



✓ Sales Systems Checklist

“Is Your Facility’s Sales Engine Built for Growth?”

Use this checklist to audit how well your sales process drives new revenue and retains players.

Lead Management & Follow-Up

- You track leads, trials, and follow-ups in a CRM or centralized system.
- You have a defined sales funnel: Inquiry → Booking → Membership.
- You capture lead data from events, walk-ins, phone calls, and referrals.

Sales Execution & Upsells

- Staff are trained to offer upsells (gear, semi-privates, memberships).
- You use consistent scripts or processes for consults.
- Your offerings are packaged clearly for easier conversions.

Revenue Visibility & Growth

- You monitor client Lifetime Value (LTV) and close-rates on offers.
- You have recurring revenue models (monthly memberships, subscriptions).
- Instructors and admin are incentivized to close or refer sales.