

# 2011 Sales Training Guide



Photos by Jake Orness

# The Good, the Bad, and the Ugly: Electric Bikes



**By Mike Wolf**  
of Bloomfield Bicycle  
and Repair Shop,  
Connecticut



**With Mark Lynch**  
member of the  
Light Electric  
Vehicle Association

**T**o begin with, I'm going to share the bad and the ugly and there is a lot of it if you're an independent bike dealer (IBD). I'm not going to sugar coat this: If you can't make it through the bad news, you can skip the rest of the story. Then see if you can stomach the ugly. Make it through all of the bad and the ugly and only then will I give you the good.

**The bad:** You will need to make a full commitment to electric bikes at all levels of your business.

**The ugly:** Your experience as an IBD will work against you every step of the way.

I tried it in 1996, and swore I'd never allow another electric bike in my bicycle store ever again! Headaches and complaints followed by more complaints and headaches.

But if you do what I say, and hang in there, the rewards can be terrific. My second time around with electric bikes started in 2004. Now, with 55 years in the bike business, I'm the top IBD seller of e-bikes in the Northeast. Which brings us to the good: E-bikes are the perfect niche to add to a successful IBD. I've tried every kind of enhancement, from ski and exercise equipment to skateboards and blades. Nothing has been as financially rewarding as electric bikes.

## We'll start with the bad.

Full commitment is necessary. Halfway is sure to fail. If you can't make the full commitment, don't attempt it.

This commitment runs wide and deep through each major area of your business: inventory, parts and service, staff and suppliers. I experienced major headaches with each one.

**Inventory:** One or two bikes won't work. You have to have a minimum of 10-12 bikes on your floor. Assume \$10,000 to \$12,000 investment on inventory alone. Variety is required because the customer will want to get a taste of them all: entry level, middle and high-end. Right now I have 15 electric bikes on my floor.

**Parts and Service:** Stocking and keeping in stock electric bike specific parts and accessories is absolutely required for basic customer satisfaction. E-bike customers often rely on their bike for daily transportation. Waiting for parts for a week to 10 days is simply not an option for this customer. Parts and service need to be quick, quick, quick!

**Mechanics:** Success is deeply dependant on your mechanics. I have a big shop with nine mechanics. Two of them are dedicated to electric. One came from the computer industry. The attention to detail to relatively minute tolerances he learned with computers translates well to electric repairs, but unnecessarily slows him down when, for instance, assembling a conventional bike.

**Sales staff:** People work in a bike shop because they love bicycles. For many of them, bikes are all they know... all they want to know. They're not likely to be in love with the idea of an electric bike. You'll have to find new ways to engage your sales staff so they actually want to sell electric bikes.

**Suppliers:** You have to select your electric bike suppliers with special care. Many suppliers will tell you they will have training available for you and your staff. Many say they will have parts available after the first of the year or some other date. But if it's not now it's not going to help you when that new customer is walking in the door with a problem.

Although a customer might show you some leniency if an accident caused their problem and give you a few days to fix it, God help you if it is a defect you can't resolve immediately. Parts and service training have to be in place before you sell your first electric bike.

In addition to, (not in place of), having parts and training in place, being able to ring up and get real time help with a responsive, understanding and capable supplier in an emergency situation will be priceless.

Having a supplier who is able to come through for you, before and after the sale is going to save you from being murdered by your customer.

## Next, if you're still up for it, the ugly.

Your experience as an IBD will work against you. This is a whole new field and it will be painfully hard to get up to speed. This is not like adding mountain bikes years ago. What you do and how you do it is completely different than what you may be doing now so you'll have to constantly struggle and rethink in order to get it right.

I know this sounds extreme, but failure to actively address changes to the deeper nooks and crannies of virtually every part of your organization will have the same effect as shooting a hole in your boat. Remember, the electric bike business is completely different than an existing bike business.

## Parts inventory and shop

**organization:** In addition to the start-up cost of buying a new parts inventory, you have to organize it much more carefully. First, you have to be really, really careful that you don't mix your e-bike parts with conventional parts. Sometimes the visual difference between an e-bike part and conventional part is infinitesimal. To even begin to maintain this level of organization, I've learned the hard way to separate electric from conventional and give it its own part of the repair shop.

And, if that weren't enough, e-bike parts often (although it's getting better) do not

conform to standard UPC procedures. Labeling is very important and you will have to keep good compatibility records. Don't trust your mechanic's memory! This time-consuming preparation and organization is essential to be able to respond quickly when a customer needs an e-bike repair and needs it now!

**Sales staff:** It takes twice as long to sell an e-bike as a conventional bike. It is a more complex machine and explaining its range of benefits is more involved. For instance, you must be prepared to discuss both the costs involved and the intricacies of its financial benefits. Sound like something your sales staff is chomping at the bit for?

In order to get my sales staff on board, I raised the commission for electric bikes. This, along with having an advocate on staff to help get things rolling, has worked well in helping traditional bike professionals broaden both their view and desire.

**Service staff:** With electric repair expertise, you will depend on your staff's specialty knowledge, so you have to find additional incentives to keep your electric mechanics through your busy season. At the end of every season, I reward my mechanics out of my own pocket with a special end-of-year bonus. That way, they have extra impetus to stick around until the end of the season.

**Training:** I know I sound like Ron Popeil from the dark side, but there's more! Whenever you have training, you have to have at least two people learn it—perhaps a mechanic and the owner. If only one person knows a particular part or procedure, and they're off that day, or gone, you're stuck! It's not like conventional bikes where most of the knowledge is universal, or relatively easy to find on the web or through the mechanic's network of friends.

### Finally, the good!

A few years ago, over 6,000 independent bicycle dealers were selling

and servicing conventional bikes in the United States. Now it's about 4,000 and business is flat. However, one sector of the business is growing: electric assist bicycles.

A typical e-bike sale averages \$1,200-\$1,600, with accessories a substantial part of that figure. A helmet, lights, fenders, racks and you name it often accompanies the sale of the bike



because people who buy electric bikes usually don't have the necessities, even if they once did. Because many of them once owned them, they recognize the need for them.

Because the average e-bike buyer is not a conventional bicycle customer, e-bikes attract a whole new set of customers. Again, it's not like someone with a road bike who now wants a mountain bike. Instead, it is an entirely new customer. I cannot emphasize this point enough! Electric bikes bring in customers you never would have seen otherwise.

**And who is that customer?** Almost anybody can be an e-bike customer. There are as many reasons to have electric assist as there are people in your community.

And, in addition to buying an electric bike from you, this new customer will often come back to you instead of big box stores for subsequent conventional bike sales: Grandpa now wants bikes for the grandkids.

