

## Tour a potential member through a fitness enterprise and gain commitment to act

**Level** 3

**Credits** 4

**Purpose** People credited with this unit standard are able to: prepare for potential member tour; establish rapport and open communication with potential member; assess potential member's needs; tour potential member; identify and schedule potential member's next action.

**Subfield** Fitness

**Domain** Fitness Assessment and Individual Fitness Instruction

**Status** Registered

**Status date** 20 April 2006

**Date version published** 20 April 2006

**Planned review date** 31 December 2011

**Entry information** Open.

**Replacement information** This unit standard replaced unit standard 7059.

**Accreditation** Evaluation of documentation by NZQA and industry.

**Standard setting body (SSB)** Sport, Fitness and Recreation Industry Training Organisation – Fitness Advisory Group

**Accreditation and Moderation Action Plan (AMAP) reference** 0069

This AMAP can be accessed at <http://www.nzqa.govt.nz/site/framework/search.html>.

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### Special notes

- 1 This unit standard will typically involve 'on-job' assessment or 'off-job' assessment by scenario or practicum.

- 2 Competence in this unit standard requires knowledge of the hierarchy of controls outlined in the Health and Safety in Employment Act 1992 (HSE) and subsequent amendments: elimination of significant hazards; isolation of significant hazards when elimination is not possible; and minimisation of significant hazards where elimination and isolation are not possible. Facility and organisation safety requirements must conform to the HSE.
- 3 Competence in this unit standard requires knowledge of relevant provisions of the Privacy Act 1993, and subsequent amendments in relation to handling and storage of potential member assessment records. Facility and organisation record management practices must conform to the Act.
- 4 This unit standard is for staff or contractors working in or from a fitness enterprise who may meet potential members for the first time and need to tour the potential member around the enterprise with the aim of recommending solutions that meet that potential member's needs and gaining commitment from that potential member to take action.
- 5 Fitness sector unit standards use the term *facility* to refer to the workplace, which may be a fitness centre, a recreation centre, an aquatic centre or a community centre where fitness activities take place. Where usage is unclear it may help to consider *facility standards* as being equivalent to *enterprise standards*.
- 6 Definition  
*PAR-Q* refers to the *Physical Activity Readiness Questionnaire*.

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## Elements and performance criteria

### Element 1

Prepare for potential member tour.

#### Performance criteria

- 1.1 Preparation of the facility and information supplied complies with facility standards.  
  
Range may include but is not limited to – cleanliness of facility, format and presentation of information, grooming and punctuality of instructor, familiarity of instructor with information, products and services of the enterprise.
- 1.2 Appropriate ways to physically interact with potential members are described.  
  
Range cultures – Pākehā, Māori, and one other cultural group; individual potential member characteristics – age, gender, disability.

- 1.3 Communication barriers which can arise when interacting with potential members are identified and preventative/coping strategies available to the candidate are described.

Range barriers – verbal (language, volume, pace and pitch) non-verbal (stance, gestures, eye contact), age, gender, culture, disability, physical presentation (for example dress and appearance), behaviour, noise, facility usage levels; preventative/coping strategies – tone, pitch and pace of voice, language used, body language displayed, open questioning to gain understanding of potential member position/views/needs/interests, reflective listening and questioning to check potential member understanding, assistance sought from more highly qualified and experienced personnel when required, choice of tour areas and sequencing.

## Element 2

Establish rapport and open communication with potential member.

### Performance criteria

- 2.1 Introduction procedures establish rapport with potential member.

Range may include but are not limited to – eye contact, use of potential member's name, speaking clearly, handshake, open/receptive body language, acknowledgement of potential member's comments/questions/requests, explanation of staff role, explanation of tour/induction process.

- 2.2 Interactions establish open and appropriate communication with potential member.

Range may include but are not limited to – degree, proximity and type of physical contact, language used, body language displayed, content of discussions/interactions, tone, pace and pitch of voice, open questioning and active listening to gain insight and understanding on the potential members position/views/interests, reflective listening and questioning used to ensure potential member drives the discussion, assistance sought from more highly qualified and experienced personnel when required.

### Element 3

Assess potential member's needs.

#### Performance criteria

- 3.1 Potential member is questioned about their interest in exercise and previous experiences.
- Range may include but is not limited to – assisting a potential member to complete a PAR-Q.
- 3.2 Understanding of potential member's motive(s) for exercise, and exercise preferences are verified by the candidate.
- Range may include but is not limited to – reflective listening, summarising, checklist, notes.
- 3.3 Potential member's motive(s) and preferences are matched to products and services available at the facility.
- Range potential member's motive(s) may include – weight reduction/gain, muscle tone, improved self-esteem, improved feelings of wellness, injury rehabilitation, health and medical reasons, improved sport performance, increased aerobic fitness, improved Quality of Life; potential member's preferences may include – intensity, duration, frequency, mode, location (indoor/outdoor), interaction (individual/group); products may include – group fitness classes, resistance training, cardiovascular training, boxing, circuit, outdoor activities, social club; services may include – exercise programming, exercise testing, personal training, massage, physiotherapy.

### Element 4

Tour potential member.

#### Performance criteria

- 4.1 Potential member is toured through the facility; and products and services relevant to their needs, motives and preferences are highlighted and explained.
- 4.2 Potential member's understanding of the benefits of the specific products and services identified is verified via questioning during the tour.
- 4.3 Written information is provided to support potential member's understanding of the products and services highlighted within during the tour.
- 4.4 Opportunities are taken to introduce potential member to other individuals using or working at/from the facility.

4.5 Potential member's questions are answered according to facility policy.

## Element 5

Identify and schedule potential member's next action.

### Performance criteria

5.1 A recommendation is made as to what the potential member's next action should be.

5.2 Any objections are isolated, reframed, and a new recommendation is made.

Range may include but is not limited to – budget/cost, services and products available, perceived time available.

5.3 Verbal agreement and commitment from the potential member to a recommendation is achieved.

Range may include but is not limited to – a membership application form being completed, first appointment being diarised, fitness appraisal, follow up call to discuss options further.

5.4 Instructor documents next action for potential member and completes administration.

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### Please note

Providers must be accredited by the Qualifications Authority, or an inter-institutional body with delegated authority for quality assurance, before they can report credits from assessment against unit standards or deliver courses of study leading to that assessment.

Industry Training Organisations must be accredited by the Qualifications Authority before they can register credits from assessment against unit standards.

Accredited providers and Industry Training Organisations assessing against unit standards must engage with the moderation system that applies to those standards.

Accreditation requirements and an outline of the moderation system that applies to this standard are outlined in the Accreditation and Moderation Action Plan (AMAP). The AMAP also includes useful information about special requirements for organisations wishing to develop education and training programmes, such as minimum qualifications for tutors and assessors, and special resource requirements.

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### Comments on this unit standard

Please contact the Sport, Fitness and Recreation Industry Training Organisation [info@sfrito.org.nz](mailto:info@sfrito.org.nz) if you wish to suggest changes to the content of this unit standard.