
HOW TO SELL STAGES CYCLING VIRTUAL BIKES AGAINST COMPETITORS MADE FOR THE HOME

In talking to a buyer outside of the fitness market, there's a good chance their indoor cycling point of reference is a popular home bike. Below are the reasons that any buyer should choose a Stages Indoor Cycling virtual bike for the commercial setting over a virtual bike made for the home.

1. STAGES CYCLING MAKES COMMERCIAL GRADE INDOOR BIKES.

- Get them to ride the bike. Anyone who has ridden on a competitor home bike will immediately notice the difference in stability, comfort and feel.
- Bikes made for the home setting don't require the same stability and sturdiness as those made for the commercial market. Stages bikes have been proven and tested in a variety of commercial settings - from prestigious health clubs such as Life Time Fitness and Equinox, to industry leaders in the boutique market such as Soul Cycle, where bikes are sweated on for 12 hours a day.
- Stages Cycling has a reliable network of technicians and customer support staff to quickly troubleshoot and fix any issues that may arise.

2. NO LOGIN REQUIRED TO BEGIN A WORKOUT.

- The most popular option on any piece of commercial fitness equipment is the "quick start" button. While the Stages Solo does have an option to log in for a personalized workout, both the Solo and Les Mills Virtual Bike have quick start options to jump on and get riding without any sort of account. The most popular home virtual bike requires a user to log in with their email address to begin a workout.
- Any required login serves as an email collection, meaning your guests could get marketed to by the bike manufacturer.

3. SAFE, RELIABLE CONTENT FOR ANY SETTING.

- All content on the Stages Solo and Les Mills Virtual bike is G-rated and safe for any audience. No questionable or unpredictable content is available for selection.
- Content on the most popular home virtual bike is streamed over WiFi, which requires a stable Internet connection for an uninterrupted workout experience. Content on the Stages Solo and Les Mills Virtual Bikes are downloaded onto the tablet, guaranteeing a seamless visual experience.

4. STAGES VIRTUAL BIKES CAN BE CUSTOMIZED TO YOUR BRAND AND YOUR VISION.

- Work with our design team on customizing your bikes to fit your vision and your brand, from color to decals. We truly believe it's about your brand, not ours.