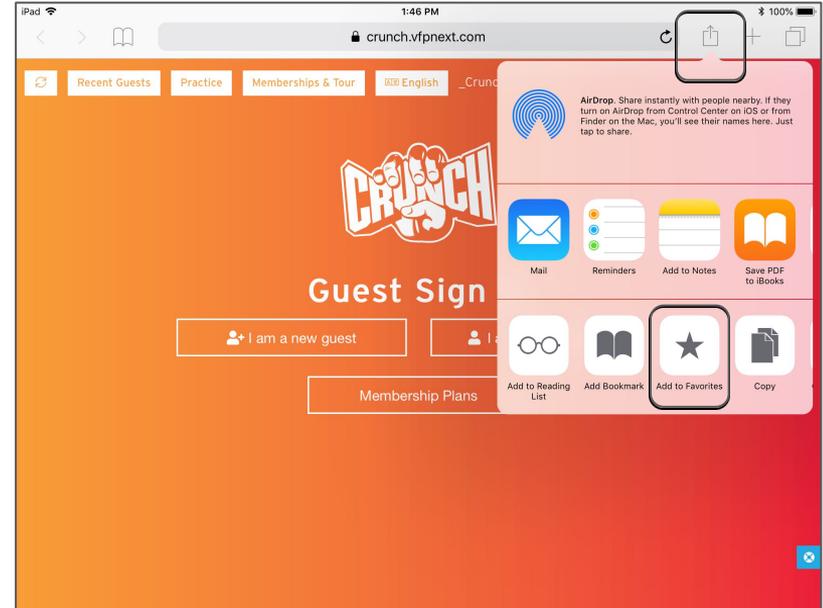
<https://crunch.vfpnext.com/signup?ClubID=1&Account=2124967>

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.

