Fitness First, Inc.

BRINGING QUALITY FITNESS EQUIPMENT TO THE WORLD

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DEALERS AROUND THE WORLD

BUSINESS TRAVEL

Another incredible sales training trip to report about this month!! Michael Binford, and Fred Hoag traveled across India to meet with ACME Fitness, our Inspire dealers in India. Mr. Ramesh Raja, Owner and Sales Manager MS Kumaran run the show and are one of our top international dealers. Here are a few pics from the trip, and notes from Michael during the trip that I though you would like to see.

ACME FITNESS INDIA
|NEW DELHI, INDIA|
19 August 2019. New Delhi has an excellent group of salesmen who paid close attention to the presentation and were asking a lot of questions.

|CHENNAI|
August 21, 2019. Chennai has a great showroom with the largest group of the trip. This group includes team members from purchasing, logistics sales and service and management.

|BANGALOR|
August 23, 2019. The Bangalore store is a great looking store with 2 stories and a fabulous showroom. This group was very interested in the dual stations as two of them were the commercial dealers for ACME. This was the last presentation of the trip and we went into the most detail with this group.

IF YOU WOULD LIKE US TO COME TO YOUR STORE FOR TRAINING, EMAIL ME BACK AND LET'S START WORKING ON THE BEST DATES TO COME VISIT YOU.

CLICK HERE TO CHECK OUT THE NEW EBROCHURE

12 REASONS INSPIRE IS THE BEST FIT FOR YOUR CUSTOMER!

Sales reps have shared great feedback on why their customers have chosen Inspire for their facilities. See some of the talking points below on why Inspire is perfect for your customers!

- ***Best "Bang for their Buck"*:** To get the same quality, durability, and smoothness from our competitors your customer would have to be at a much higher price point. Our aggressive pricing allows your customers to hit their budgets easier while maximizing the amount of equipment they can get.
- ***Cable Driven Workouts:*** The cable-based workouts provide a better fit, with less adjustments, for a wider variety of users and give more versatility of exercises vs traditional fixed movements.
- ***Industry Recognized Smooth Cables:*** Our industry leading cable system is one the *smoothest* you'll find on the market. It allows for a natural and fluid experience through every exercise.
- ***Isolateral Movement:*** The Dual Line is equipped with a double weight stack design that allows unique isolateral movements and dual-purpose functions.
- ***Multiple Machines in One:*** Most facilities are working off of budget and space restrictions. The unique designs and cable movements of our gyms allow them to be used for more movements than their primary purpose. This helps the customer make room for more product and helps you be more competitive on a bid.
- ***Innovative yet Intuitive:*** Our Dual Line feature unique designs that allow advanced users to perform complex movements while still being intuitive to simply "jump on and go" for the novice user.
- ***Modern Design:*** The modern designs provide a fresh welcoming look to attract more prospective clients/customers/tenants.
- ***Low Column Height:*** The weight stack columns were designed with low column heights to help keep fitness spaces feeling open and less cluttered.
- ***High Quality Nylon Shrouds:*** Each weight column is thoughtfully enclosed with high quality nylon that dampens the sound of banging weights and opens the room with its see-through deign.

and keep their maintenance costs low down the road.

- ***Interactive Training:*** All Inspire cardio and light commercial strength machines are compatible with the new Inspire Fitness App. This provides a cost effective, interactive platform, with over 1000 On-Demand (and live) workouts to keep your customers clients constantly engaged in their workouts.
- ***High Dealer Margins:*** Dealers are not required to hit a specific number with Inspire to get excellent margins; they come standard. This ensures you can be competitive for the customer while still being profitable.

Cardio Strider Testimonial

Marsha Lowder, Approximately 60 years old, Utah

For the last 4 years I have been dealing with osteo arthritis. Before that I was walking 6 miles a day on a treadmill. Because of the pain in my joints I quit walking. I gained 30 pounds which made my joints hurt more. I tried walking again but I could barely get off the treadmill when I was done. I tried my daughter's cardio strider and was amazed when I didn't hurt after. My husband surprised me with my own last March. I have exercised on it 6 days a week since. I very seldom miss because I feel so much better when I exercise. I have lost over 20 pounds and I'm stronger than I have been in years because the cardio strider works my legs and my arms. Two weeks ago my husband and I went on a biking trip to Jackson Hole Wyoming. Over 3 days we rode over 85 miles - 45 miles one day. Before I started working out on the cardio strider I wouldn't have been able to go one mile. I have a ways to go to reach my goals but I feel better than I've felt in many years. We just purchased 4 cardio striders for family members.

CARDIO STRIDER
CS3.1
CLICK HERE TO LEARN MORE

THE NEW CS3.1 IS BEAUTIFUL IN MATTE BLACK. WE UPGRADED THE CONSOLE WITH A NEW LED SCREEN FOR EASIER VIEWING, AND INCLUDED 40 RESISTANCE LEVELS AND 10 PRESET PROGRAMS. WITH A LIFETIME FRAME, AND 5 YEAR RESIDENTIAL PARTS WARRANTY, YOU CAN'T GO WRONG THE THE CS3.1.

CLOSE OUT OPPORTUNITY!!

Closeout Pricing on Spirit Commercial Items**: Benches and Rack.**

Spirit Fitness has some excess full commercial items they want to move out quickly from their Jonesboro, Arkansas (Zip Code 72401) Warehouse. Please take a close look as these items and let us know if you can take any or all of these items.

Spirit Commercial Web Link:
https://commercial.spiritfitness.com/commercial-strength.html

Model	Description	FOB Arkanasa	Units
ST900AB	Adjustable Bench	$334	2
ST900DB	Decline Bench	$289	83
ST900DR	2-Tier Dumbbell Rack	$389	44

ST900AB

KEY FEATURES
|SEATBACK POSITIONS| -9°, 0°, 30°, 45°, 60°, and 90° seatback positions
|FRAME DURABILITY| Powder-coated, 11-guage steel with oval tubing for greater strength.
|COMFORT| High durometer foam with contoured seat bottom also adjusts for comfort and dual-layered fabric for extra durability.
|MOBILITY| Wheels for easy transport and leveler feet for secure placement.

ST900DB

KEY FEATURES
|BENCH POSITIONS| 0°, -9°, -15°, -20°, and -30° bench positions
|FRAME DURABILITY| Powder-coated, 11-guage steel with oval tubing for greater strength.
|COMFORT| Rolling leg pads comfortably fit users of various leg lengths and a dual-layered fabric provides extra durability.

ST900DR

KEY FEATURES

|DURABILITY| Rubber trays protect both the rack and dumbbells.
|FRAME DURABILITY| Sturdy, heavy duty construction.
|MULTI-PURPOSE| Notched design accommodates both round and hexagonal weights.
|SECURE STORAGE| Top trays prevent dumbbells from rolling and allows for quick and secure placement.

Closeout Pricing on GoFit Item**: Glute Blaster.**

GoFit has some excess Glute Blaster they want to move out quickly from both Chine and Tulsa Warehouse. Please take a look and let us know if you want to make an order of glute blasters.

Includes: One Glute Blaster Belt, Knee Pad, Training Manual, and Carry Bag.
Sculpt and shape your glutes like nothing else with the newly designed GoFit Glute Blaster

Note: 300 unit minimum (4 units per case) at these prices.

Model	Description	FOB CHINA	Units	FOB USA	Units USA
GF-GBB	Glute Blaster	$12.20	3,500	$14.20	100

EMAIL DAN BINFORD HERE

Email me to make an order today!

Dan Binford
President

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Our mailing address is:
|dbinford@fitnessexports.com|

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