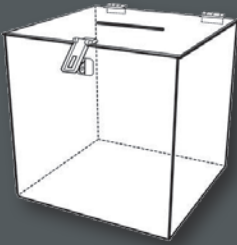




COMPLETE DEMO KIT

(INTERNATIONAL VERSION)

For every 4 HLT3500s purchased, a Helix international distributor may request 1 complete demo kit at no charge. Each demo kit contains:



▲ 1 clear, Plexiglas lockable drop box for collecting questionnaires (distributor provides own lock)



▲ 12 Helix workout towels



▲ 12 Helix t-shirts (distributor to provide requested size range)

Are traditional front-to-back cardio products not delivering the results you want?

Try training 360° with the revolutionary Helix Lateral Trainer and finally get the body you want.

FAST!

SET STRENGTH TRAINING RESULTS WHILE YOU TRAIN AEROBICALLY!

The patented Helix lateral motion uses more muscle and burns more calories. **GENIUS!**

Engage the core during cardio!
Intense focus on the glutes and hamstrings
No other aerobic trainer targets the inner thighs
Works calves with no impact to knees

Powerful quad workout
Sculpts the hard to reach outer thigh
Unique lateral motion unlike anything else

Helix Lateral Trainer
The most effective cardio product ever built™

KEYS TO SUCCESSFUL HELIX DEMOS

1. Make sure the facility is interested. If they are lukewarm or if you really have to push them to do the demo, consider walking away from the store to save the effort.
2. Consider asking the facility if the demo goes extremely well, are you in a position to purchase? If 75% or more of the questionnaire show favorable responses?
3. If you are using the Demo Questionnaire, consider asking "would you agree to purchase if 75% or more of the questionnaire show favorable responses?"
4. Always make sure the facility will consent to let you place a free demo standing banner near the machine.
5. Always make sure your demo unit has an instructional placard.
6. Always meet with the head trainer, fitness director or an instructor. **WHICH YOU SELECTED THE PRODUCT** as you can demonstrate proper form for the user. In fact, recruit members, or trainers, or instructors, depending on the size of facility. It's better to recruit the facility, who needs to really care that **WHY** Helix is better than regular cardio products (i.e., all regular cardio products have you step/straddle any front-to-back motion. Only Helix has your own unique motion. Only Helix has the centering and glutes. Helix creates up to 94% greater muscle activation in 7 different muscle groups including core, glutes, hamstring, thigh. This leads to a more effective heart rate increase, less calorie burn and better results faster than treadmills.
7. Drop off the instructional DVD for the head trainer/instructor. You can either make sure the training unit works or they can send you back to it or to the facility.
8. Check in a few days after you dropped the product off to see if there are any questions. This is also a good time to find out what the user group/feedback has been. If they aren't, you need to call out why it's usually because they're not watching people program form and usage OR because one of the fitness directors had the same concern (ask if another reason why you need to schedule the trainers when you drop the product off).
9. Document every prospect why the Helix is great for their specific application. Generally, customize your plans to each specific marketplace.

▲ Electronic "Keys to Successful Demos" document

▲ 1 extra large Helix free-standing banner, to accompany demo unit on ALL demo opportunities

How to HELIX:

TRY ME & BURN MORE FAT TODAY!

1. Classic (Baseline):
 - Keep feet flat & heels down.
 - Grip handles at shoulder height.
 - Stand upright.
 - No hand/wrist leaning.
 - Push top pedal down to start.
 - Maintain a 35-45 rpm pace.
2. Reverse (Unconventional):
 - Begin Cardio Surfing.
 - If it feels like moving clockwise, focus is on outer thighs & glutes.
 - If it feels like moving counter clockwise, focus is on inner thighs.
 - For a balanced workout, shift your weight to alternate direction every few minutes.
3. Short (Microburst) Bursts:
 - Keep feet flat & heels down.
 - Grip handles to proper elbows.
 - Keep your back straight.
 - Keep all feet flat.
 - Try 1 minute of Butt Blasting for every 2 minutes Surfing.

TIP: KEEP YOUR HEELS DOWN TO TARGET GLUTES & STRENGTHEN KNEES.

43% GREATER CORE ACTIVATION THAN ELLIPTICALS!

TIP: TO ISOLATE & FOCUS ON THE CORE, KEEP YOUR UPPER BODY AS STILL AS POSSIBLE.

38% MORE GLUTE ACTIVATION THAN ELLIPTICALS!

**REACH GOALS FASTER!
RATE 20% FASTER!**

▲ 1 instructional placard for demo unit

MEET HELIX
THE MOST EFFECTIVE CARDIO PRODUCT EVER BUILT

1. Was the machine easy to use?
 - ☐ Yes ☐ No
2. Did the Helix workout or motion feel different than other machines?
 - ☐ Yes ☐ No
3. What muscle groups did you feel the Helix worked?
 - ☐ Core (Specify)
 - ☐ Inner/Outer Thighs
 - ☐ Glutes
 - ☐ Calfs
 - ☐ Other
4. If you belonged to a health club or fitness facility that had Helix products, would you use them?
 - ☐ Yes ☐ No
5. Can you envision how the increased muscle activation created by Helix would create an effective workout and deliver great results?
 - ☐ Yes ☐ No

Thank you for your participation!

▲ Electronic art file for demo questionnaires (to be printed locally)