# ACCESSING THE DIGITAL GUEST REGISTER THROUGH CLUB SPECIFIC LINK

## 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

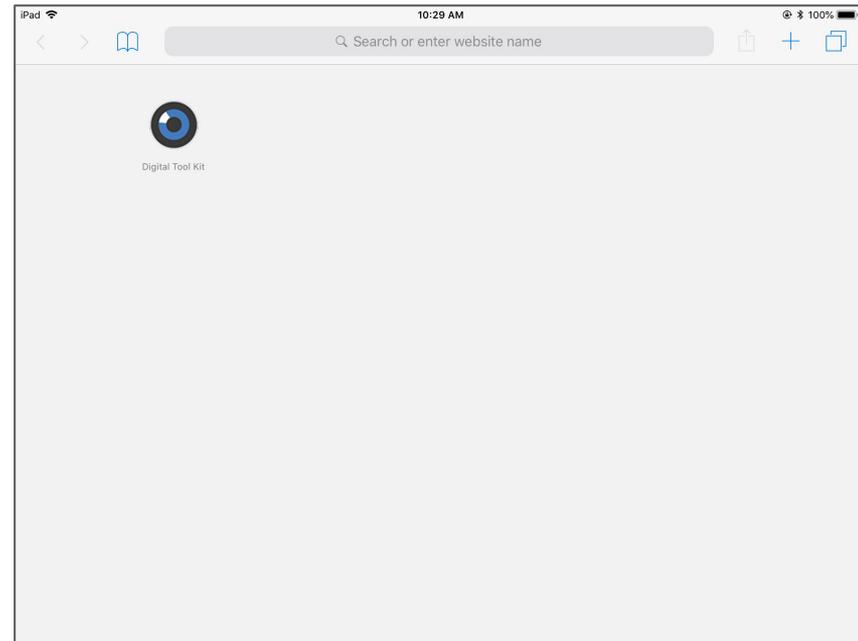


## Part II: How to ACCESS the DIGITAL GUEST REGISTER (DGR)

# ACCESSING 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

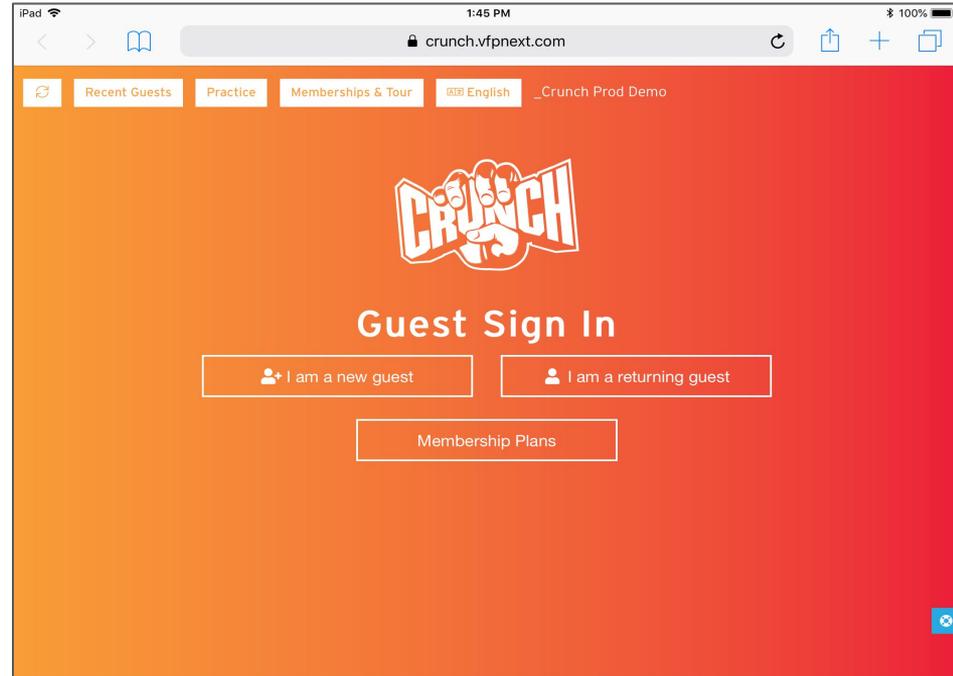


## Part III: How to Register a Guest using the DGR

# 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](mailto: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](mailto:crunch@vfp.us) to turn on extended feedback

Basic Info

Signature

FIRST NAME LAST NAME Gender

EMAIL

CELL PHONE Birthday - must match ID

I agree to the Guest Waiver.

How did you hear about us? (check all that apply)

Mail  Internet Search  Pandora

Instagram  Email  Social Media

Flyer  Radio  Friend or Family

Television  Billboard OTHER

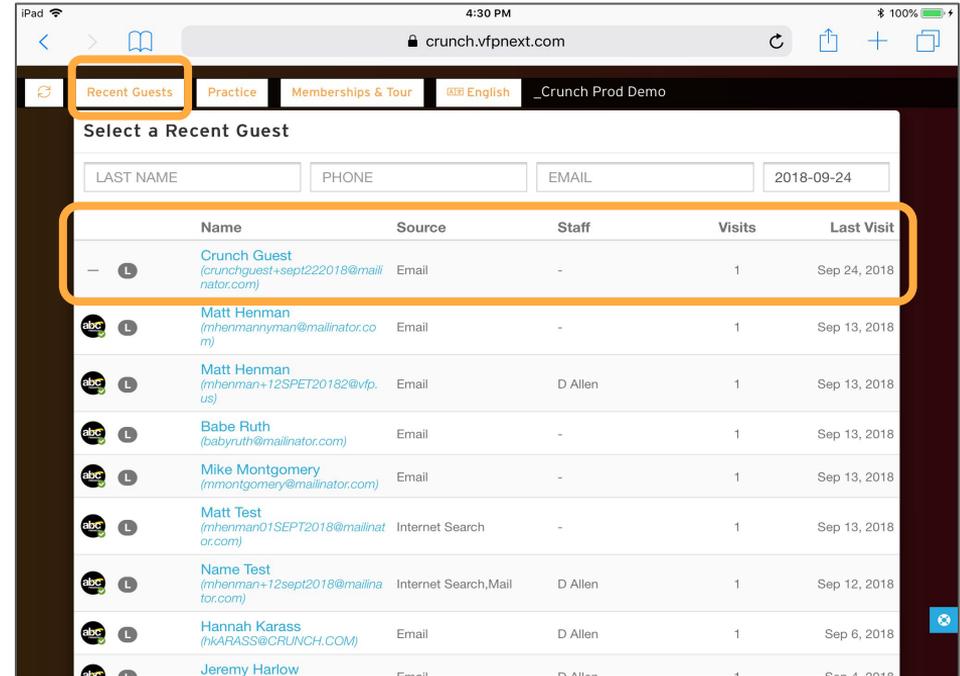
Powered by VFP

Finish

# HOW TO COMPLETE THE REGISTRATION - RECENT GUESTS

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.

