Use GLM Flows for Free-Intro Trials (Status Updated)

Sandy Tannheimer - 2026-11-16 - Account, Settings & Integrations

GLM Flows connect Kilo GMS to Gym Lead Machine, so when you sell a trial during a sales meeting, the athlete is tagged and moved to the right stage of your sales pipeline automatically. The flow runs when the athlete's trial package starts and their status changes to **Trial**. You can use the same setup for any introductory or short-term package that starts an athlete's journey before they become a won member.

> Note
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> GLM Flows are available only when the integration between Kilo GMS and Gym Lead Machine is enabled for your gym. If you do not see **GLM Flows** under **Notifications** in Kilo GMS, contact our Support team at **hello@usekilo.com**.

What you can do with GLM Flows for trials

- Add a Gym Lead Machine tag automatically when an athlete's status changes to Trial
- Move trial athletes to a Trial stage in your sales pipeline
- Send a custom welcome email to new trial athletes
- Notify a staff member when a trial starts
- Use the same setup for OnRamp, Foundations, and other introductory packages

The setup has four parts: a tag in Gym Lead Machine, a trial package that sets the Trial status, a GLM Flow in Kilo GMS that adds the tag, and a Gym Lead Machine workflow that runs when the tag is added.

Step 1: Create a custom tag in Gym Lead Machine

This tag is what triggers your Gym Lead Machine workflow in Step 4.

1. In Gym Lead Machine, go to **Settings → Tags**.
2. Click **+ Add Tag**.
3. Give the tag a clear name, such as "Trial Purchased," "OnRamp," or "Foundations."
4. Save the tag.

Step 2: Set your trial package to start the Trial status

1. In Kilo GMS, go to **Products → Packages**.
2. Find and open your trial or introductory package.
3. Set **Status Upon Start** to **Trial**.
4. Save your changes.

If you need help creating a trial or introductory package, contact our Support team.

Step 3: Build your GLM Flow in Kilo GMS

1. In Kilo GMS, go to **Notifications → GLM Flows**.
2. Click **+ Add Flow**.
3. Under **Trigger**, select **Athlete Status Changed**.
4. Select the **Trial** status.
5. Under **Action**, select **Add Tag in GLM**.
6. Choose the tag you created in Step 1.
7. In the final step, enable the flow.
8. Click **Save**.

Once the flow is saved, any athlete who receives the Trial status in Kilo GMS has the tag applied to their Gym Lead Machine contact automatically.

> Note
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> GLM Flows add tags to contacts that already exist in Gym Lead Machine, but they cannot create new contacts. Make sure every prospect enters Gym Lead Machine first, through a form submission or manual entry, so the flow has a contact to tag.

Step 4: Connect the tag to a Gym Lead Machine workflow

1. In Gym Lead Machine, go to **Automations → Workflows**.
2. Create a new workflow from scratch.
3. Set the workflow trigger to **Tag Added**.

4. Select the tag you created in Step 1.

5. Add the actions you want the workflow to take.

Common actions for trial athletes include:

- **Update Opportunity** to move the contact to the Trial stage in your pipeline
- **Send Email** to send a custom welcome message
- **Internal Notification → Email** to notify a staff member

> Note
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> A Trial stage is a custom pipeline stage. To add one to your pipeline, or to set up custom workflows or actions that need Support's help, contact our Support team at **hello@usekilo.com**.

Frequently asked questions

Why don't I see GLM Flows under Notifications in Kilo GMS?

GLM Flows appear only when the integration between Kilo GMS and Gym Lead Machine is enabled for your gym. Contact our Support team at hello@usekilo.com to have it enabled.

Why wasn't the tag added to my athlete's Gym Lead Machine contact?

The most likely reason is that the athlete isn't a contact in Gym Lead Machine yet. GLM Flows can add tags to existing contacts but cannot create new ones. Make sure every prospect enters Gym Lead Machine through a form submission or manual entry before they buy a trial. It's also worth confirming that the package's **Status Upon Start** is set to **Trial** and that the flow is enabled.

Can I use this setup for OnRamp, Foundations, or other intro packages?

Yes. The same setup works for any introductory or short-term package that starts an athlete's journey before they become a won member. Create a tag named for the program, such as "OnRamp" or "Foundations," and connect it to its own workflow.

How do I add a Trial stage to my sales pipeline?

Contact our Support team at hello@usekilo.com to add a custom stage, such as Trial, to your pipeline. Once the stage exists, your workflow can move contacts into it with the **Update Opportunity** action.

Helpful tips

- Name each tag after the package or program it tracks
- Confirm the package's **Status Upon Start** before building the flow, since the flow runs only when the status changes to Trial
- Add prospects to Gym Lead Machine through a form or manual entry before they purchase a trial
- Contact Support for custom workflows, actions, or pipeline stages

When this feature is most helpful

- Selling a trial during a sales meeting
- Running OnRamp or Foundations programs for new athletes
- Tracking trial athletes separately from won members in your pipeline
- Sending a consistent welcome message to every new trial athlete

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If you have questions about GLM Flows in Kilo GMS, our Support team is happy to help. Reach us at **hello@usekilo.com**.

- Tags
- Gym Management