

## FEATURED STORY

Last month Jake Steinfeld and Governor Arnold Schwarzenegger announced that over ONE MILLION Californians had signed up to participate in the 2010 California Governor's Fitness Challenge. This number dwarfs similar efforts in the other 49 states and positions California as the clear leader in promoting physical fitness nationally. Not since the Kennedy Administration has the public been so inspired by a fitness initiative!

The Coca-Cola Company was also on hand to announce that they would be funding eight brand new "Live Positively" Fitness Centers (retail value more than \$100,000 each) in California schools that are participating in the Governor's Challenge Competition.

On hand for the celebration were:

**Governor Arnold Schwarzenegger**

**Jake Steinfeld**, Chairman Governor's Council on Physical Fitness and Sports;

**Sandy Douglas**, President of the Coca-Cola Company, North America.

**Peter Vidmar**, Council Vice Chair.

**Laila Ali and Tony Hawk**, Council Members



## THIS MONTH'S FEATURED SHOWCASE



FIBO 2010

**Our Thanks** goes out to everyone who stopped by our booth at the recent FIBO Show in Essen, Germany to say hello and view samples of our new commercial strength equipment. We were very surprised and happy at the number of dealers and visitors who made their way to the show, as for many, it was no easy task. Cancelled flights, overcrowded train stations, and a general sense of pandemonium due to the eruption of an Icelandic Volcano, all conspired to make FIBO 2010 a visitor wasteland. Yet many people went above and beyond to attend the show, like TuffStuff dealer MuscleMag from Kazan, Russia, who spent 2 days traveling by train to make it to the show.

## EAST COAST NEWS & VIEWS by Fred Bixby



TuffStuff Dealer, **Fitness For All**, with locations in Springfield, Peoria, and Quincy Illinois, has been very successful with setting up many commercial facilities. In recent months Commercial Sales Manager, Mike Myers, has been able to connect with a few of the local schools in the area. The latest is Chatham Glenwood High School in Chatham, IL. where a good number of TuffSTuff XXL Racks & Platforms, along with some Proformance Series benches, have been installed. Great job Mike, and congratulations Chatham Glenwood High School!

## Highlights:

### New TuffStuff Website!

Our new web site is up and running! We are always looking to expand our Showcase pictures and would like to ask our dealers to email any pictures they may have of installations along with the name of the facility and city it is located in to [info@tuffstuff.net](mailto:info@tuffstuff.net).

### New Pricing!

New dealer price lists have gone out this week. If you did not receive your new 2010 dealer pricing please contact your TuffStuff Sales Representative, as the new prices will take effect on June 1st.

## INTERNATIONAL HAPPENINGS



We would like to recognize and congratulate TuffStuff dealer **The Spinach Group Ltd.** for its recent campaign to promote physical fitness for kids in the Maltese Islands. Last month Dr. Edward Cassar Delia concluded talks with the Prime Minister of Malta, and Dr. Lawrence Gonzi, the Minister of Education & Sports, to launch a national campaign promoting Health & Fitness among the nations young people. The Spinach Group Ltd is excited about the opportunity to promote TuffStuff's Kids Stuff products in support of this initiative. **Congratulations** to both The Spinach Group Ltd, and the Country of Malta!

## SALES TIP OF THE MONTH

### Can you pass the "flinch test"?

There is a secret negotiating tactic used in the purchasing world called the "Flinch Test". It's a test many purchasing agents, and customers, give to sales people when they are provided with pricing and it goes something like this;

After your sales demonstration you present the customer with the price for your product or service and they respond by blurting out, "Wow, I had no idea it would be that expensive?" or "Wow, I can get it much cheaper from your competitor." What your customer is doing is gauging your response to see how confident you are in the price you gave them. If you respond by immediately saying something like "How about if I take an additional 10% off?" or "Let me ask my manager if we can do any better." You just failed the Flinch test!

The reason you failed is because the above responses create trust issues with your customer. In your customers eyes one of two things is true, either you believe the price you offered was fair, or you were trying to rip them off. By "flinching" and immediately offering an even better deal than you initially offered, your customer thinks that you were trying to rip them off with the first price you proposed.

A better initial response may be to look your customer in the eye and say "Actually I am not surprised by your reaction. I get that a lot. Most of my customers are not aware what a high quality, well-made product such as this will initially cost. Would you like to look at something in a different category?" This response shows the customer you are confident in the price you gave them, and also gives them a chance to tell you the real objection they may have to your product or service.