



Top Sales & Marketing Strategies for Retailers

The follow strategies represent “best practices” for generating awareness and sales, based on our experience and through feedback from some of our best dealers. Given your other demands/products, we understand that you don’t have the time, energy, and ability to employ them all. That said, we hope you find them helpful and you’re able to identify some strategies you find compelling.

1. Encourage your staff to truly experience the ElliptiGO

Much like anything, it’s MUCH easier to sell something is if you believe in it and have a true appreciation and understanding of the product. And for the ElliptiGO, the best way to do this is by experiencing it. Not a quick spin in a parking lot. Not a 3 minute lap around the building. I’m talking about a real ride/workout of at least 30 minutes so you can appreciate how low-impact it is, what it’s like to run at 15-20 mph, how quickly you can get your heart rate up, the cardiovascular workout you can get, the improved visibility... It’s much easier to answer the question, “How does it do climbing hills?” if you’ve actually done it yourself. It’s difficult to answer the question, “How does the workout compare to running, riding a bike or using an indoor elliptical?”, if you haven’t taken the ElliptiGO out for a real ride.

One particularly effective sales tactic is to generate and disseminate local “product performance” talking points to your sales team that incorporate local climbs/ride routes that will be meaningful to local customers. “Yeah, it climbs hills really well; in fact, it’s one of the best things it does. We ride it up “Your Town local hill” – no problem.” “We routinely do X-mile long rides out at “Your Town local bike trail”.

Consider establishing a store challenge to build a little competition among your staff - e.g. who can climb “your town local hill” the fastest on an ElliptiGO.

At the end of the day, if there is at least one person in each store who is willing to embrace the ElliptiGO - be its Champion - and use the product as it’s meant to be used, sales will be positively impacted.

2. Leverage the ElliptiGO as a Marketing/Advertising Tool

Second to national media hits, ElliptiGOs on the road continue to be one of the most effective ways to generate interest and sales. Every ElliptiGO on the road is a moving billboard - they simply turn heads. The more you can keep them riding in high traffic areas, wealthy neighborhoods, places where people exercise/workout/congregate... the better. There are a variety of ways you can do this, including...

- **Encourage your staff to put miles on the bikes** – whether that be commuting to work, for their workouts, on their days off... If nothing else, have your staff ride around in the nearby vicinity/parking lots/high-traffic areas if things are slow in the store.
- **Leverage your customers** as they will get stopped – all the time. Every customer is a referral source and should be given business cards and maybe even a branded T-shirt. If nothing else, they should definitely know how to respond to, “Where did you get that? Where can I try one?”
 - o **Leverage GO Gifts** - Visit <http://elliptigo.com/company/go-gifts/> to learn about the program we created to encourage customers to refer others. You help educate your customers. We handle the rest.

- **Start an ElliptiGO Riding Club/Community** - ElliptiGO owners want to ride and interact with other ElliptiGO owners. Help enable that to happen. You'll get a ton of benefit from having a pack of raving customers on the roads turning heads, stopping traffic, and spreading the ElliptiGO word.
- **Create a "Street Team"** to ride the ElliptiGO in high traffic/exposure areas, at local events, expos, where fitness oriented Boomers congregate... Once again, multiple bikes riding together make an impact!
- **Participate in....**
 - Parades (or let an organization borrow some)
 - Cycling Events (legitimately demonstrates the product). Consider sponsoring some customers or local athletes and pay for their entry fees.
 - Running races as Pace Vehicles or Crowd control. Typically every running race has a lead bicycle program that helps with pacing, communicating splits back to the announcer, or simply to provide crowd control. (*Check out the dedicated document titled "Events and Expos" in the Sales & Marketing Section of our Dealer Resources for more.*)
- **Incorporate a Tear-Drop Banner off the back of the ElliptiGO** - The ElliptiGOs generate a ton of interest on their own but attaching a tear-drop banner to the back of the ElliptiGO takes it to another level. (*Examples of suggested banners coming soon on our Dealer Resources.*)
- **Offer a Demo/Rental program** (*see Demo/Rental Waiver and Program Overview in Dealer Resources*). We've seen a high conversion from this program as it gives interested customers the opportunity to get multiple rides on the product, which in turn gets them more comfortable on it and a better appreciate for the experience it provides. In addition, their egos get stroked – because all of the attention they get from their neighbors for having the coolest new piece of fitness equipment on the block. Even if they don't buy, they've paid you to help keep the ElliptiGO on the road generating more interest.
 - **High Visibility Rental:** A minor twist on the above. Consider partnering with a local bike rental organization that rents bikes in high-traffic areas. They keep the rental revenue and they refer customers interested in purchasing bikes. Note: this is also a great option for a dealer that doesn't offer a safe/convenient place for a test ride.
- **Cross-Market** by letting other local brands borrow/leverage the ElliptiGO. Is there a bike messenger that could use an ElliptiGO instead? Is there a business that delivers sandwiches or flowers that's interested in? Another great opportunity to leverage a tear-drop banner.
- **Host Test Rides** in high visibility areas, whether that be blocking off a test ride area in your store parking or at a location where a lot of people workout.

3. Leverage existing relationships with local influencers (and build new ones)

Consider selling a few ElliptiGOs at a significant discount to local influencers who regularly see/ have access to ElliptiGO's target customers or will help keep the ElliptiGOs on the road. Consider giving a spiff/incentive for any referrals generated.

