# Professionalism and customer care for fitness instructors

**Unit Accreditation Number: K/616/7501**

# Worksheet – Professionalism and customer care for fitness instructors

**There are 49 marks available in this worksheet. You must score a minimum of 40 marks in total to achieve a Pass. In addition to achieving the total Pass mark, you must also score at least the minimum marks set for each question to achieve an overall Pass.**

1. Summarise the Equality Act and explain how it relates to fitness instructing.

|  |  |
| --- | --- |
| **Summary of the Equality Act** | **Relation to fitness instructing** |
|  |  |

* 1. **marks** (minimum 1 mark)

1. Describe one client that a fitness instructor with no other qualifications can work with and one client that is outside his/her scope of practice.

|  |  |
| --- | --- |
| **Client a fitness instructor can work with** | **Client outside a fitness instructor’s scope of practice** |
|  |  |

1. **Marks** (minimum 1 mark)

3. Explain the insurance requirements and their importance when working as a fitness instructor.

|  |  |
| --- | --- |
| **Explanation of insurance requirements** | **Importance of having appropriate insurance as a fitness instructor** |
|  |  |

**2 marks** (minimum 1 mark)

Copyright © 2018 Active IQ Ltd. Not for resale

1. Research your local area and identify a fitness facility that would best suit the needs of the following customers:

|  |  |
| --- | --- |
| **Customer needs** | **Fitness facility** |
| Low budget, fitness only. |  |
| Medium–large budget, family membership, including racquet sports, children’s activities and a café or restaurant. |  |
| Low–medium budget, social interaction through group exercise with the avoidance of traditional fitness equipment, i.e. CV and fixed-resistance machines. |  |

**3 marks** (minimum 2 marks)

1. Complete the table to identify ways in which a fitness instructor can help meet the needs of customers in a fitness facility.

|  |  |
| --- | --- |
| **Building social support and inclusion** |  |
| **Obtaining feedback from customers that can be**  **used to support exercise adherence** |  |

* 1. **marks** (minimum 1 marks)

1. Complete the table to describe the products and services offered in a local fitness facility.

|  |  |  |
| --- | --- | --- |
| **Fitness facility name** |  |  |
| **Products and services offered** | Main products/services | Specialist products/services |
|  |  |
| **Membership options and contracts available** |  |  |
| **Description of the customer’s journey, from entering the club for the first time to becoming an established member** |  |  |

**6 marks** (minimum 4 marks)

1. Why is member retention important and how can a fitness instructor positively influence member retention?

|  |
| --- |
| **The importance of member retention** |
|  |
| **Ways in which a fitness instructor can positively influence member retention** |
|  |

* 1. **marks** (minimum 1 mark)

|  |
| --- |
| **Explain the concept of professionalism** |
|  |

**1 mark** (minimum 1 mark)

1. Explain the importance of each listed factor when delivering excellent customer care and give an example of a scenario for each.

|  |  |  |
| --- | --- | --- |
| **Factor** | **Importance** | **Example scenario** |
| **Teamwork skills** |  |  |
| **Being approachable and available to customers, even when busy** |  |  |
| **Responding within an appropriate timescale** |  |  |

**6 marks** (minimum 4 mark)

Copyright © 2018 Active IQ Ltd. Not for resale

1. Identify one verbal and one non-verbal method of communication.

|  |
| --- |
| **Verbal** |
|  |
| **Non-verbal** |
|  |

**2 marks** (minimum 1 mark)

1. Give one example of negative body language

|  |
| --- |
|  |

**1 mark** (minimum 1 mark)

1. You are working as an instructor in a fitness facility. Complete the table to explain how you would act in each situation to ensure a positive customer experience.

|  |  |
| --- | --- |
| **You see a customer reading a noticeboard** |  |
| **You need to explain to a group of customers that a timetabled exercise class has been cancelled due to the instructor being unavailable.** |  |

**6 marks** (minimum 4 marks)

1. When working in your fitness facility, you are approached by a customer who is frustrated and unhappy. Complete the table to explain the appropriate and inappropriate actions for each stage.

|  |  |  |
| --- | --- | --- |
| **Scenario** | **Appropriate actions** | **Inappropriate actions** |
| **The customer begins to explain that he/she is not happy with the availability of equipment in the studio during classes** |  |  |
| **You explain that you have recently had to remove some equipment for health and safety reasons and that it should be back in working order by the end of the week. The customer is not happy with your explanation and begins to get angry** |  |  |
| **Following a further attempt to diffuse the situation and satisfy the customer, he/she is still not happy and you become aware that you are unable to resolve his/ her issue** |  |  |
| **The day after your discussion with the customer you find out that the maintenance engineer**  **cannot repair the equipment until the following week** |  |  |

**8 marks** (minimum 6 mark)

14. Identify one benefit and one risk of using social media platforms in the role of fitness instructors.

|  |  |
| --- | --- |
| **Benefit** | **Risk** |
|  |  |

**2 marks** (minimum 1 mark)

15. Identify two social media platforms and give an example of the type of information that is commonly shared on each.

|  |  |
| --- | --- |
| **Social media platform** | **Example of information shared** |
|  |  |
|  |  |

**4 marks** (minimum 3 marks)

**Result total / 49 marks** (40 marks in total, with the minimum set marks achieved for each question required to pass)

**Pass/Refer**

**Assessor’s feedback:**