

Dear Valued Client:

RE: Cancellation Policy

We thank you so much for choosing us to assist you on your quests towards your personal best. We also wanted to take a moment to remind you of our cancellation policy.

First, we want to let you know that this policy is as important for you as it is for us. A strong cancellation policy keeps you accountable and ensures that you keep the commitment to yourself. The reality is that for most people, exercise is a 'chore'. It becomes easy to skip a workout if you're feeling a bit tired, stressed at work, or need to take care of some things at home. However, when clients know they will be charged for a session if they don't show up, it forces them to prioritize their health and fitness. This policy dramatically decreases no-shows, missed workouts, and short-notice cancellations. It is this type of consistency that ensures great results for our clients. We are the ones to make sure you do the things that sometimes you don't really want to do but know you *need* to do!

Second, a cancellation policy is also important for us as a business. The average personal training studio can expect to experience a 25-40% cancellation rate of their weekly scheduled appointments. Can you imagine losing 25-40% of your business revenues or income every week? Many personal training studios have failed because they did not understand the nature of our business; the fitness industry is different than most other service industries in that most people do not enjoy exercise and will often find convenient 'excuses' to get out of a workout. A hair-stylist doesn't need such a strict policy because most people eagerly anticipate getting their hair done; a massage therapist wouldn't have to enforce as firm a policy because few people want to miss their massages. These industries don't suffer from the high rate of cancellations that a personal training business does. You see, when you make an appointment with your trainer, we reserve that time for you. Your trainer spends time preparing for your session and some of our trainers drive quite a distance to be here for you. When a client cancels on short notice, it is very difficult (and many times impossible) for us to make a connection with another client who could possibly take that appointment. That time then becomes lost and the revenues and loss to the trainers' income cannot be recovered.

Other industries that suffer this type of cancellation rate have developed different systems for sustaining their business. The airline industry's strategy is to overbook appointments with the advanced knowledge that a certain percentage of people will not make their flights. We are unable to use this approach because there is no way for us to know who will cancel on short-notice, when, and with which trainer. This type of approach would result in multiple double-bookings and upset clients everyday.

We hope you understand that we spend time regularly discussing this topic because we never want to institute policies that can potentially upset our clients. We recognize that we are in a difficult situation as a business: our number one priority is customer service, but how is charging a client for an appointment they cannot make a good customer service initiative? At the same time, if we do not have a strict policy, our business does not succeed.

Let's review our cancellation policy as stated in your Client Agreement:

*I understand that Northwest Personal Training operates on a scheduled appointment basis for all Private Training sessions and thus, requires that I provide 24 hours' notice when canceling an appointment. No charge will be levied should I cancel with MORE than 24 hours' notice given. Should I cancel a session with LESS than 24 hours' prior notice, I will be charged in full for that session. I understand that Northwest Personal Training recommends that all cancelled sessions be rescheduled to ensure consistency and fitness progress.*

Our approach to dealing with this difficult situation is to begin by educating our clients verbally and in written correspondence as to why this policy is critical for them and for our business. We are confident that if you understand our predicament, you will make every effort to give us advanced warning of a cancellation and, in the event you have to short-notice cancellation, it will be easier for you to understand the charge knowing the background information. We also want you to know that we will make every effort as a business to try to get you rescheduled that same day with your trainer or another trainer with no additional charge. We are also sympathetic and understand that things come up that may force you to cancel unexpectedly (illness, work and home emergencies, etc.). In the event of a short-notice cancellation, your trainer will use that time reserved to do something for you. For example, your trainer may research a health and nutrition topic of interest to you, design a new exercise program, or outline some exercises you can do at home. They may also use the time to brainstorm some new goals or pull together a report of your progress. You can also ask them to work on something specific for you during that time. We want you to understand that when you do have to cancel without 24 hours' notice, we will use that time for you so it will not be money wasted. Our computer system will also alert you when your account has been charged due to a short-notice cancellation.

Thank you so much for your understanding. If you have any questions or concerns, please feel free to chat with any of us personally.

Yours in health and fitness,

Alex and Sherri McMillan and your NWPT Team