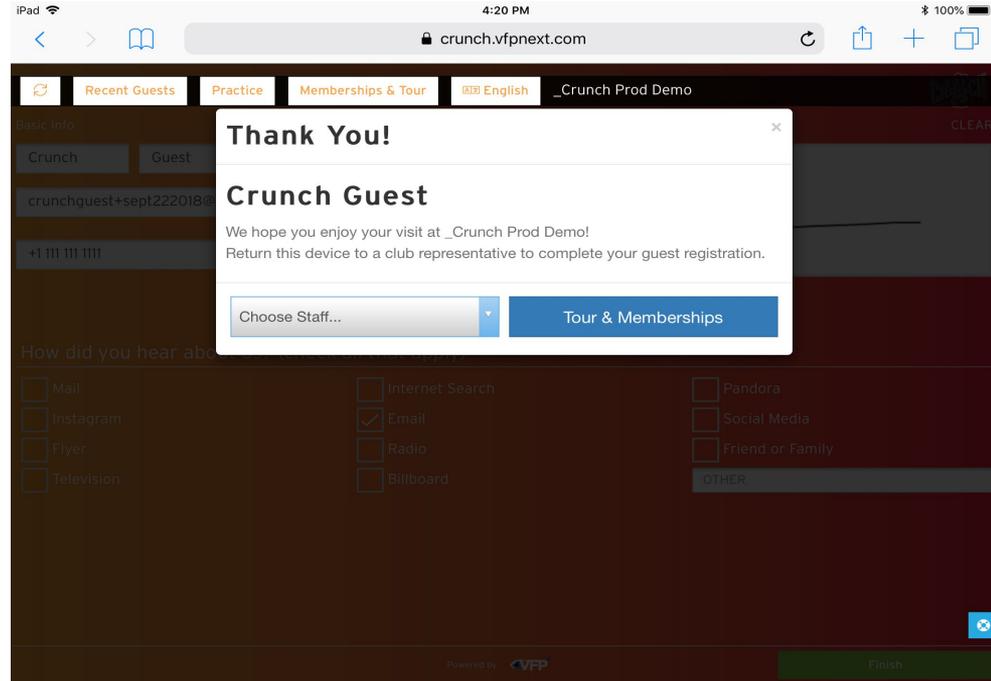


# HOW TO COMPLETE THE REGISTRATION - QUICK CLAIM AND TOUR - OPTIONAL FEATURE

## 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](mailto: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](mailto:crunch@vfp.us) to learn more about waiver options

Crunch Guest  
crunchguest+sept222018@mailinator.com

RETURNING GUEST

APPOINTMENTS TODAY

I would like to access:

TANNING HYDRO-MASSAGE

I agree to the Guest Waiver.

