EMPLOYER TRAINING CANADA · COURSE OUTLINE

Customer Service & Digital Operations Training for Fitness Teams

A 12-hour instructor-led online cohort building practical, job-related skills for front desk, sales and membership, marketing and content, and operations staff at fitness studios and local service businesses.

Format: 6 days × 2 hours = 12 hours · Live online cohort · **Cohort size:** 4–10 participants · **Version:** v5.0 (2026-05-21)

TOTAL INSTRUCTIONAL HOURS

12 hours

Six 2-hour live online sessions

DELIVERY FORMAT

Live online cohort

Synchronous, instructor-led video sessions

PRACTICAL DELIVERABLES

12 role-based outputs

Each participant completes 12 workplace deliverables

FINAL OUTCOME

30-Day Implementation Plan

Each participant submits a personal role-based action plan

Course purpose

This program trains the four customer-facing roles in a fitness or local-service business — front desk and admin, sales and membership, marketing and content, and operations — in the practical, job-related skills behind their daily work. The course is built around real workplace tasks: handling inquiries, confirming bookings, following up with trials and members, drafting studio communication and content, maintaining local business information, and coordinating shift handoffs.

The cohort is small and instructor-led. Each session combines a short teaching block with hands-on practice during the session, so participants leave each day with a role-based deliverable they apply directly to their current work. Digital tools, including AI-assisted drafting, are introduced where they support these workplace tasks.

Audience

This course is designed for current employees of fitness studios, gyms, yoga, Pilates, martial-arts studios, and similar local-service businesses. Specifically suited to staff in:

- Front desk, administration, and reception roles
- Sales, membership coordinator, and member care roles
- Marketing, content, and social media coordinator roles
- Operations manager, studio manager, and team lead roles

No prior experience with digital tools beyond standard workplace software is required. Working English reading and writing skills are required. Participants bring a laptop, an internet connection, and access to their organization's standard productivity tools.

Learning objectives

By the end of the cohort, participants will be able to:

- Handle inquiries, trial and class bookings, reminders, and no-show follow-up using documented communication routines.
- Draft and review workplace content for class schedules, promotions, and social updates with attention to accuracy, tone, and brand consistency.
- Apply digital tools, including AI-assisted drafting, within defined review steps for member-facing communication.
- Document CRM stages for inquiries, trials, members, and renewals, and apply next-step follow-up routines.
- Maintain local business information and apply a review response routine for member feedback channels.
- Prepare weekly role checklists and shift handoff notes between front desk, sales, marketing, and operations.
- Produce a 30-day workplace implementation plan tied to their current role and the studio's operating routines.

Curriculum — 6 days × 2 hours, with 2 modules per day

Day 1 — Workflow & communication standards

2 hours

MODULE 1.1 Role-based workflow review for fitness teams

60 min

MODULE OBJECTIVE

Help participants map the daily communication and record-keeping tasks across their role and identify which routines need clearer steps, shared standards, or documented handoffs.

TEACHING CONTENT (~35 MIN)

- Common task maps for each role in a fitness studio
- Recurring routines vs. judgement tasks
- Which routines need a shared template, a documented SOP, or member-record handoff
- Task decomposition method: trigger → action → response → follow-up → record

IN-SESSION EXERCISE (~25 MIN)

- Each participant lists 10 recurring tasks in their role
- Classify each as template-ready, supported-by-digital-tools, or judgement-only
- Pick the top 3 workflows to improve first

> **Deliverable:** Role-based workflow review sheet

MODULE **1.2** **Customer communication standards and review steps** 60 min

MODULE OBJECTIVE

Establish tone, accuracy, and brand-consistency standards for member-facing communication, and define the review steps that apply when staff use digital tools, including AI-assisted drafting, within their workplace tasks.

TEACHING CONTENT (~35 MIN)

- Tone and consistency standards for inquiry replies, reminders, and follow-up
- How to brief a digital tool (including AI-assisted drafting) with studio context
- Review steps for member-facing communication: factual accuracy, brand fit, privacy boundaries
- Designing a written customer communication standards checklist

IN-SESSION EXERCISE (~25 MIN)

- Draft 3 sample messages for different roles and apply the review steps
- Edit each draft for tone, accuracy, and brand fit
- Use the standards checklist to decide whether each is ready to send

Deliverable: Customer communication standards checklist

Day 2 — Inquiry handling & booking routines

2 hours

MODULE 2.1 New inquiry response workflow

60 min

MODULE OBJECTIVE

Build a structured routine for classifying new member inquiries, drafting reply templates, and applying a consistent response-time standard.