**And to help you fix those electric bikes should they need repair?** Lots of

people are coming out of the computer industry. Older jacks-of-all-trades often know electric and can also work on conventional bikes. Once on staff, you'll find that they can also take on jobs repairing electric wheelchairs and golf carts. Furthermore, most electric bike repairs are bike problems and not electric problems!

And where to put those clearly marked electric bike parts you'll organize and store separately? With so many businesses going under, it's easy to find affordable cabinets.

And that illustrates perhaps the most salient point: Good, bad or ugly, you either adapt and develop your IBD as a business or, eventually, you end up going out of business and selling your fixtures.

In conclusion, I've tried to keep this focused on the 'make or break' elements of selling e-bikes. I could talk about many issues that have an impact, like the importance of offering financing, tracking e-bike activity separately in your accounting procedures and other things. But I want you to be aware of the most important 'do or die' elements that will help determine sure failure or a decent chance at success selling and servicing e-bikes.

**So, if you decide to go for it, do what I say, and have done, and hang in there!**

**And one more thing:** If you do go for it, I strongly suggest you join the Light Electric Vehicle Association. They know what other dealers like me have done, so when a problem hits you in the face, you'll have the experience of many dealers to help guide you!

*Mike Wolf has been in the bike business since 1955 and worked in his dad's shop before that. His store is the top seller of electric bikes in the Northeast and he speaks from experience. If you want to talk to him about selling electric bikes, you can reach him at Bloomfield Bikes at 860-242-9884.*

## Size Up Your Customer and Add a Kickstand to that Sale

For more than 30 years Greenfield Industries has been manufacturing bicycle kickstands in our plant in Freeport, New York. We buy materials from U.S. suppliers, and we shop at local stores. We support both our local and national economies through our network of vendors and suppliers and, in turn, their suppliers.

- Our employees, and the employees of our vendors, are your customers. They support you and your local economy, and that of your suppliers as well.
- We supply the finest quality products at very competitive prices, so there is no reason to buy imports.
- The low-paid workers in India and China do not shop in your store, do not help your local economy, and do not pay taxes to federal, state or local governments.
- Let's all do our part and buy American-made products, whether it is from Greenfield Industries or the many other fine companies that manufacture products here in the USA.



Peter Greenfield, President



Greenfield's Freeport, New York, manufacturing facility, making quality die castings since 1966.

### TOP TIPS FOR SELLING GREENFIELD KICKSTANDS

Not every customer who comes to your store wants to buy a high-zoot road bike or a mountain bike with six-inch travel. Hybrids, whether 26-inch mountain bikes with road-ready tires or 700C commuters with flat handlebars, are the bread-and-butter bikes most stores sell every day. While margins on these bikes are generally good, adding accessories with each sale is the BEST way to add profit when your customer is heading to the cash register.

Here are a few tips to keep in mind when adding a kickstand to each and every sale:

- Size up your customer. Generally speaking, your top prospects for adding kickstands to their shopping list are new riders who seek comfort and convenience. They want to ride around the neighborhood, to the store or the coffee shop. They don't want to leave their new purchase lying on the ground or propped up against a building.
- Sales staff, when showing off a kickstand-ready bike, should naturally kick it into place so that customers see and feel how useful the stand can be.
- Position your hybrids near a display board or display them near a freestanding kiosk that would include locks, handlebar bags, rear racks and other items to successfully accessorize a hybrid purchase.
- Put kickstands on several bikes, especially those most used for test rides. Customers immediately feel at ease with a bike that's upright and easily available.
- A kickstand sale is a great way to keep your customers browsing through your store while your service staff bolts the kickstand on. It also introduces your customers to high-quality and responsive service—a key to future sales and profits.
- A final point: You can't sell what you don't stock. Double check your inventory before spring arrives. Order your kickstands early from any of Greenfield's many distributors and be sure to keep a supply in stock as the season progresses.



Quality control is a big part of the Greenfield process, with technicians checking every step of the way.

Find this on our website: [www.bicycleretailer.com](http://www.bicycleretailer.com)



*Thank you*



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Even in a tough economy, more and more retailers continue to see the outstanding value of American-made light alloy Greenfield kickstands. And once again, it's the support of American retailers that has made Greenfield's #1 status possible. For that, we just want to say thanks.

Using only certified non-corrosive alloys, Greenfield Industries produces the most solid, stable cast aluminum kickstands possible – all from our Long Island, NY factory.

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## Origin-8 Offers Unique Products, Keystone Margins

We created Origin-8 with three simple elements in mind: innovation, performance and value. Our goal is to offer high value products at reasonable prices with the most important technical features that enthusiasts want. We offer unique products for road, cyclocross, mountain, fixed gear, and other niche disciplines.

Our knowledgeable and friendly team of cycling enthusiasts share your passion for all forms of cycling. We love to explore new areas of the cycling world to come up with innovative and creative products to enhance your riding experience!

Most of us also have extensive shop experience and can answer just about any technical question you can throw at us. We support the bicycle industry and the sport we love through national and local advocacy groups like IMBA, League of American Bicyclists, Bikes Belong, NBDA, East Coast Greenway Alliance, and Renewable Choice energy. Most importantly, our goal is to get more people riding to share in the passion for cycling that we feel!



Origin-8 sealed cartridge headsets

### WHEN CUSTOMERS WANT SOMETHING DIFFERENT, WE HAVE IT



2011 Lactic Acid road frame

29er carbon fork

- Are your customers asking you for something different; they say they don't want to have the same components on their bikes as their friends?
- Are your customers looking for high value and technically savvy components that won't break their budgets?
- Need fixed gear parts? We offer cranks, cogs, wheels, tires, frames and more.
- How about high quality 29er, road and mountain bike parts? Origin-8 has it all.
- If you are looking to offer high value products in niche categories, then you should look into Origin-8.
- We can help you increase profit margins in your store with keystone margins and prices that are 30 percent below competitors.
- Local warehousing allows you to keep lower inventory on hand in your store and still have most items to your customer next day.
- Check out our full range at [www.origin-8.com](http://www.origin-8.com).

Find this on our website: [www.bicycleretailer.com](http://www.bicycleretailer.com)

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INNOVATION

VALUE

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# New Models Put Tons of Data at Riders' Fingertips

They look like eye candy, and sell like hot cakes. Bike computers are getting sleeker and sexier while packing in the data and features craved by all levels of riders. Your customers won't be able to keep their hands off the latest touch-screen models.

## TOP TIPS FOR SELLING BIKE COMPUTERS

- **Suggest the sale**

Rather than asking "Do you need a bike computer?" tell customers, "A bike computer can tell you how far you've ridden, help you monitor your fitness level, show where you are and even show how to get somewhere."