Check In

## Part IV: How to Tour a Guest

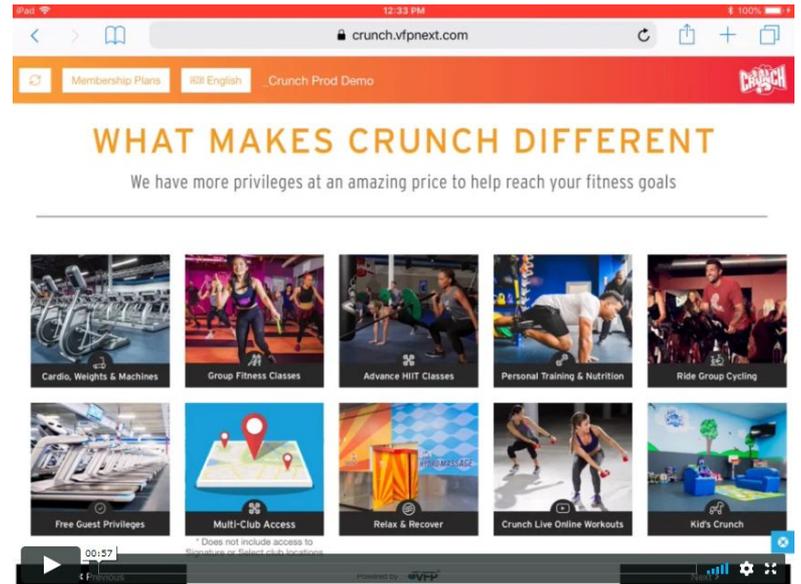
# TOUR

## 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.

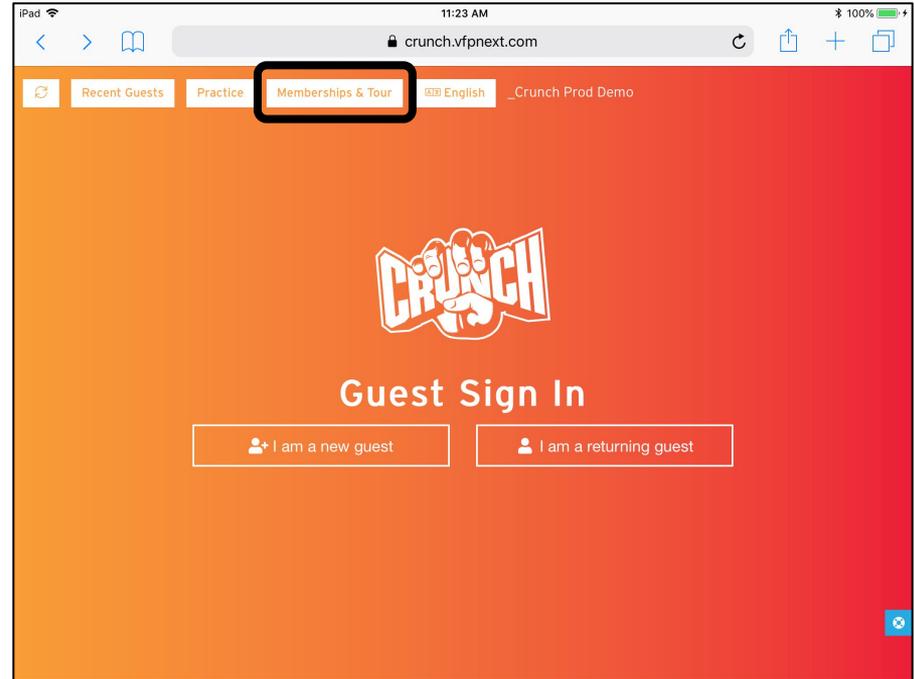


Watch video at: [vfp.us/crunch-fitness/dtk-training-tour](https://vfp.us/crunch-fitness/dtk-training-tour)

# MEMBERSHIPS & 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

## 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.

The screenshot displays the digital enrollment interface on an iPad. The top navigation bar includes options like EXIT, COMPLETE REGISTRATION, PROMO, English, Plans, and \_Crunch Prod Demo. The main content area shows a table of membership plans with columns for BASE, PEAK, and PEAK+ RESULTS. Each plan has a monthly fee and a list of amenities. Below the table, there is a summary of fees and a 'Total Due Today' section. At the bottom, there are payment method toggles (PIF, CARD, ACH, MONTH, YEAR) and a staff selection dropdown menu.

|                                       | BASE           | PEAK            | PEAK+ RESULTS   |
|---------------------------------------|----------------|-----------------|-----------------|
|                                       | \$9.95 MONTHLY | \$19.95 MONTHLY | \$24.95 MONTHLY |
| CAMP CRUNCH: Online Nutrition Program | ✓              | ✓               | ✓               |
| CAMP CRUNCH Fitness Orientation       | ✓              | ✓               | ✓               |
| Unlimited Classic Training            | ✓              | ✓               | ✓               |
| Multi-Club Access                     |                | ✓               | ✓               |
| Free Guest Privileges                 |                | ✓               | ✓               |
| Unlimited Small Group Training        |                | ✓               | ✓               |
| Kids Crunch                           | ○              | ○               | ○               |
| Enrollment Fee                        | \$0.00         | \$0.00          | \$0.00          |
| First Month Dues                      | \$0.00         | \$19.95         | \$24.95         |
| Prorated Annual Fee                   | \$0.00         | \$7.25          | \$7.25          |
| Kids Crunch                           | -              | -               | -               |
| Unlimited Small Group Training        | -              | -               | \$19.95         |
| <b>Total Due Today</b>                | <b>\$0.00</b>  | <b>\$27.20</b>  | <b>\$52.15</b>  |