TEACHING CONTENT (~35 MIN)

- Common inquiry types: pricing, trial class, schedules, private training, location, hours, audience fit
- Channel-specific reply formats: phone, SMS, email, Instagram DM, website form
- Response-time routine and accountability
- Using digital tools, including AI-assisted drafting, to prepare a first version reviewed by staff before sending

IN-SESSION EXERCISE (~25 MIN)

- Draft 5 inquiry reply templates
- Adapt each template into SMS, email, and DM variants

> **Deliverable:** New inquiry response template pack

MODULE 2.2 Booking, reminder, and no-show follow-up

60 min

MODULE OBJECTIVE

Establish a complete routine for booking confirmations, trial reminders, no-show follow-up, and reschedule communications.

TEACHING CONTENT (~35 MIN)

- Trial class booking confirmation message
- 24-hour and same-day reminders
- No-show follow-up routine
- Reschedule messaging that maintains a respectful tone
- Member-status recording practice

IN-SESSION EXERCISE (~25 MIN)

- Draft 3 reminder templates and 2 no-show follow-up templates
- Document a trial-class communication routine

> **Deliverable:** Booking and no-show follow-up routine

Day 3 — Content drafting for studio communication

2 hours

MODULE 3.1 Schedule, promotion, and social content drafting

60 min

MODULE OBJECTIVE

Help marketing and content staff draft studio communication content — class schedule updates, member offer messages, landing page copy, and social captions — with documented review steps for accuracy, tone, and brand consistency.

TEACHING CONTENT (~35 MIN)

- Common content types in a fitness studio: schedule updates, promotion messages, instructor introductions, event posts
- Offer, audience, member benefit, and call-to-action structure
- Using digital tools, including AI-assisted drafting, within defined review steps for studio content
- Avoiding generic phrasing and over-claims in member-facing content

IN-SESSION EXERCISE (~25 MIN)

- Draft a trial-class promotion pack
- Draft 3 social captions
- Adapt one piece of content into email, SMS, and Instagram versions

> **Deliverable:** Studio content drafting pack

MODULE **3.2** **Content planning and posting routine** 60 min

MODULE OBJECTIVE

Build a sustainable content planning, scheduling, repurposing, and posting routine for the marketing and content role.

TEACHING CONTENT (~35 MIN)

- Content types: education, member offers, trust, events, member stories, instructor content
- How one content piece becomes multiple channel-appropriate posts
- A 2-week content calendar structure
- Content-production checklist

IN-SESSION EXERCISE (~25 MIN)

- Build a 2-week content plan
- Decompose one event into 5 content pieces
- Write the call-to-action for each post

> **Deliverable:** 2-week content calendar

Day 4 — Member records & lifecycle routines

2 hours

MODULE **4.1** **Creative brief and production workflow** 60 min

MODULE OBJECTIVE

Help participants translate studio content needs into clear creative briefs that internal or external production teams can act on.

TEACHING CONTENT (~35 MIN)

- Structure for social media images, event posters, and class promotion creatives
- How to write a creative brief that a designer or production partner can use
- Brand consistency: colour, typography, photography style, voice
- Review considerations for creative production: copyright, accuracy, brand fit

IN-SESSION EXERCISE (~25 MIN)

- Write 3 creative briefs
- Build a creative review checklist

> **Deliverable:** Creative brief template + review checklist

MODULE 4.2 CRM stages and member lifecycle documentation

60 min

MODULE OBJECTIVE

Define a simple, workable set of CRM stages and record-keeping routines that the team can maintain across shifts.

TEACHING CONTENT (~35 MIN)

- Member stages: new inquiry → booked trial → attended trial → not-yet-member → active member → at-risk member → renewal
- Core member-record fields: source, next contact date, owner, status notes
- Next-step follow-up routines for each stage

IN-SESSION EXERCISE (~25 MIN)

- Document a simple CRM stage template
- Define the next action for each stage

> **Deliverable:** CRM stage template

Day 5 — Follow-up & local business information

2 hours

MODULE 5.1 Follow-up message routines for trials, inquiries, and renewals

60 min

MODULE OBJECTIVE

Build documented follow-up routines for trial classes, inquiry handling, renewal reminders, and member check-ins so the work happens consistently across staff and shifts.

TEACHING CONTENT (~35 MIN)

- Trial class follow-up at 24 hours, 3 days, and 7 days
- Reactivation messaging routines
- Renewal reminders that maintain the member relationship
- Member check-ins with a documented tone standard
- Applying digital tools, including AI-assisted drafting, within defined review steps

IN-SESSION EXERCISE (~25 MIN)

- Draft 5 follow-up messages across the three categories
- Document a 7-day trial follow-up routine

> **Deliverable:** Follow-up message sequence for trials, inquiries, and renewals

MODULE 5.2 Local business information maintenance

60 min

MODULE OBJECTIVE

Establish a documented monthly routine for maintaining the studio's local business information (Google Business Profile, hours, photos, contact information) so the team can keep it current.