- **Match your customer with the right bike computer**

**Entry-level cyclists and kids:** Keep it simple. Offer them a model with four to five functions, zero or one button and large digits. Cost: less than \$50.

**Average cyclist:** Average speed is one of the most requested functions and is found in most wired and wireless computers. Cost: \$50 to \$250.

**Enthusiast:** Here is your chance to up-sell additional functions like cadence, heart rate, altitude, power and GPS. Cost: \$250 to \$650.

- **Wireless vs. Wired**

Wireless computers feature the latest technology and offer several advantages.

**Higher-end technology:** It's what the pros use and it's available to any cyclist.

**Extras:** Cyclists can select models based on features they want like heart rate, altitude, power, GPS, mapping and touchscreen.

**Fast installation:** Easy install, and no wires means the customer can use on multiple bikes with additional mounts.

**A clean look:** No wires to wrap or hide.

**Profit:** Higher average selling price over wired computers.

Still, wired computers may be the right fit for certain customers.

**Cost:** A wired computer costs less.

**Simplicity:** Easy to use with fewer features and buttons.

**Battery life:** Typically only one battery that lasts two to three years.

**Weight:** Wired computers are lighter due to less hardware.

- **Offer to install the computer**

It's a sure way to sell more. Some shops build the installation cost into the selling price or charge a flat fee. It's a convenience to your customer and you make more money.

- **Know your GPS**

This class of bike computers is a natural match for the gadget-oriented or competitive cyclist as well as the hardcore mountain biker. With features like street and topographic color mapping detail, turn-by-turn directions, elevation gain/loss, grade, vertical speed, power and heart rate data, GPS computers offer a wealth of data. Even computers without built-in mapping track the route and can show it over a map when the ride is uploaded to a computer.

- **Watch and learn**

For video tutorials and other resources that can get you up to speed, go to [www.garmin.com/intosports](http://www.garmin.com/intosports).



Garmin Edge 800

Find this on our website: [www.bicycleretailer.com](http://www.bicycleretailer.com)

# Please touch the display.



Cyclists can't wait to get their hands on this. Edge® 800 — the first touchscreen GPS bike computer with built-in maps. It's not only an easy sell, it's an easy install. All the bells and whistles are wireless: speed/cadence<sup>1</sup>, heart rate<sup>1</sup>, power<sup>2</sup>. Even mounting it's a cinch thanks to a new quarter-turn mount that riders can attach themselves with removable, reusable bands. Available through approved IBD distributors, or to become a Garmin dealer, email: [fitness.dealer@garmin.com](mailto:fitness.dealer@garmin.com). [www.garmin.com/intosports](http://www.garmin.com/intosports)

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<sup>1</sup>When paired with sensors; included with some models, sold separately for others.

<sup>2</sup>When paired with a third-party ANT+™ power meter.

**GARMIN**®

# Apparel Is Perfect Up-Sell with Bike Purchase

*How will selling technical bike wear increase your business?*

The margin on clothing is higher than the margin on bikes. Buy one less \$10,000 bike and make an additional \$1,500 on the same investment.

	Bike	Clothing
MSRP	\$10,000	\$10,000
Margin	35%	50%
Profit	\$3,500	\$5,000

The rapid turnover of clothing creates consistent cash flow for your shop as consumers always need new clothing for the changing seasons. Apparel from technical clothing brands, like Gore Bike Wear, are the perfect up-sell to complement that \$10,000 bike. We are the makers of Gore-Tex and Windstopper fabrics and these well-known fabrics are used to create many of our unique cycling products.



## TOP TIPS FOR SELLING TECHNICAL APPAREL

- Cycling clothing is a great “up-sell” business for any bike shop. Every cyclist needs the proper attire (base layers, pants, jerseys, jackets, gloves). The category helps create additional, profitable sales. Gore Bike Wear offers a “Tip to Toe,” “Skin to Shell” collection that includes every piece of clothing that a cyclist would need for a comfortable ride.
- Explain the benefits of technical fabrics for cyclists. Waterproof and windproof fabrics help to make the customer’s ride much more enjoyable.
- If you sell a helmet in the winter, sell a Gore-Tex fabric helmet cap. If you sell shoes during the rainy season, sell Windstopper or Gore-Tex fabric shoe covers. Your customers will thank you.
- Knowing your customer helps fit your garment collection to their needs and wants. Ask yourself these questions: “Are they a road rider, off-road rider or a commuter?”
- “What’s their performance level? How often are they on the bike? Do they compete?”
- Create an attractive and exciting window display (a mountain bike with an off-road style jacket, pants, gloves). Incorporate Gore Bike Wear products with Gore-Tex fabrics so that you can utilize the well-known logos to entice customers into the store.
- Don’t hide your garment selection in the back of the store. Placing apparel closer to the front will encourage your customers to purchase clothing.
- Display easy-to-sell products (i.e. gloves, hats) close to the register for an easy up-sell.
- Ensure garments stay clean by keeping them away from the repair shop.
- Avoid overfilled racks. Show garment families or color concepts within a product line. This shows consumers how they can combine garments. Gore Bike Wear products can be matched by colors to help create the “look” for your customer.
- Use vendor-partner supplied POP fixtures. Consumers like to see recognizable brand names displayed. You can reinforce your window display within the shop by creating a Gore Bike Wear “shop-in-shop.” This helps the consumer feel connected and inspired to purchase the garments.
- Avoid carrying too many clothing brands. Provide a nice sampling of “good, better, best” for specific riders.
- Every shop that carries clothing needs a mirrored changing room. Consumers, especially women, like to try on garments to determine fit and comfort.
- Develop incentives or use existing brand programs to help your staff to sell more clothing.

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BIKE WEAR™

*Dropped*

*them*

*downstream!*

You focus on riding and we'll focus on you.

It's on days like this you really find out why you ride. Thanks to the outstanding weather protection and temperature management of GORE BIKE WEAR™ clothing you were able to get out in the adverse conditions to test the boundaries of speed and control. We fuse 25 years of experience with the high-tech function of GORE-TEX®, WINDSTOPPER® and GORE® Selected fabrics to bring you clothing and accessories that you can trust. All engineered using intelligent ergonomics and material placement to further enhance your comfort and performance. Now you're free to train whenever and wherever you choose.

Check out our autumn/winter 2010 collections at [www.gorebikewear.com](http://www.gorebikewear.com)

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## Become the Go-To Expert on Indoor Trainer Features

Kinetic by Kurt offers a full lineup of resistance trainers from fluid to magnetic and wind, each built to the same exacting standards as our top-of-the-line Rock And Roll trainer. Our accessories and power computers are a perfect complement to any trainer purchase.