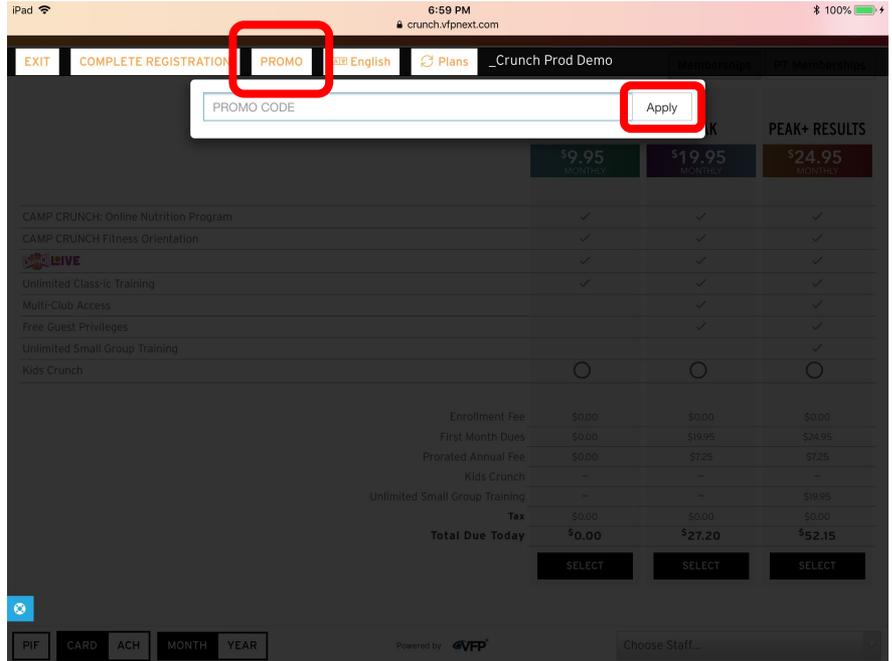
Payment Method Toggles: PIF, CARD, ACH, MONTH, YEAR

Staff Selection: Choose Staff...

# 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.



# DIGITAL ENROLLMENT - COMPLETING MEMBERSHIP

## 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.

The screenshot shows the 'PEAK+ RESULTS Membership' registration screen on an iPad. The interface includes a navigation bar with 'EXIT', 'COMPLETE REGISTRATION', 'PROMO', 'English', 'Plans', and 'Crunch Prod Demo'. A search bar is present with the text 'SEARCH BY NAME, EMAIL, OR PHONE'. Below this, there are two main sections: 'Basic Info' and 'Address'. The 'Basic Info' section contains fields for 'Crunch', 'MIDDLE', 'Member', 'cruncmember@crunch.com', '+1 111 111 1111', 'Male', 'Friend or Family', and 'Jan 7, 1986'. The 'Address' section contains fields for 'ADDRESS', 'CITY', 'New York', 'ZIP', and 'United States'. A red box highlights the 'ADD PHOTO' button, and a black box highlights the 'BARCODE' input field. The bottom of the screen features a navigation bar with '< Previous', 'Powered by VFP', and 'Next >'.

# DIGITAL ENROLLMENT - COMPLETING MEMBERSHIP

## 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

The screenshot shows the 'COMPLETE REGISTRATION' screen on an iPad. At the top, there are navigation buttons: EXIT, COMPLETE REGISTRATION, PROMO, Plans, and Crunch Harrisburg. The status bar shows 6:29 PM and 100% battery.

**Due Today**

|                                 | Enrollment |   | 1 <sup>st</sup> Month Dues |   | Addons |   | Total   |
|---------------------------------|------------|---|----------------------------|---|--------|---|---------|
| Membership                      | \$0        | + | \$29.95                    | + | \$0    | = | \$29.95 |
| <b>Total Due Today: \$29.95</b> |            |   |                            |   |        |   |         |

**Monthly Recurring**

|                                    | Monthly |   | Addons |   | Total   |
|------------------------------------|---------|---|--------|---|---------|
| Membership                         | \$29.95 | + | \$0    | = | \$29.95 |
| <b>Total Monthly Dues: \$29.95</b> |         |   |        |   |         |

I agree to the [Terms & Conditions](#).

