



Hello, Fitness Sales Professionals



Real world sales tips are the best, and we've got a great one for you.

This month's real world sales tip comes from Dean Myers, a pro pro who works for Exercise and Leisure in Cincinnati, Ohio. Dean has been with E&L for about 20 years. I mention that because he utilized some savvy, veteran moves to get this Helix sale. And, when I called him back to fact check something, he shared ANOTHER great Helix sales story with me, so this tip just became a "two-fer".

If you are serious about upping your Helix sales, and claiming more great Helix spiffs, then please pay attention.

The first sale starts with a wife coming into the store, solo. Her husband was in the car, stuck on a call. Dean took that time to get to know her and found out what some of her fitness goals were. Like a lot of potential Helix customers, this lady wanted to:

- “Shape Up” her glutes and inner/outer thighs
- Lose a few pounds
- And, in general, firm some things up, so to speak.

Talk about checking all the boxes for a classic Helix customer!

But, of course, it wasn't going to be that easy.

While still waiting for the husband, and armed with the knowledge of HER wishes, Dean showed her a Helix and got her on it for a demo. She loved it! (OF COURSE!!!)

Then the husband arrived. It turns out his agenda was to get a commercial stair stepper, like an old school PT4400-type. Dean didn't have anything exactly like that on his floor, and the customer didn't love the Spirit Incline Stepper, so Dean tried getting the husband onto the Helix. The husband thought the Helix was too “intense”, so they moved on to other products.

Dean finally closed him on a slightly used commercial Octane elliptical.

And, a lot of salespeople would've stopped right

there.

In sports terms, this is where Dean's "veterans presence" kicked in. He KNEW the wife loved the Helix (and he may even be familiar with the term "happy wife, happy life"). He also knows, once a customer has made the decision to purchase, there is really no better time to sell them.

You keep selling till the customer says NO.

Dean subtly and expertly started explaining the importance of cross-training and mentioned Helix is really the only cardio product on the market that trains you in a different plane, and trains different muscles traditional cardio products do not. He remembered how quickly the wife had stated she felt the Helix in her glutes and inner/outer thigh. So, he circled back and reiterated that the Helix is really the only cardio product that targets the glutes, inner/outer thigh, and core, and this really rekindled the wife's interest.

Fast forward a couple of minutes and Dean closed them on the "add on Helix". GREAT JOB, DEAN!

When I called Dean to fact check part of the first story, he told me, "I've actually got another good Helix story for you". My response was, "Do tell".

Dean recently had a couple come in looking specifically for a Zero Runner. It turns out they weren't necessarily serious runners but they were looking for a good cardio workout that would be easy on their hips.

Dean remembered from his training on the Helix recumbent that it's probably the best hip product on the planet and he got both folks on an HR1000.



They loved it. Loved the motion. Loved how it made their hips feel. But he couldn't close them. We see this occasionally. Customers will say they absolutely love the motion or the feel but, probably because the motion is so new to them, they feel "safer" going with a form of exercise they're more familiar with. Such was the case this time. Dean was able to close them on a high dollar, adjustable stride elliptical. (This is also a great example of a good sales technique. Dean could see the height difference between the 2 spouses and was able to explain the importance of finding a stride length that would fit each of them perfectly.)

When the husband came back to pay for the \$4,000+ elliptical, did Dean settle for just that sale?? NOPE! He went for the Helix recumbent add-on. Did he close the guy right away? NOPE. The customer acknowledged that they really liked the Helix but it just wasn't in the budget at the present time; they would plan to buy it next year. (How many times have we all heard that???) Now that he knew it was a budget issue, Dean went with a new approach. "If you buy them both now, I can get you a whole lot better deal than if you purchase them separately". This got the customers attention and Dean showed him pricing each way, purchased separately or purchased together, and he was able to close ANOTHER HELIX ADD ON SALE!!! And, score a \$300 spiff in the process.

Great stories, Dean. Keep up the good work!

There are several really good take-aways from these stories:

- **Use your "Helix Radar" by listening for needs/wants/goals that could be best accomplished by a Helix.**

- **Be adept at introducing Helix into discussions.**
 - **Don't stop selling!**
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[Access September Spiff Information](#)

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Several of our recent Real World Sales Tips came from folks who saw their Helix sales take off after they:

- **started personally using the product**
- **started utilizing some of the sales tips and training information we've provided them**

Will you be the next great Helix success story? Let myself or Laura know if you've got a great Helix sales story!

Happy Selling!

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