Kinetic by Kurt fluid trainers offer the smoothest, quietest, most road-like feel, with 100 percent leak-proof guarantee. Our patented fluid resistance unit features a magnetic drive system rather than a failure-prone drive shaft and O-ring system. The power curve of our fluid resistance unit is measurable, repeatable and consistent throughout the life of the trainer, enabling us to offer a low price point power computer perfectly calibrated to the output of Kinetic fluid trainers.

Our cutaway resistance unit (pictured right) is available to all authorized Kinetic dealers. It's the perfect sales tool for Kinetic trainers, allowing sales associates to give customers an inside view of what makes Kinetic fluid trainers such a great value. Watch our cutaway resistance unit video online at [www.youtube.com/user/KineticbyKurt](http://www.youtube.com/user/KineticbyKurt).



### SOME BASICS ON TRAINER TECHNOLOGY

#### The Best Indoor Trainers:

- Have smooth and progressive resistance, automatically changing with the rider's speed—the faster you pedal, the harder the workload.
- Have an exponential force curve, which simply means that when you double your speed, the resistance is eight times as hard.
- Have measurable and repeatable workload, allowing riders to track efforts and progress over time.
- Have a large, heavy flywheel to provide more realistic rides with slower acceleration and a longer coast-down time.
- Have a stable, weighty, easily-adjustable frame, with quick-release bike mounting and dismounting.

#### Types of Bike Trainers

- Fluid trainers are the most realistic, quiet and expensive.
- Magnetic/friction units vary greatly in ride quality and have a low to medium cost advantage. Heat and durability can be issues for many magnetic and friction units.
- A wind trainer is an excellent value, virtually indestructible, but noisy at higher speeds.
- Know each trainer's unique qualities. For example, Kinetic's Rock And Roll trainer moves side to side with a pedaling cyclist, reducing stress on carbon frames.

#### Don't Forget Trainer Accessories

- The perfect time to buy trainer accessories is at the point

of sale. Display accessories with trainers and encourage customers to shop for all the necessary items at once.

- Riser rings are critical for stability, leveling a bike in a trainer and simulating hill climbing indoors.
- Kinetic's Turntable Riser Ring offers side to side movement to complement the free motion of the Rock And Roll trainer.
- Kinetic's power computers are calibrated to our fluid resistance unit for accurate, affordable wattage indoors.
- Trainer tires save on expensive outdoor tires and provide much improved grip on the trainer roller.



#### Floor Display, Warranties and Pricing

- Assemble several trainer options on your sales floor with bikes mounted. Giving customers an opportunity to test-ride each type of trainer before making their selection makes price less of an issue and allows accessories to be spotlighted too.
- Warranties can differ greatly. Some trainer companies offer unconditional lifetime warranties, which means the customer will have a product for life. Other warranties are void once the product is used for the first time. Make sure to read the fine print!
- Look for a MAP policy. Solid MAP protection levels the playing field for dealers, taking the low-price advantage back from online clearing houses.

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Weight 75.0 kg  
Coefficient of Rolling 0.004  
Grade 0.030 decimal

Rolling Resistance 2.9 kg m/s<sup>2</sup>  
Slope Force 22.1 kg m/s<sup>2</sup>  
Cadence 100 rev/min

Pedal Speed 1.78  
Average Pedal Force 156.5 kg m/s<sup>2</sup>

# mindbodymachine.

Rock and Roll



Road Machine



Kinetic Magnetic



Cyclone



No trainer brings everything together like the feel and road-like resistance of Kinetic. Find out how our precise engineering, leak-proof fluid chamber and lifetime unconditional warranty can help take your training to the next level at [kurtkinetic.com](http://kurtkinetic.com)



## Hydration Packs Have Advanced Beyond a Sack of Water

Hydration packs are an often overlooked accessory add-on sale. With the advent of 29er mountain bikes and more complicated full-suspension bikes, water bottle cage placement has taken a back seat to suspension components and frame geometries, meaning even the most hardcore XC bikes barely have room for one bottle mount these days. The modern mountain bike is a true wonder, allowing its rider to experience areas that were off limits to all but the most dedicated hikers and equestrians, but you still need water, food, spare parts and tools to get there.



### TOP TIPS FOR SELLING HYDRATION PACKS

- **Point to medical and scientific studies.** Medical studies overwhelmingly point to improved athletic performance from a well-hydrated rider. Most riders are far more likely to keep up on the necessary liquid consumption when drinking from a hydration pack.
- **Determine the required reservoir size:** Most hydration packs come with either a 70 ounce (2 liter) or a 100 ounce (3 liter) reservoir. Unless this is a race-only pack, most people will generally benefit from a larger reservoir. Having a little water left at the end of a ride is a good thing and you can always only fill it half way if you are going on a shorter ride, or in cooler weather when you know you'll need less water.
- **Determine the gear carrying needs of the rider.** Pack capacities vary from ultra-light race packs that carry a tube, pump and multi-tool to large packs for overnight adventure cycling. Make sure you know what your customer plans to carry in the pack and match the capacity accordingly.
- **Match the pack size to the rider.** Most good quality hydration systems come sized either for men's or women's torso lengths, or with different torso length configurations to fit riders of different heights.
- **Have your customer try on the pack.** Double check the fit and have them wear it around the store. Make sure that the harness and waist belt is comfortable for them even with some weight in the pack. The pack should sit low and tight to the back when loaded; the harness and hipbelt should be snug, but allow the user to pivot and move about freely on the bike.
- **Consider local riding conditions.** In wet areas like the Pacific Northwest, look for features like a built-in rain cover. If your customer is using the pack for recreational riding on trails or for commuting, the pack should have reflective trim and a place to securely mount a binky light for safely riding at dusk or after dark.
- **Carry pack accessories (reservoirs) and small parts (bite valves and tubing).** They are generally higher margin and work in a variety of different brand's packs. Let's face it—most people are not very hygienic with their reservoirs and when that big race or ride comes up, there is nothing worse than a funky reservoir.
- **Local 12- and 24-hour events as well as charity rides are great venues to promote hands-free hydration packs.** It is safer for the user and allows them to bring enough gear to feel secure riding all day.
- **Sell the features and benefits.** Hydration packs have advanced beyond a bag of water on your back. Point out features like key clips, helmet attachments, electronics pockets and other cool features that make a ride more enjoyable.
- **Sell gender-specific packs.** Most women benefit from the use of a women's-specific harness on their hydration pack. These harnesses come off the yolk of the pack at a greater angle to accommodate women's physiology. This will greatly increase their comfort level.
- **Point out healthy features.** Newer reservoirs have antimicrobial properties and are BPA and EVA free. This will allay a lot of worries regarding health issues.

