

WELCOME TO THE MOMENTUM SALES AUDIT



By completing this audit you are guaranteed at least **3 suggestions from us that will improve your current operation.**

You will also receive a **FREE place on our 3 Day Membership Sales Course**
(Held in London every 2 weeks).

Section 1. (Please complete as accurately as possible)

Current Budget

Annual Marketing Spend

Annual Sales Training Spend

Section 2. (Select areas used and give a brief explanation)

Marketing Strategy

Yes

No

Explanation

Demographic reports and data analysis used

Direct mail (please state method used)

Radio

Yellow Pages

Local Media

Member Referral (please give info)

Ex Member

Free Trials (please give info)

Other

Section 3 (Select relevant box and add brief details)

Sales Process (& Tools)

Yes

No

Details

Dedicated Sales Staff

Guest Register (Capture data)

Needs Analysis

Price Presentation Sheet

Point Of Sale Referral

Lead Tracking System (Manual or IT)

Join on the day offers

Trial passes

Section 4 (Confirm which of these reporting processes are used)

Sales Reports (inc. performance %'s) / Targets

	Yes	No
Daily	<input type="checkbox"/>	<input type="checkbox"/>
Weekly	<input type="checkbox"/>	<input type="checkbox"/>
Monthly	<input type="checkbox"/>	<input type="checkbox"/>
Sales Target	<input type="checkbox"/>	<input type="checkbox"/>
Attrition Target	<input type="checkbox"/>	<input type="checkbox"/>
Net Gain Target	<input type="checkbox"/>	<input type="checkbox"/>
Enquiries measured	<input type="checkbox"/>	<input type="checkbox"/>

Section 5 Please select a profile period (example Jan 08 – Jan 09) for questions A and B

Profiling Data

A. Number of contracts at start of review period

B. Number of contracts at end of review period

Total number of contracts and members to date

Average monthly cash income

Average joining fee price

Contract length options (3 months, 6 months, 12 months)

Average monthly membership price options

Questions / Difficulties?

Club Name

Your Name

Email Address

Contact Number

Thank you for completing the sales audit

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