- **Rehab/Sports Medicine Community:** Over \$8 Billion dollars was spent on hip and knee replacements in 2010. Think orthopedic/spine surgeons, physical therapists, chiropractors, massage therapists, Hospitals, Rehab Clinics... The ElliptiGO is a great rehabilitation tool.
- **High-end Gyms:** Sell a local high-end gym a few ElliptiGO for their member's use, which will also keep them on the road. The value of their members keeping them on the road is probably worth a significant discount.
- **High-end Trainers:** Generate awareness through high-end trainers that cater to an affluent community and to people who care about being fit/the latest fitness technologies...

- **Running Community**
 - o Running Clubs / Training Programs (most host educational sessions after each long run. Conduct one on the benefits of cross-training).
 - o Running Coaches: The ElliptiGO allows them to more effectively support their runners on weekend runs as they can bounce back and forth with different pace groups.
 - o Running Stores: Some stores are ok with temporarily putting an ElliptiGO on static display and they get a spiff for any referrals generated. If nothing else, see if you can put some brochures in their store.
- **Local Celebrities, High-Profile Personalities:** Is there a local celebrity or high-profile personality that is a fitness fanatic, an injured runner, or a healthy runner who could benefit from some cross-training? Athlete? News Anchor Host? Mayor? Typically these people love attention, and the ElliptiGO will only stoke the fire even more.

4. Leverage your existing marketing and awareness tools

This probably goes without saying, but leverage the marketing and awareness tools that you already have in place. You have a database/access to customers and fans that respect your organization that will be interested in hearing about an innovative new bike/fitness product.

- Website (see examples at www.bbfitness.com, www.evolvebikes.com). *(Note - if you're member of Smart E-Tailing, you can access ElliptiGO products and content via their portal.)*
- Newsletter
- Direct Mail
- Facebook, Twitter, and other Social Media
- Your own personal networks and those of your staff (friends, family, alumni groups, local gyms, PTAs, other community groups). Your store manager's uncle's neighbor could be the sports reporter for the local news? Your running buddy's wife could be heavily tied into the organization of the local 5K race?

5. Generate interest through local Media and Advertising

The media has been very receptive to the ElliptiGO as it "makes for good TV" and print. Visually, it's a very captivating product and the media is always looking for something new. Depending on the territory/ market size, our Director or Marketing and/or PR Firm will work with you to generate local media hits. Our internal marketing studies have shown that local media coverage in more traditional formats (TV and print media) are particularly effective in raising awareness among the core ElliptiGO customer as active + aging Boomer consumers are influenced by local news/papers/magazines.

Here are some specific ideas for how to raise local PR interest that have been successful for us in the past:

- Issue a press release and reach out to local media announcing that this exciting and innovative new fitness device is now available for the first time to customers in "your town"—local media like covering how a national trend has arrived locally. We've made this easy for you. Email Erika at erika@elliptigo.com and she'll share a template you can use.
- Stay in touch with some of your first early adopter customers and check back with them during their first few months of owning the ElliptiGO. Do any of them have compelling "human interest" stories about how they are using the product or how it has improved their life? Pitch a story to the local media about how the first few customers in "your town" are benefiting from this exciting new product—feature interviews and photo/video of those first few customers in the coverage.

- Participate or sponsor in a local running/cycling/charity event and pitch to the local media how this will be ElliptiGO's first appearance locally—event organizers themselves are also usually looking for creative new angles to get publicity for their event so they may be good partners in helping you reach out to media—picture headlines like “What’s New At the “*Your Town*” 10K Race This Year? ElliptiGO” or “Local Store Owner Will GO the Distance in the Annual “*Your Town*” Charity Ride”)

6. Connect with ElliptiGO Inc. to Leverage Our Marketing Efforts and Channels - There are several ways you can work with the marketing team at ElliptiGO headquarters to promote your local sales & marketing efforts.

- Inform us both before and after you do exciting new/local marketing events and we can post these (ideally with fun photos) to our Facebook fan page (3K fans and growing) and in our Company Update e-newsletter (6K subscribers and growing).
- Refer to our Dealer Resources monthly e-update for links to national media coverage (print and TV links) that you can use locally. You can add links to ElliptiGO broadcast coverage on your website or print color copies of national press reviews to add to an in-store display.
- Our Marketing Team maintains a calendar of major running, cycling, fitness events nation-wide that might be good opportunities for ElliptiGO exposure---but you and your team will have the best insight into which local or regional events will be the most impactful for generating local sales. We do have co-marketing funds available for retailers who want to exhibit or otherwise have a presence at local events. Contact our team for more information, guidance and to tap into our team's list of best practices for events.

Bonus Ideas...

- Sponsor a hole-in-one at a golf event, e.g. someone gets a hole-in-one, they win an ElliptiGO. Pretty good odds they won't. Allow someone from each four-some to ride on the cart path from the tee-box to the green on the ElliptiGO. (Riding on the fairways has been frowned upon.)
- Build the buzz through a competition. Reach out to other retailers in your region to organize a friendly competition that will get employees and local customers excited.
- Establish a local record, whether that be a hill climb or just a popular course. (Remember safety first.) If it's well-known and newsworthy, let us know and we'll add to our record books - <http://elliptigo.com/training/records/>.

Have another idea or marketing strategy that is working?

Let us know so we can share with our other dealers.