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# OSPREY HYDRAULICS™

## Just Add Water™

Photos: Colin Meagher



Osprey Hydraform™ Reservoir

MSRP \$27-\$29



Viper / Verve Series

MSRP \$64-\$94



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Manta Series

MSRP \$129-\$149

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**FOR DEALER INQUIRIES:**  
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866-962-2165

# BICYCLE MAINTENANCE

## Clean It Right

### Using a Chain Cleaner

In the old days, chains were cleaned in an old coffee can with gasoline or turpentine. Today, eco-friendly degreasers work with sophisticated chain cleaning tools to do the job in seconds and with little to NO mess. All you have to do is snap the unit on the chain and back pedal!



### Using a Grunge Brush

The Grunge Brush® is an economical way to quickly clean a bike's chain and gears. It can be used "dry" to remove the heavy stuff, or the bristles can be moistened with degreaser to do a more thorough cleaning job.

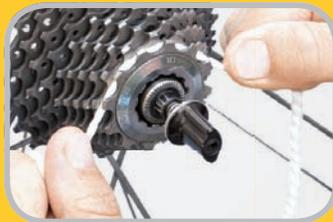


### Using Speed Degreaser

For cyclists on the go! Speed Degreaser features a powerful turbo sprayer and is formulated with strong, fast-drying biodegradable cleaning agents. Speed Degreaser will clean the grimeiest of drivetrain parts in just seconds - it's that fast!

### Using Gear Floss

Gear Floss is made by intertwining micro fibers into a 20 inch rope. The micro fibers attract and hold grit and grime. Use Gear Floss to clean



your rear cassette, jockey wheel, bottom bracket interface, front chainrings, brake bosses, pedal/crank interface and more.



## Lube It Right

### Chain

The chain is the heart of your drivetrain. A dirty or dry chain can seriously degrade your cycling experience. For the smoothest, quietest, most efficient ride, keep your chain clean and well lubricated at all times.



### Derailleurs

Front and rear derailleurs utilize pivots, springs and pulleys to move your chain from gear to gear on the rear cluster. To perform optimally, your derailleurs must be cleaned and lubricated regularly.



### Brake and Shift Levers

These critical parts have springs and pivots that need to be lubed. Using a dry-style lube, run your levers through their full range of motion while squirting lube into the pivot joint and any internal mechanisms.



### Double Shot™ Oiler

Cyclists commonly ask, "What's the right way to lubricate a chain?" Using two portals, Finish Line's Double Shot Oiler delivers a measured amount of lubricant to the chain's critical side-plate interfaces. The Double Shot ensures no missed links, no wasted lube, no mess and no drips on the rear rim. The Double Shot screws on to all Finish Line squeeze bottles. The Double Shot is the fast, accurate and mess-free way to lube a chain.

# MADE EASY



## Pay Attention to Details

### Using Bike Wash

After a long mountain bike ride, or a long winter in storage, treat your bicycle to a complete washing. Special surfactants and cleaning agents in Super Bike Wash quickly break the dirt and oily surface grime that accumulate on frame & components.



### Using a Brush Set

Serious cyclists know that grit and grime are the enemy of performance. Therefore, they make it their job to remove the abrasive contaminants that compromise performance and/or cause premature wear. Use the Brush Set to clean every nook and cranny of your bicycle!



### Using Showroom™

A properly polished bicycle obviously looks great. Modern components are stylish and are supposed to look shiny and bright. Carbon fiber, aluminum and clear coated paint jobs reflect the personality of the bike. A polish like Showroom will leave a protective film to repel water, inhibit rust, and shed abrasive contaminants.



## Other Stuff You Should Do

### Grease Your Seat Post

Apply a thin layer of Finish Line Grease to your seat post, where it slides and mounts into the frame. This will keep the seat post from seizing up inside the frame and allow for easier adjustments in the future.



### Suspension Performance

Oil damped suspension systems suffer a loss of performance over time. Plan to change the oil in your shocks every season. Be sure to keep gaskets, o-rings and stanchion legs lubricated with a "stanchion-specific" lubricant engineered for these critical parts.



### Caliper Brakes

Glazed, hardened, dirty, or misaligned brake pads cause loss of braking power and squeaking noises. Keep the surface of your brake pads clean by using sandpaper to scuff away any debris and hardened glaze.

Clean and inspect your brake pads every month. Use Speed Degreaser to remove brake glaze and accumulated dirt off your rim's braking surfaces.

### Disc Brakes

Whether cable or hydraulic, disc brakes offer the best braking performance. To maintain peak performance, it is important to keep them clean. Use Speed Degreaser to remove dirt and accumulated brake glaze off rotors. Replace pads that get chipped or contaminated with grease & grime.



**Finish Line: The Lube Experts since 1988.**  
Offering a full range of premium quality and tour-tested bicycle care products.

## Determine Your Customer's Bike Transportation Needs

Car racks are one of the most overlooked accessories in a bicycle store. Many customers leave the store with a new bike or repair without a specific solution for how to transport their bike.

This can result in damage to the vehicle's interior from lubricants and chainrings. The value of a rack: It frees up space in the vehicle and protects the interior of the car.



### TOP TIPS FOR SELLING CAR RACKS

- **What style of bicycles will be carried?** With so many frame and wheel sizes in the market, some racks may not accommodate all bicycles. Style of bike will dictate which rack style and attachment method will work best.
- **What vehicle will be outfitted with a rack?** Knowledge of the customer's vehicle make, model and year will play a key role in a rack decision. Use the manufacturer's fit guide to help select the approved options.
- **Learn more about the vehicle.** Factory roof racks may simplify or complicate the sale. Spoilers and ground effects could compromise rack fit. Receiver hitches open up a whole category of carrier options.
- **Capacity:** Ask how many bikes they need to carry. Help them think about situations that require them to carry additional bikes. Buying additional capacity now may save them money in the long run.
- **Roof vs. Rear Mounts:** Roof mounts offer a wide range of carrying solutions in addition to bikes, such as kayaks and canoes. They are the most costly and require lifting bikes and gear to the roof level.
- Rear-of-car carriers offer a host of advantages, including better fuel economy, easier access to bicycles and more price points and selection compared to roof mounts.
- Hitch racks offer a wide range of capacities and options. Receiver hitches can be installed on most vehicles. Hitch carriers are offered in two styles, hanging and platform. The hanging style supports the frame of the bicycle, while platform carriers support the bicycle by the wheels.
- Trunk racks offer the most value because there's no need to purchase a hitch or base rack system. They are compact and easy to store, but lack the carrying capacity of a hitch mount.
- **Keep racks on display.** Demonstrate the use of the carrier and how the bicycles are installed and secured. The customer will have more confidence in the product if they are familiar with its function.
- **Accessorize:** Some racks have additional options, like locks and adaptors. These improve the features and function of a carrier. Be sure to present accessories. They add value to your customer's racking experience.



