



Tips for Selling to Your Members

(From one gym owner to another)

1. A better product. Know what you are selling.

- Cowbell tastes great! Our main priority was to help people reach their goals.
- We put enough ingredients in each can to actually be functional. Believe it or not, this is rare in the beverage space. **At least one can a day is recommended for the best results.**
- Transparency was one of the driving forces in the development of Cowbell. All our ingredients and their amounts are listed individually on the can. No hiding behind a proprietary formula. You should know what you are selling your members. **Cowbell contains 5x the ingredients of the other leading performance & recovery drinks.**

2. Do a tasting.

- Sampling the product out to your members is the best way to introduce Cowbell to your gym.
- The easiest way to do a tasting is to have Cowbell on ice and pass it out after class. Make sure it is ice cold! You can also do a traditional tasting, with sample cups, if you have the time and staff to help.

3. Exclusivity

- We created a premium performance & recovery drink that justifies a premium retail price. **There is simply no other brand out there with the efficacy and transparency of Cowbell.**
- Your members will appreciate the fact that you are offering a superior product in your gym.
- Cowbell is the **only** carbonated ready-to-drink brand with an **exclusive license** to use BetaTOR HMB. This exclusivity is passed on to gyms, athletic clubs, and their members.

If you have any questions or need assistance with your marketing strategy, please email us at support@drinkcowbell.com, or call or text us (507) 410-6262, Monday–Friday, 8am – 5 pm. CST

Sincerely,

