

FEATURED STORY

Cathy Le Francois and Hide Yamagishi endorse TuffStuff Strength Equipment!

IFBB Pro's Cathy Le Francois and Hide Yamagishi are very passionate about working out on their new TuffStuff Commercial Strength Equipment, which they consider as the number one strength line in Pro Bodybuilding circles. At her private studio in El Monte, California, affectionately known as "Power Cat Gym" Cathy trains current and aspiring future IFBB champions. Her good friend, Iris Kyle, a 6-time Ms. Olympia, recently trained there.

Last month Cathy won 1st place at the New York Pro, again, and for the 3rd time. A fierce competitor, she will be vying for the top prize in the upcoming Ms. Olympia Contest.

Hide Yamagishi, Japan's only IFBB Pro and Mr. Olympia contestant, has been on an American pro Tour, in preparation for the Mr. Olympia Contest this September. As part of his training regimen he works out on TuffStuff equipment. In May, Hide placed 2nd in the New York pro Contest; there were some who thought that he should have won. Earlier in the year, Hide placed 8th at the Arnold Classic; took 1st Place at the Orlando Show of Champions; and garnered 2nd Place at the Phoenix Pro.

For more information, go to Cathy's website, www.cathypriest.com and click on Cathy's Blog. Check out Hide's website, www.hide-productions.com



THIS MONTH'S FEATURED SHOWCASE



The best home fitness room in the world?

Mr. Hozumi from Nagoya Japan has put together what could possibly be the best home fitness room on the planet! With the help of Hiro Murakami, sales representative from Think Fitness Corporation, TuffStuff's dealer in Toyko, Mr. Hozumi designed and developed his very own private in-home health club, outfitted exclusively with Proformance Series Commercial Strength Equipment.

Thank you Mr. Hozumi, for your confidence in TuffStuff Strength Equipment, and to Think Fitness Corporation, our appreciation for your continued support!

EAST COAST NEWS & VIEWS by Fred Bixby



Prosource Fitness Equipment Expands!

In an industry that has seen more than its fair share of turbulence, one company has seen its market share increase and its customers ask for more. **Prosource Fitness Equipment** out of Raleigh, North Carolina, has bucked industry trends and grown in a down market. Dave and Yates Marsic have focused on a simple game plan. Don't over extend the business with too much overhead and too many vendors.

In eight years Prosource has grown from 2000 sq. ft. to over 22,000 sq. ft. encompassing two buildings. Dave Marsic credits much of the company's success to a dedicated team that goes above and beyond the call of duty every day. He also points out that many of his competitors have one major mistake in common – too many vendors! Marsic believes that if you stay the course and support a core group of manufactures you will be much better off in the long run.

Marsic believes you should pick your vendors wisely and communicate with them daily. "When we started Prosource Fitness in 2002 very few manufactures wanted to give us a shot" Marsic says, "Tuff Stuff and True Fitness believed in our ability and offered us the products; 8 years later we are their exclusive dealers for the region."

"Our new building is a tremendous opportunity," Marsic adds, "but we will never forget the days when my wife and I shared an office and had to take turns using one phone."

SALES TIP OF THE MONTH

Sasquatch, Jackalopes, the Lochness Monster, and the elusive BE-BACK!

"Let me have a brochure I want to think about it."

For anyone in Retail Sales the above statement is very familiar, and equally frustrating. You spend 45 minutes performing your best song and dance only to have your customer take a brochure and promise you he'll be back. Any industry veteran will tell you that BE-BACKS are as common as Jackalopes, you've heard of them, but you've never really seen them.

Why do customers do this? For many it comes down to the fact that they are simply confused. Most specialty stores today are overcrowded with too many choices. Customers want selection, but too many choices can often cause confusion and frustration, leading many potential customers to freeze up and not make any decision at all. (In retail this is called confuse 'em and lose 'em syndrome.)

Studies into human Psychology reveal that choices and options need to be kept to a minimum, to ensure mental calculations and comparisons that lead to decisions, can be made. In fact, these same studies have come up with the magic number of options that the majority of customers like to have. What is this magic number? Psychologists say that 5 to 9 choices are best for customers to make quick and stress free decisions.

So if you're getting a lot of BE-BACK promises, maybe it's time you took a second look at you product selection. Do you have enough selection, or, is it too much? Stores with a lot of merchandise may be better off "framing" their selections and grouping their equipment into 5 or 9 option groups. Grouping your offerings based on similar features or performance characteristics can help potential customers make faster comparisons and decisions, which should help cut down on the elusive BE-BACK monster.

Highlights:

In order to expedite Purchase Orders, we are urging those dealers who can email their Purchase Orders to please do so. Purchase orders received by Fax are less clear and can print out incompletely. Those dealers who are unable to email their orders can continue to fax them, but please ensure your order is legible, and follow up your fax with a phone call to verify that we have received it.

As a reminder, we no longer offer for re-sale or stock the TOA-37 Olympic Adaptors.

Our offices and production department will be closed on **Monday July 5th** in observance of the Independence Day Holiday.

New Commercial Dealer Price lists were sent out recently which will take effect on July 15th. Those dealers who have not received them are encouraged to contact their TuffStuff sales representative immediately.

INTERNATIONAL HAPPENINGS



Congratulations TuffStuff dealer MUSCULMAG in Kazan, Russia for their recent sale of Proformance and CalGym equipment into the private residence of Mr. Rustam Minnikhanov, the President of the Republic of Tatarstan! Mr. & Mrs. Minnikhanov were so impressed with the equipment and the hard work of Musculmag President Mr. Bullat ASKERR, that they will also be outfitting their new Day Spa with TuffStuff equipment this Fall.

Congratulations Musculmag on a job well done!

EXERCISE OF THE MONTH



So you say you want to train your lower back muscles and you can't because you don't have a hyper-extension bench, and you don't like to perform Deadlifts, or Goodmorning exercises. Well, if you have a TuffStuff AXT Series home gym, I have the answer for you. It's called the Improvised Seated Back Extension, and it works surprisingly well.

To perform this exercise sit on your AXT gym facing the back pad. Hold onto the Ab Crunch strap as pictured, and place your hands together on the top/back of your head. With your knees braced against the leg hold down pads, slowly extend your upper body backwards until your back is at a 45-degree angle with your thighs. Now pause and slowly return to the start position. Think this looks and sounds easy? Try it for 20 slow & controlled reps with a challenging weight and see how it feels, I double-dog dare you!