Signature

**Card Info**

Card Number: [Redacted]

Exp. Month: [Month] Year: [2019] CVV: [Redacted]

**Banking Info**

Routing #: 123456789 Account #: 0000987654321

Account Type: [Checking]

I agree to the Annual Fee of \$39 to be billed 60 days after opening and Annually thereafter

Payment Signature

At the bottom, there is a '< Previous' button, 'Powered by VFP' logo, and a 'Complete Membership' button.

# DIGITAL ENROLLMENT - COMPLETE REGISTRATION

## 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.

iPad 6:29 PM 100%  
crunch.vfpnext.com

EXIT COMPLETE REGISTRATION PROMO Plans Crunch Harrisburg

| Due Today                       | Enrollment | 1 <sup>st</sup> Month Dues | Addons  | Total |     |   |         |
|---------------------------------|------------|----------------------------|---------|-------|-----|---|---------|
| Membership                      | \$0        | +                          | \$29.95 | +     | \$0 | = | \$29.95 |
| <b>Total Due Today: \$29.95</b> |            |                            |         |       |     |   |         |

| Monthly Recurring                  | Monthly | Addons | Total |   |         |
|------------------------------------|---------|--------|-------|---|---------|
| Membership                         | \$29.95 | +      | \$0   | = | \$29.95 |
| <b>Total Monthly Dues: \$29.95</b> |         |        |       |   |         |

I agree to the [Terms & Conditions](#).

Signature



Card Info

Card Number

Month 2019 Year Exp. Month CVV

Banking Info

123456789 0000987654321  
Routing # Account #

Checking Account Type

I agree to the Annual Fee of \$39 to be billed 60 days after opening and Annually thereafter

Payment Signature



< Previous Powered by VFP Complete Membership

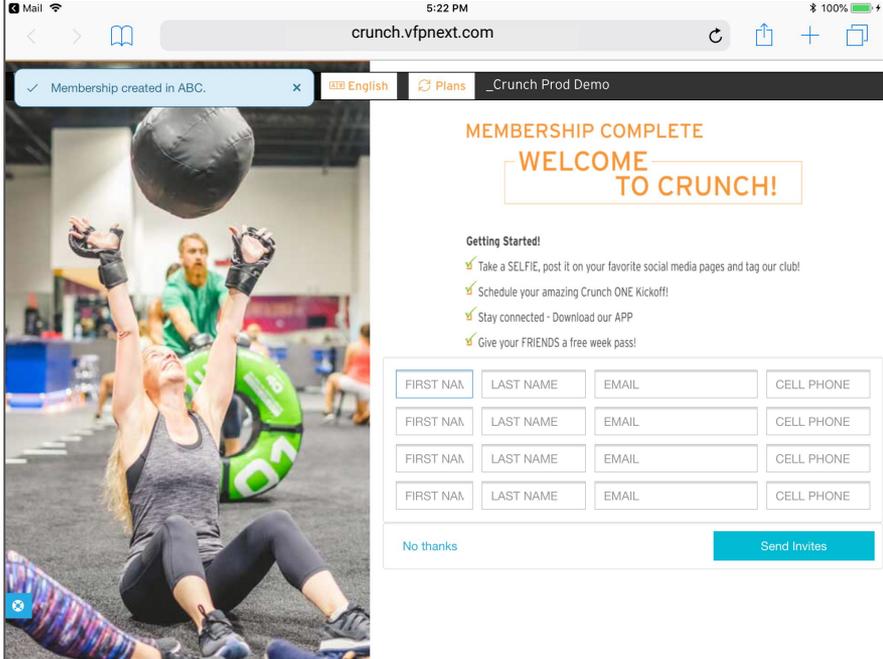
# DIGITAL ENROLLMENT - POST MEMBERSHIP COMPLETE

## 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](mailto:crunch@vfp.us) to activate this feature.



5:22 PM 100%

crunch.vfpnext.com

Membership created in ABC. English Plans \_Crunch Prod Demo

### MEMBERSHIP COMPLETE

## WELCOME TO CRUNCH!

**Getting Started!**

- ✓ Take a SELFIE, post it on your favorite social media pages and tag our club!
- ✓ Schedule your amazing Crunch ONE Kickoff!
- ✓ Stay connected - Download our APP
- ✓ Give your FRIENDS a free week pass!

