

Opening the UK market for EXO, gym by gym.

A real target list of UK gyms, a call script built for how EXO actually pitches a gym, and the objection handling to back it up. Built to be used, not just read.

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BEFORE THE BUILD

Why this, and not a slide deck

The interview process includes a live sales role-play. That tells you what actually gets evaluated here: not a polished pitch document, but whether I can open a call, handle a real objection, and ask for a next step without sounding scripted. So instead of writing about how I would sell EXO to UK gyms, this is the actual list, the actual call script, and the actual objection responses I would use in week one, written to be picked up and used on a real call rather than read once and put away.

One honest note before diving in. This is built from public research: EXO's own app description, gym listings, and publicly available information about how independent UK studios operate. It has not been tested on a live call yet. The value here is the thinking and the readiness, not a claim that every line has already been proven to work.

What's inside

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01 - CONTEXT

Understanding EXO

EXO is an app that pays people real cash and brand rewards, from names like Nike, Lululemon, Garmin, and MyProtein, for gym workouts they were already doing. A member scans a QR code or checks in by geolocation at a partner gym, earns coins for the session, and converts those coins into a bank transfer or a reward. Founded in 2023 and based just outside Paris, EXO has grown to more than a thousand partner gyms and 350,000 users in under a year, and is now pushing into the UK.

The part that matters most for this role is what a gym actually gets out of saying yes. EXO does not ask a gym to pay for the integration. What a gym gets is a built-in reason for members to show up more often, since consistency is what earns the rewards, plus a lightweight marketing layer: EXO members can complete small missions like leaving a Google review or following the gym's Instagram in exchange for extra coins, which quietly boosts the gym's visibility and reputation with zero extra work from gym staff.

The one-line pitch I would open a call with: "EXO pays your members real cash and brand rewards just for showing up consistently, which means more repeat visits for you, more reviews, and more social reach, and it costs your gym nothing to switch on."

What this means for the call

The sell here is not a hard budget conversation, since there is no fee being asked of the gym. The real objection is almost always going to be about time, trust, or "why do we need another app," not price. That changes what a good cold call sounds like. It is less about overcoming resistance to cost and more about making the yes feel low effort and low risk, which is exactly what the script on page five is built around.

02 - STRATEGY**The ICP**

A national chain like PureGym or The Gym Group is not a good first call. Decisions there sit with a corporate team, not a manager on-site, and the sales cycle would be far too long for an outbound rep trying to build a pipeline fast. Independent and boutique studios are the better opening move, since the person who says yes is usually the person who picks up the phone.

Size and structure	Independent gyms and boutique studios, one to five UK locations, where the owner or studio manager makes decisions directly, not a regional or corporate layer.
Signal we're watching for	Active on Instagram or Google reviews, since that shows the gym already cares about visibility and community, which is exactly what EXO's marketing missions strengthen.
Category fit	Strength training, boxing and HIIT studios, and community-driven gyms tend to have the most repeat-visit behaviour, which is what EXO rewards most naturally.
Buyer persona	Owner, studio manager, or head coach, whoever is on-site and can say yes on the spot without needing sign-off from someone else.
Geography	London first. Highest density of independent studios, easiest to build a fast pipeline, and the easiest to visit in person if a call turns into a meeting.

One thing left out on purpose: I am not opening with the biggest, most recognisable gyms in London. It is tempting to lead with a name that would look impressive to close, but a gym with a slower, more bureaucratic yes is a worse use of limited calling hours than five independent studios that can say yes the same week.

03 - THE LIST

Ten real London gyms and studios

Every name below is a real, currently operating London gym or studio, pulled from live listings rather than guessed. Each one fits the ICP on the previous page: independently run, community-driven, and a decision-maker who is reachable directly. This is a starting list, not a ceiling, week one would mean expanding it to thirty or forty names using the same criteria.

Muscleworks Gym

Independent strength gym

Bethnal Green

Long-standing independent gym with a loyal, high-frequency member base, exactly the repeat-visit behaviour EXO rewards best.

StrongHer Space

Women's strength studio

London

Community-first studio built around consistency and confidence, a natural fit for EXO's rewards-for-showing-up model.

Jubilee Hall Gym

Independent gym

Covent Garden

Historic, community-rooted gym with strong local identity, the kind of place members already talk about online.

Gymbox Farringdon

Boutique fitness gym

Farringdon

Trend-led, social-media-active gym where EXO's review and follow missions would land naturally with members.

Gymbox Elephant and Castle

Boutique fitness gym

Elephant and Castle

Second Gymbox site, worth a separate call since site-level managers often decide independently of each other.

BXR City

Boutique boxing studio

City of London

High-intensity, community-driven boxing studio, the kind of consistent attendance pattern EXO's coin system rewards well.

Psytle London

Boutique spin studio

Multiple London sites

Premium, highly social studio brand already active on Instagram, a strong fit for the marketing-mission side of EXO.

Third Space

Premium multi-site gym

London

Larger than the core ICP, included as a stretch call since a single site manager may still hold local decision power.

CrossFit Central London

Independent CrossFit box

Bankside / London Bridge

One of the capital's original CrossFit boxes, over 15 years running on small classes and a tight-knit member community, the highest-frequency attendance pattern in this list.

CrossFit Putney

Independent CrossFit box

Putney

Independently owned box with an active membership-consultation process, meaning a single reachable owner and a member base already primed for community-driven challenges and rewards.