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# MT2 PREMIUM TWO BIKE COMPACT TRUNK CARRIER

SIMPLICITY IMPROVED. The ALL NEW Allen Sports MT Trunk Racks were designed with the modern URBANITES in mind. The MT-1 and MT-2 deliver the functionality of a full featured trunk rack with a convenient and ultra-compact folding design.

Allen Sports: **SOSIMPLE, GORIDE!**

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ULTRA COMPACT SIZE OF  
8" WIDE x 14" TALL. (approx)

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1.800.722.5536

## Appeal to Your Customers' Inner Desires to Do-It-Yourself

Park Tool has been manufacturing bicycle-specific tools in Minnesota since 1963. Still based in St. Paul, MN almost 50 years later, we are the world's No. 1 brand of bicycle tools. A long-term dedication to quality, innovation and customer service has made Park Tool the first choice of professional and home mechanics around the world.

Perspective is an important quality in any business. Our vision has been shaped by years of industry experience, beginning at retail. We learned first hand the changing needs of bicycle mechanics. Our first Park Tool product, launched in 1963, was a repair stand—Model PRS-1. It was so unique and useful that we were granted a U.S. patent.

We now hold dozens of patents on our tool line—nearly 300 products. And the vast majority are manufactured here, in America's heartland. But we're not standing still: Park Tool continues to develop and refine bicycle repair tools and equipment to improve the service and efficiency of all mechanics, professionals or hobbyists. We take an active role in advancing the sport of cycling.



### TOP TIPS FOR CLASSES, TOOLS, PUMPS AND MORE



Repairing, maintaining and caring for bicycles is a sure way to deepen your customer's affection for cycling. Bicycles are beautiful and efficient machines whose simplicity invites cyclists to interact and tinker with its various components. Retailers who encourage their customers to perform routine maintenance on their bikes will reap the rewards of additional sales and more active cyclists.

Some retailers worry that if they show customers how to work on their bikes it will hurt service department business. But customers who take repair classes are much more likely to use the service department since they have a better understanding of how their bike works and what's necessary to keep it operating at peak performance. Here are some more tips to help deliver the best service possible:

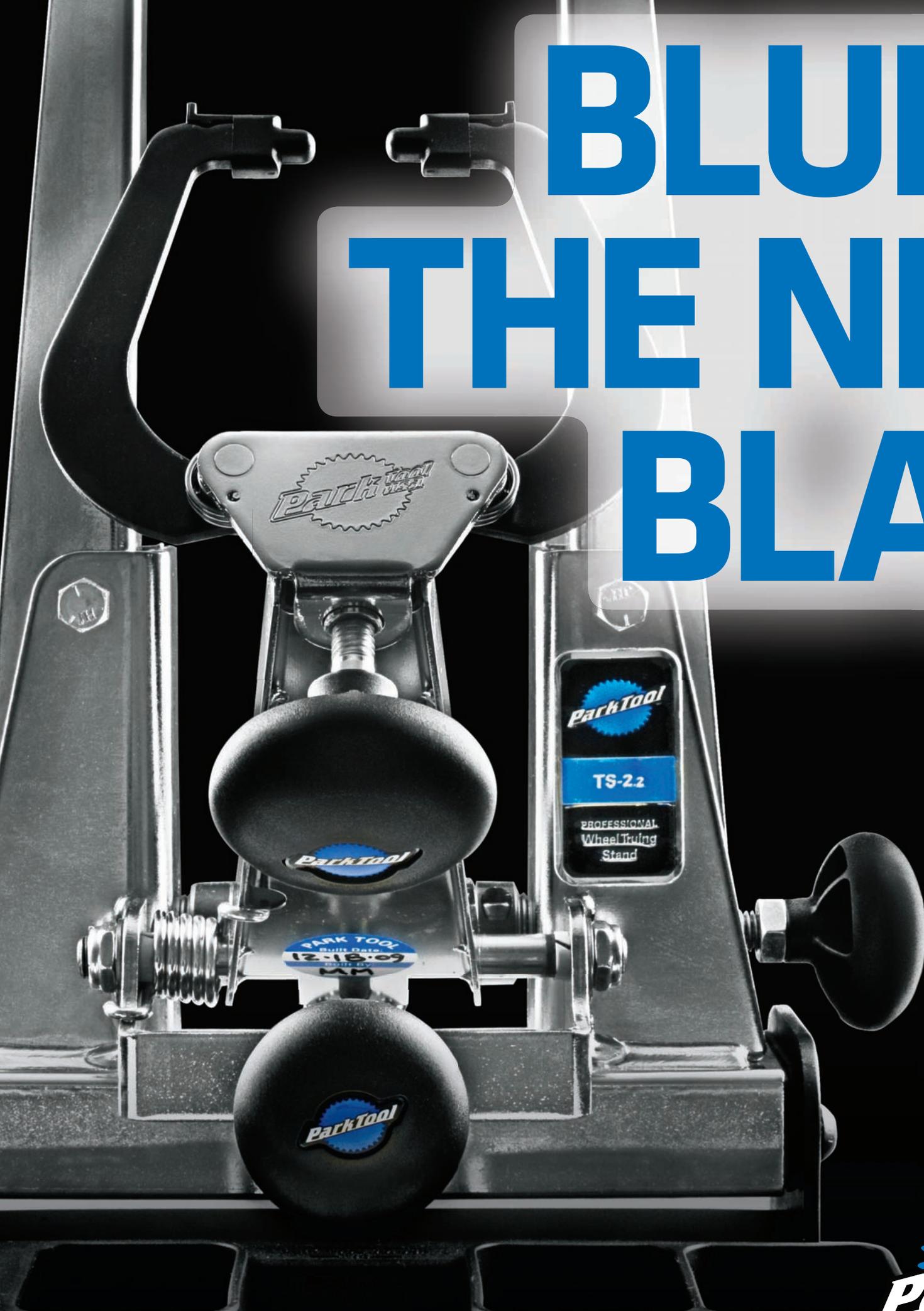
- Take a moment when talking with your customers and get a sense of whether they are interested in doing minor maintenance at home. Of course, if it's someone new to cycling, try to interest them in a multi-tool or Park's "Essential Tool Kit" that includes levers, patches, hex wrenches, a screw driver and small wrench.
- Offer them some educational resources whether it's in-house maintenance classes like the Park Tool School, which also appeal to female riders, as well as pointing out Park's "Big Blue Book of Bike Repair."
- Nothing helps sell tools like suggesting that customers set up a work area in their home—a spot where they can put their bike on a stand, clean the chain and lube it. It's also a great way to add a home mechanic's floor pump to that sale.
- And finally, get tools out from behind the counter with the Park Display Rack (PDR-4). It's a complete tool and information center for home mechanics, with a specially priced mix of fast selling tools, a Tool Selection Guide and embossed graphics. It's a versatile display easily rolled from one spot to another. It's a well-defined center that sends customers the message that they've come to the right place for their tools.



