## Image Policy

It is our intention to create a business that provides impeccable service to our clients. To assist us in accomplishing this, it is necessary to maintain a high level of professionalism. This desired level of professionalism is largely accomplished through the image that we present. The following guidelines have been formulated to assist us in maintaining this desired image.

* Maintain suitable uniform attire (see uniform policy).
* Comply with the procedures implemented by Personal Best.
* Ensure that your own hygiene, grooming and presentation are impeccable. Note: As a PT, you are constantly in the public eye and therefore of a high profile.
* Be punctual.
* Maintain a courteous and professional phone manner. Be enthusiastic! Note: Respond to all telephone and PT enquiries promptly.
* Never compromise the businesses or your own values.
* Avoid conflicts of interest (Discuss with Personal Best partners as necessary).
* Never consume alcohol or smoke during work.
* Never leave a client waiting without explaining the delay.
* Take care of client grievances immediately. Be empathetic.
* Avoid discussing personal problems.
* Complete ‘Daily Procedures’ as required.
* Use consistent exercise prescription terminology.
* Maintain a high level of cleanliness and tidiness of the studio.
* Do not use mobile phones during personal training (individual or group) sessions.
* Provide each client with the most exceptional service possible.
* Never ‘run down’ the business, other businesses or your fellow personal trainers.
* Be supportive of your fellow trainers.
* All promotional material is to be of a suitably high quality.
* Ensure that appropriate steps are taken to provide your clients with a replacement trainer whenever you are unable to attend a session.
* Listen attentively! Always give your client your full attention.
* Be positive!
* Extend compliments and encouragement. This is the most effective means of motivation.
* SMILE!