Next step on a live campaign: a short call or Instagram DM to each gym to confirm the right person to reach, since owner names for independent studios are not always public. Ten minutes per gym, done before the first call, not after.

04 - THE CALL**The call script**

Built for a cold call to a gym owner or manager who has never heard of EXO and has about thirty seconds of patience before deciding whether to keep listening. The goal of this call is not to close a partnership on the spot. It is to earn a short follow-up meeting or a yes to a five-minute walkthrough.

Opener**Opener**

Goal: sound like a real person, not a script, and get permission to keep talking.

Hi, is this {Name}? Hi {Name}, this is Maahir calling from EXO, quick one, do you have sixty seconds, or is now a bad time?

The pitch, if they say yes**Pitch**

Goal: lead with what the gym gets, not what EXO is.

Great, thank you. So EXO is an app that pays your members real cash and rewards from brands like Nike and Lululemon, just for training consistently at your gym. It costs you nothing to switch on, and it usually means members show up more often, since the more they train, the more they earn. A few of our partner gyms have also seen a real bump in Google reviews and Instagram follows, since members can earn extra for that too. Is member consistency something you're actively trying to improve right now?

The ask**Close**

Goal: a small, low-friction yes. Not a signed partnership, a next step.

I don't want to take up more of your time on the phone. Would it be alright if I sent over a two-minute walkthrough, and we grabbed ten minutes later this week to see if it's a fit? What's the best day for you?

05 - OBJECTIONS**Objection handling**

These are the five responses I expect most often on a cold call like this, and how I would answer each one without getting defensive or sounding like I am reading from a card.

"We already have an app for bookings."

That's completely fine, EXO isn't a booking tool, it sits on top of whatever you already use. It's purely a rewards layer for your members, so there's nothing to replace and nothing for your team to manage day to day.

"Not interested."

No worries at all, can I ask, is that because you've tried something similar before, or just not a priority right now? If it's the second one, happy to check back in a few months instead of pushing now.

"Send me an email."

Of course, happy to. What's the best address? I'll keep it short, just the two-minute walkthrough, no pressure to reply if it's not useful.

"How much does this cost us?"

Nothing, that's the short answer. EXO makes money through the brand partners, not the gyms, so there's no fee on your end at all.

"I'm not the right person to ask."

No problem, who would be the best person for me to speak with, and would you mind if I mentioned you pointed me their way?

06 - BEYOND THE FIRST CALL

Pipeline, CRM and the close

A cold call that books a follow-up is the start of the job, not the result of it. The role calls for converting qualified opportunities into customers and keeping the CRM clean enough that the rest of the team, and the co-founder, can see exactly where every gym in the pipeline actually stands. That's the part most build exercises skip, so here is how I'd think about it.

Stage the pipeline honestly

Every gym on the target list would sit in one clear stage: Not Yet Contacted, Contacted, Walkthrough Sent, Meeting Booked, Live Trial, or Closed. No gym sits in a vague "in progress" bucket. If a call goes nowhere, that gets logged as Lost with a one-line reason, not left open forever, since a pipeline that looks bigger than it is helps nobody's forecast.

Follow-up on a fixed cadence, not a memory

A gym that says "send me an email" or "call me next week" gets a task logged with a date, the same day, not a mental note. My default cadence for a warm but undecided lead would be a follow-up at day 2, day 7, and day 14, each with a different angle rather than the same message resent, before moving it to a longer-term nurture list instead of letting it quietly go cold.

Qualify before pushing to close

Not every meeting is worth closing hard on the spot. Before asking a gym to go live, I'd want a clear yes on three things: there's a real decision-maker on the call, they see a concrete reason EXO helps them specifically (retention, reviews, or reach), and there's no blocking objection left unanswered. If any of the three is missing, the next step is answering that gap, not repeating the pitch louder.

Report weekly, in a form the team can actually use

A short weekly update covering calls made, meetings booked, gyms live, and what's stuck, matched to whatever dashboard or CRM the team already runs on. The number that matters most to me personally is calls-to-meeting conversion, since that's the number that tells me fastest whether the pitch itself needs adjusting, not just whether I'm dialling enough.

07 - CLOSING**Why this role, specifically**

I don't have a cold calling title on my CV yet, and I'm not going to pretend this script has already been proven on a live call. What I do have is time actually spent selling to this exact audience. A year running my own freelance fitness coaching business, building a client base from nothing, handling real objections about price and time commitment, and keeping 100 percent retention across every client I worked with. That's not a marketing case study, that's me on the phone or in person, closing and keeping people, in the same world EXO is trying to sell into.

I also know what it's like to sit on the other side of a gym partnership conversation, since I've worked directly with gyms and studios as a coach myself. That's a genuine edge for calling into this specific market, most candidates applying here won't have actually stood in a gym owner's shoes.

The team of seven and a co-founder still on the floor is exactly the environment I want, close enough to learn the craft directly rather than from a manual. I'd rather bring a raw number to a Monday pipeline review and get corrected by someone who has actually closed a hundred of these deals than get it right by accident on my own.

What I'd want out of this internship is exactly what the role offers, real coaching on sales fundamentals from people who've done it, inside a small team where the work is visible fast. Happy to walk through any part of this build, or run the actual call script live if that's useful before or during the role-play.

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