The Park Display Rack (PDR-4)

Find this on our website: [www.bicycleretailer.com](http://www.bicycleretailer.com)

# BLUE IS THE NEW BLACK



## Seattle Bike Supply Built Reputation on Customer Service

Terry Heller founded Seattle Bike Supply in 1974 and ran the company from the back of his wood-paneled station wagon. His idea was simple: deliver great customer service at very competitive prices. SBS still delivers on Heller's philosophy.

As SBS has grown, it's added hundreds of IBD quality brands. It's acquired the rights to Redline, a legendary BMX brand; it re-launched Torker bicycles in the 1990s; and developed proprietary brands like Inline and Pryme.

In just the past five years, SBS has become the exclusive U.S. distributor for brands like Lapierre bicycles, XLC parts, WeThePeople bikes, Macneil BMX, and Basil bags.

Today, SBS has four central warehouse locations with headquarters in Kent, Washington, and branch facilities in Rancho Dominguez, California, Reynoldsburg, Ohio, and Dallas, Texas.

In 2006 Netherlands-based Accell Group, an international company active in design, production, marketing and sales, bought SBS. With more than 18 national and international brands, Accell Group holds a strong position in the middle and high-end segments of the market.

Seattle Bike Supply has seen changes in market conditions and ownership during its 37 years serving IBDs, but the basic promise remains: provide excellent customer service, offer great selection, have items in stock, and maintain great pricing.



A Seattle, Washington, couple take a spin on Torker electrics.

### SELLING ELECTRIC BIKES: FIRST, DON'T BE SCARED OF THEM

- When choosing an electric bike to stock, ask three questions: *What's its power? What's its range? What's its charge time?* Customers want to know how much assist it delivers and at what speed. Battery life and charge time are among a customer's first questions.
- **Get them on the bike.** No one comes away from a test ride disappointed. Customers (and dealers) need to experience an electric. Let them ride it for 5 or 10 minutes and they typically come back thrilled.
- **Go Green!** Worldwide growth in electric bikes is staggering, and they are ideal for baby boomers who want to stay active and cycle well after retirement.
- **Embrace the technology.** Most parts on bikes such as Torker's electric models cross over from regular bikes making them extremely shop friendly.
- It's easy to justify the cost to customers when you mention that bikes powered by lithium polymer batteries can go up to 40,000 miles before a replacement is needed.
- **Never stereotype your customers.** Electrics have broad appeal, are a great means of transportation and are ideal for riders with bad or replaced knee joints. Even those who ride regularly may want an extra boost on occasion.
- Torker's Electric Tri-Star adult trikes are ridden by more than just seniors, the over-weight or special-needs customers. And don't be surprised that men sometimes like the convenience of a step-thru frame.
- Stick with proven technology in the brand you choose. Avoid the Johnny-come-lately. Work with a company that can support the bike for decades to come like SBS and Torker.
- Remember that the largest motors may reduce range and may be unsuitable for the type of riding your customer does. Rider weight and terrain can affect performance.
- Take time to learn about batteries and motors before your customers do. Many customers are well informed thanks to the Internet.

Find this on our website: [www.bicycleretailer.com](http://www.bicycleretailer.com)

# Boost Your Sales With Torker Electrics.



T450e

UP TO  
**40**  
MILES

SPEED  
**15**  
MPH

How about we quickly bring you up to speed? That's just what Torker's 450e is designed to do. After a couple of rotations of the cranks, the electric-assist will automatically engage for extra acceleration. For additional electric boost (such as for going up hills), all the rider has to do is press down on the power-lever, for maximum speed. The 450e chassis begins with an alloy frame that utilizes special extruded tubing that encloses the electric cables. A smooth looking integrated headtube and stylish 2-tone finish compliment this clean looking high-end hybrid. The 450e is further enhanced with a Sturmey-Archer internal 5-speed rear hub, which is easily controlled by a twist of the shifter. Once you feel the extra acceleration, you'll be convinced that the 450e is the ultimate in pedal-electric bicycles.



T400e

UP TO  
**40**  
MILES

SPEED  
**15**  
MPH

Want to go faster and farther with less effort and fatigue? Who wouldn't? Torker's proven electric assist system enables the rider to travel up to 40 miles on a single charge at power-assisted speeds of up to 15 mph. Inside the front hub is the 90% efficient; brushless gear-driven motor, which is powered by a state of the art battery housed in the rear rack. Utilizing lithium polymer technology, the Protanium system delivers up to 2 1/2 hours of power. The battery can be fully recharged in just five hours. Weighing less than 16 pounds, this lightweight electrical system is engineered to perform to the highest standards for years of trouble free service.

Tristar Hybrid

UP TO  
**40**  
MILES

SPEED  
**12**  
MPH

Torker's engineers took their popular adult 3-wheeler and cleverly added a hidden electric assist unit underneath the rear basket. The added power to your pedaling comes from a highly efficient battery-powered Protanium front hub and its lightweight Lithium Ion battery. For charging, the battery easily slips in and out and will plug in to any electrical outlet. Electrical assistance can be used for up to 40 miles (depending on rider weight and degree of terrain being ridden), and can take the rider up to a maximum speed of 12 mph. Torker's built-in safety features ensures smooth transitions from start to stop.



Torker is transit.



