



Program Director Daily Task Check Sheet

- Review personal calendar events for the day
- Confirm calendar events for the following day
- Check with other inquiry sources (e.g., front desk, health club sales, etc.) to ensure follow-up of all inquiries.
- Handle inquiries and follow-up with received inquiries (e.g., voicemails, emails, etc.)
- Plan sessions/camps and confirm rosters for the following day (including your own sessions).
- Complete marketing calls and ensure documentation completed:
 - Emails sent to target markets
 - Community outreach calls
 - Team outreach calls
 - Internal promotion calls
 - Parent rapport calls
- Review and analyze sales funnel progress
- Deliver scheduled training sessions/evaluations
- Implement plans and actions from 12 Month Marketing Plan Calendar
- Review/Update social media

The tasks below should be added to the daily task check sheets as required/needed:

- Complete a Business Overview Report and meet with owner/ PT manager for PSS update
- Attend all scheduled support calls
- Participate in community outreach events
- Conduct team demos
- Plan and execute the Cat Club Challenge
- Build lead list
- Make/update a list of contracts up for renewal 90 days out
- Implement internal promotion from corporate
- Report the following numbers to Lead Tracker (monthly):
 - Monthly total revenue
 - Monthly Expenses
 - Monthly internal sales funnel numbers to include:
 - Inquiry
 - Evaluations/free demo
 - POS
 - Monthly external sales funnel numbers to include:
 - Calls
 - Conversations
 - Presentations
 - POS