TEACHING CONTENT (~35 MIN)

- Google Business Profile maintenance basics
- GBP post ideas and content patterns
- Review response routine
- Location-page basic checks

IN-SESSION EXERCISE (~25 MIN)

- Complete a basic GBP checklist
- Draft 4 GBP posts and 3 review responses

> **Deliverable:** Local business information monthly checklist

Day 6 — Workplace coordination & implementation

2 hours

MODULE 6.1 Weekly role checklists and shift handoff

60 min

MODULE OBJECTIVE

Build a weekly cadence that ties front desk, sales, marketing, and operations together, with a monthly workflow review.

TEACHING CONTENT (~35 MIN)

- Weekly checklist construction for each role
- Key activity indicators: response time, booking rate, follow-up completion, content output, member feedback, CRM activity
- Monthly workflow review meeting structure
- Shift handoff: front desk → sales → marketing → operations

IN-SESSION EXERCISE (~25 MIN)

- Build a weekly role checklist
- Document a cross-role handoff routine

> **Deliverable:** Weekly role checklist + monthly workflow review template

MODULE **6.2** **30-day role-based workplace implementation plan** 60 min

MODULE OBJECTIVE

Bring every template, routine, and checklist together into a 30-day workplace plan each participant can carry back into their current role.

TEACHING CONTENT (~35 MIN)

- Selecting the top 3–5 workflows for each role
- Owner, deadline, tool, template, and indicator for each item
- Defining 30-day visible outcomes
- Keeping plans realistic enough to apply alongside daily work

IN-SESSION EXERCISE (~25 MIN)

- Complete a personal 30-day implementation plan
- Outline a team 30-day implementation plan
- Peer-review each other's plans for feasibility

> **Final Deliverable:** 30-day role-based workplace implementation plan

Practical deliverables — 12 role-based outputs participants produce during the cohort

Day	Deliverable A	Deliverable B
Day 1	Role-based workflow review sheet	Customer communication standards checklist
Day 2	New inquiry response template pack	Booking and no-show follow-up routine
Day 3	Studio content drafting pack	2-week content calendar
Day 4	Creative brief template + review checklist	CRM stage template
Day 5	Follow-up message sequence for trials, inquiries, and renewals	Local business information monthly checklist
Day 6	Weekly role checklist + monthly workflow review template	30-day role-based workplace implementation plan

Completion guidelines

Participants attend the scheduled live training sessions and complete the practical workplace exercises tied to their role. Progress is assessed through attendance, completed worksheets, and the role-based deliverables each participant produces during the cohort.

Component	Weight	Notes
Attendance	25%	Scheduled live online sessions across the 6-day cohort
Worksheet completion	35%	Two role-based deliverables completed per day
In-session exercises	20%	Practical workplace exercises completed during sessions
30-day workplace implementation plan	20%	Personal role-based plan submitted at the end of the cohort

Completion is recognised when a participant meets attendance expectations and submits the final 30-day workplace implementation plan tied to their current role. Each participant who meets the completion expectations receives a Course Completion Summary documenting the job-related skills practised and the deliverables produced.

Lead instructor

Nic Ma — Lead Instructor

Nic Ma is the Lead Instructor for this cohort — a practitioner instructor with hands-on small-business workplace experience since 2012, training Canadian business teams on customer communication routines, content drafting and review, CRM record-keeping, and shift coordination across front desk, sales, marketing, and operations roles. Through Playheads Creative Ltd., founded in 2012, Nic has worked with more than 300 small and mid-sized Canadian businesses across fitness, hospitality, wellness, and professional services.

Background credentials include an independent Canada Digital Adoption Program (CDAP) Digital Advisor role (Innovation, Science and Economic Development Canada / ISED, June 2022 – March 2025).

The worksheets, routines, and templates participants apply are drawn from workplace systems Nic has documented across in-house teams. Detailed instructor portfolio and references are available to employers on request.

Important note for employers. This is employer-sponsored skills training delivered as an instructor-led cohort. Participants practise the workflows during sessions and produce role-based deliverables they bring back to their current work — it is not consulting, coaching, mentorship, or a marketing service. Employer Training Canada is a training provider, not a grant application agency. Employers are responsible for their own funding applications, and funding approval is determined by the relevant program administrator.

Provider: Employer Training Canada (operating brand of **1417497 B.C. LTD.**) · **GST/HST**: 751031410RT0001 · **Registered office**: 13571 Commerce Parkway, Suite 200, Richmond, BC, V6V 2Z8, Canada · **Contact**: Alex Li · contact@employertraining.ca · employertraining.ca

Course version: v5.0 — 2026-05-21 · This Course Outline supersedes v4.0. Same 12 role-based deliverables, with refreshed module titles, workplace-task framing, and clearer alignment with daily fitness studio operations.