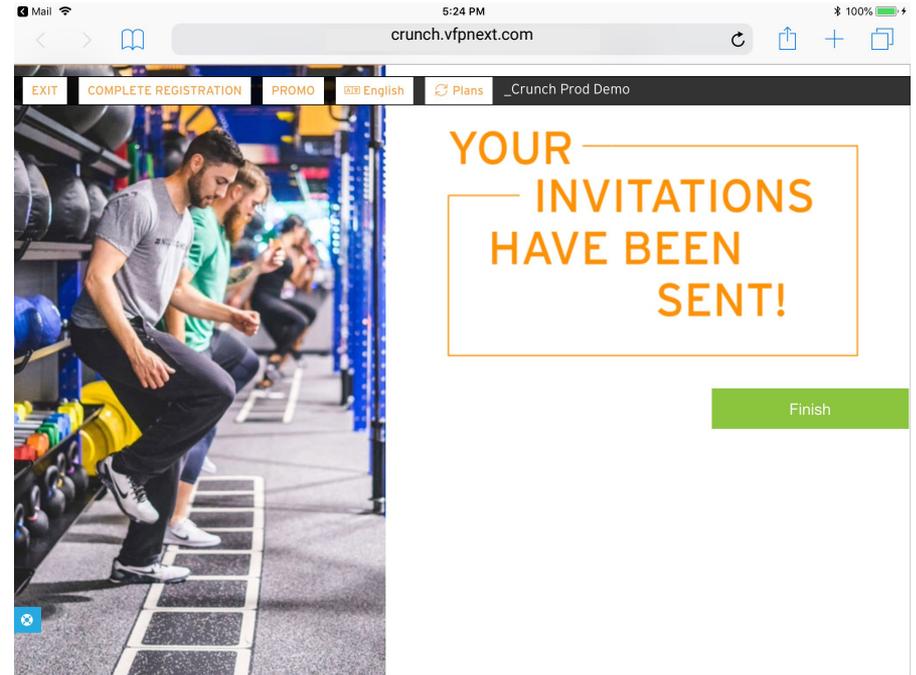
|            |           |       |            |
|------------|-----------|-------|------------|
| FIRST NAME | LAST NAME | EMAIL | CELL PHONE |
| FIRST NAME | LAST NAME | EMAIL | CELL PHONE |
| FIRST NAME | LAST NAME | EMAIL | CELL PHONE |
| FIRST NAME | LAST NAME | EMAIL | CELL PHONE |

No thanks **Send Invites**

# DIGITAL ENROLLMENT - MEMBERSHIP COMPLETE

## 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](mailto:crunch@vfp.us) to add users, or to schedule an in depth training on reporting functions.  
ADMIN LEVEL ONLY

The screenshot displays the VFP Data Box interface. At the top, there is a dark blue header with the Crunch logo on the left, the text "VFP Data Box" in the center, and a "MENU" icon on the right. Below the header, there are two dropdown menus: "Sites:" with "Crunch Fitness" selected and "Clubs:" with "\_Crunch Prod Demo" selected. The main content area is divided into several sections. On the left, there are two cards: "Member Launch" and "Next CRM", both with the text "Not enabled. More info" below them. On the right, there is a "Digital Toolkit" section containing three icons: "DGR" (Guest Register), "Enrollment" (Digital Enrollment), and "Guests" (Recent Guests). Below these is a "Signatures" icon. At the bottom left, there is a "Reporting" section with a "DTK" icon.

## Part VI: Commonly Asked Questions

Frequently Asked Questions

[vfp.us/crunch-fitness/faq](https://vfp.us/crunch-fitness/faq)

Technology Requirements

[vfp.us/crunch-fitness/dtk-setup/](https://vfp.us/crunch-fitness/dtk-setup/)

