

Basic Script For Cold Calling Gyms

Hi, this is _____, who would I need to talk to about a cross promotional marketing offer?

I'm the Community Relations Director at _____. Our company promotes Total Body Makeovers and Weight Loss.

We are approaching different gyms around the city to offer a joint marketing offer that would result in new traffic for your gym.

As an incentive for a new member to sign up at your gym, we are willing to offer them a free body wrap in our office.

The body wrap done in our office can help someone lose 4 to 14 inches in one session.

In turn, we would be able to introduce at least 60 people a month to your business by offering them a free pass to your gym.

This could really be a win-win situation.

By the way, as a thank you for arranging this, we'd like to give you a coupon for a FREE One-Hour Body Massage/Wrap in our clinic. When would be a good time to drop off the body wrap certificates?