

# BEVERLY ATHLETIC CLUB

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## OUR PROMISE

*FRIENDLY STAFF ~ QUALITY PROGRAM ~ CLEAN FACILITIES*

**FRIENDLY STAFF** – Our members are the BOSS! They pay our wages and salaries. They've hired us to service them. Our job is to offer member and guests an endless stream of positive experiences, evenly distributed. This begins with a friendly, helpful staff who really care. We will treat every member as the Very Important Person they are - every time they visit the club. We will manage each moment of truth as Enthusiastic, Knowledgeable, member service professionals. We are committed to customer contact excellence and our money back guarantee reminds us of how serious we are. Then we'll go that 'EXTRA MILE' delivering heroic service, helping members achieve their goals, and teaching the "whys" behind our program. We will strive to answer all questions and guide our members into a successful club atmosphere. Our members will feel that there is no one person who can't deliver or guide them to a great EXPERIENCE. With the best possible service, our staff is held to the highest standards of accountability and knowledge.

**QUALITY PROGRAMS** - Anything worth doing is worth doing right! "Our Promise" includes sweating the details to make every program, product, service, system, procedure or guideline a true example of club management excellence. Staff training and certification, choice of equipment and amenities, scheduling and communication, SOP's and quality control systems will be continually innovated, designed to flex with the ever changing needs of our members. We also strive to provide our members and potential members with quality and informative service by striving to do our best when transacting any kind of business. We pride ourselves in our professionalism and measure our success not by the memberships sold, but by the happiness of our members.

**CLEAN FACILITIES** – We use the word "clean" as a reminder of a long list that must describe our clubs.....clean.....attractive.....complete.....comfortable.....user-friendly.....well maintained.....healthy.....safe.....and most of all FUN ! The word 'Facilities' refers to our parking lot, grounds, building, equipment, amenities, and signage inside and out, interior layout, décor, lighting and ventilation. The professional appearance of our staff is also an important part of the recipe for a great facility. We will continually upgrade our facility, striving to complete all renovations and fix broken equipment on time and with the least possible inconvenience to our members and guests. We offer these quality facilities at affordable prices to a wide range of users. Our Clubs cleanliness will always meet the standards set by ownership/management and exceed the expectations of our members without hesitation. Beverly Athletic Club's cleanliness is every BAC Team Member's responsibility at all times, as this is the only way to achieve our quality of standards of what is truly a clean club.