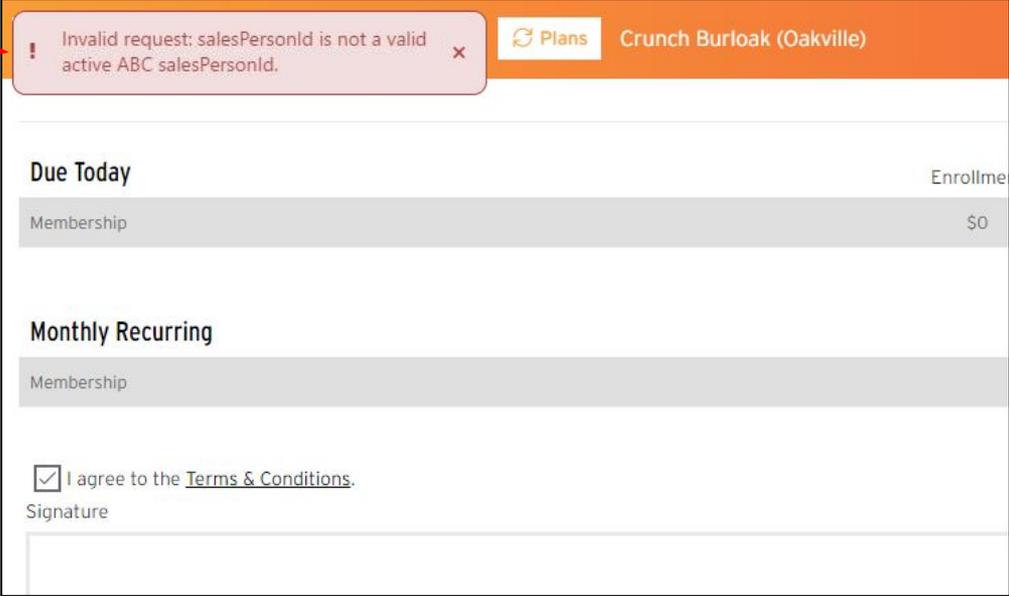
## Part VIII: ABC FINANCIAL SETUP

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:



The screenshot shows a web interface for ABC DataTrak. At the top, there is an orange header with a 'Plans' button and the text 'Crunch Burloak (Oakville)'. Below the header, a red error message box displays the text: 'Invalid request: salesPersonId is not a valid active ABC salesPersonId.' The main content area is divided into sections: 'Due Today' with a table showing 'Membership' and 'Enrollme' with a value of '\$0'; 'Monthly Recurring' with a table showing 'Membership'; and a checkbox labeled 'I agree to the Terms & Conditions.' followed by a 'Signature' field.

### 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

### Department Settings:

**AND**

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

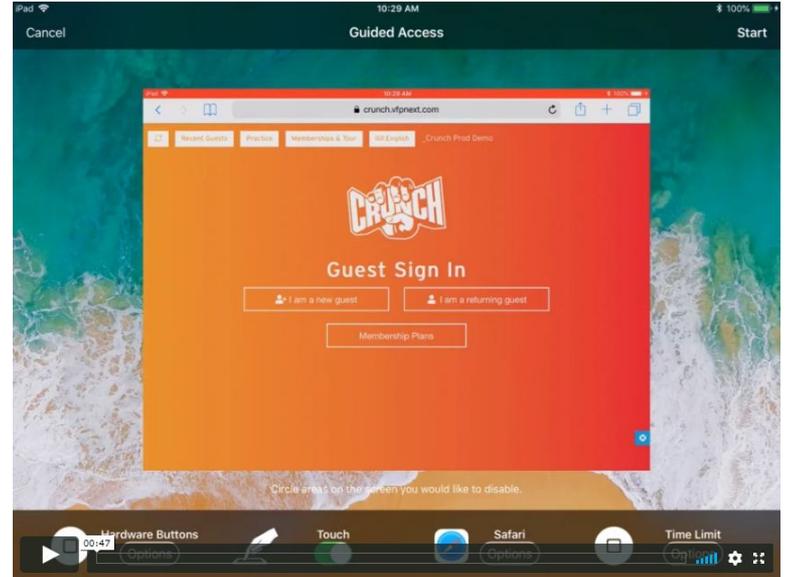
## Part VIII: OPTIONAL SETUP ITEMS

# GENERAL SETTINGS - GUIDED ACCESS - OPTIONAL

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.



Watch video at: [vfp.us/crunch-fitness/dtk-training-ipads/](https://vfp.us/crunch-fitness/dtk-training-ipads/)

\*optional - this setting helps limit access to only the DTK on the iPad

# GENERAL SETTINGS - RESTRICTED WEBSITES - OPTIONAL

## 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...**

## 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

\*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](mailto:crunch@vfp.us) to set this up with one of our team

## 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/AAExypRFPebRKGyXly9Vi7ua?dl=0)

- <https://www.dropbox.com/sh/0dg4zn38ep8rwyn/AAExypRFPebRKGyXly9Vi7ua?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