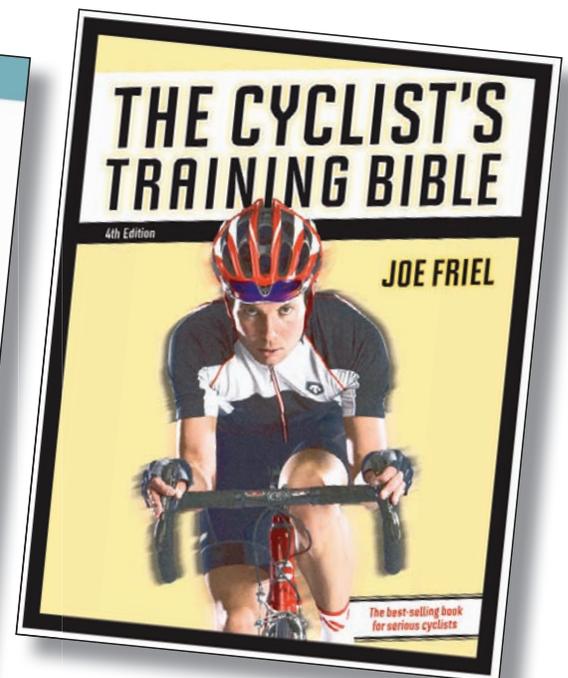
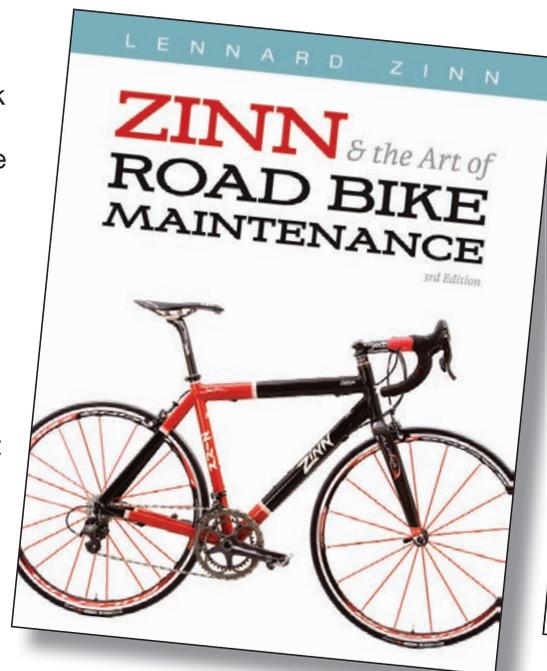
**TORKER**  
torkerusa.com

## A Well-Stocked Bookshelf Generates Add-On Sales

Bicycle shops don't just sell gear; they are also resources for knowledge. Books are a wonderful sales opportunity to help answer your customers' questions about maintenance, training, skill building and cycling history. Books are also great accessories that can complement many bike-related purchases.

### TOP 10 TIPS FOR SELLING BOOKS:

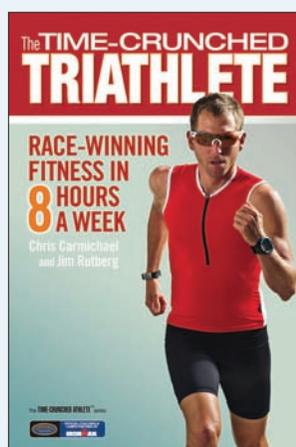
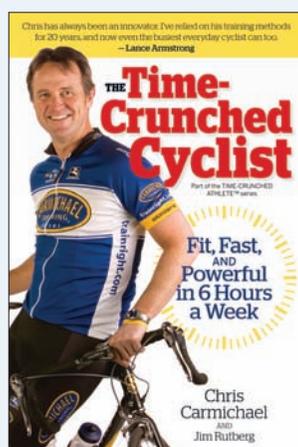
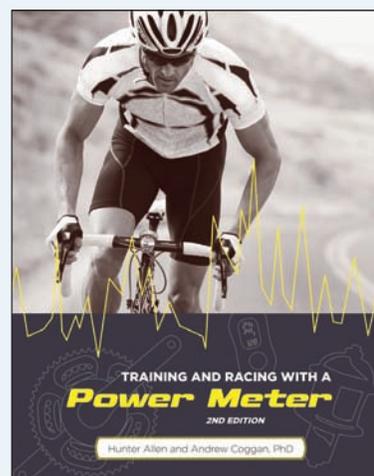
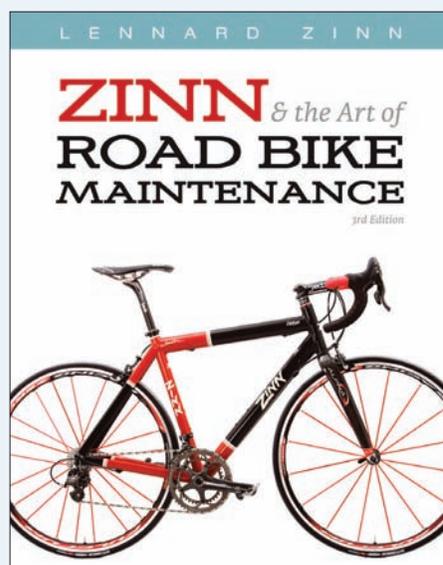
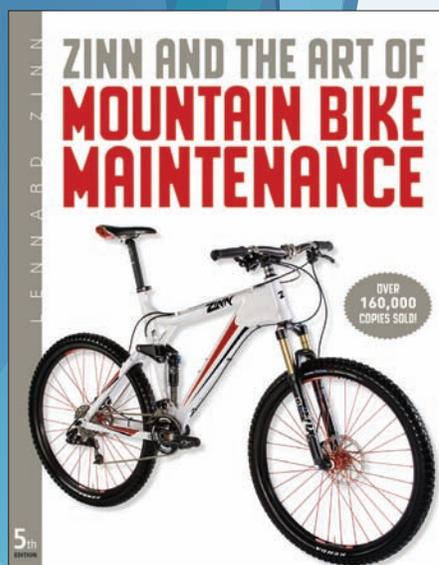
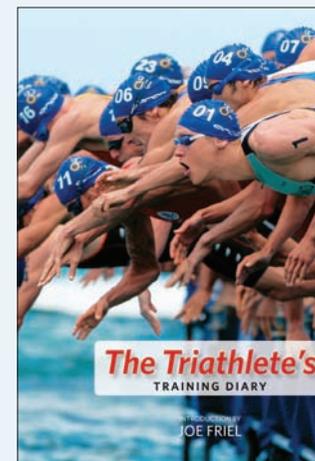
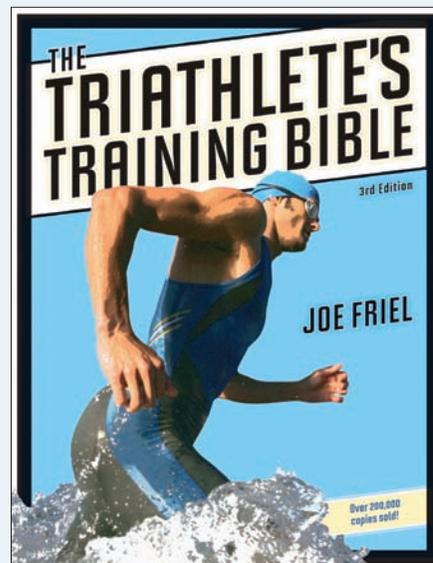
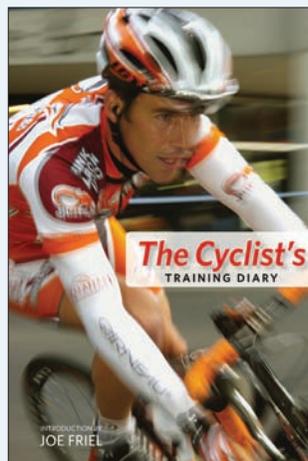
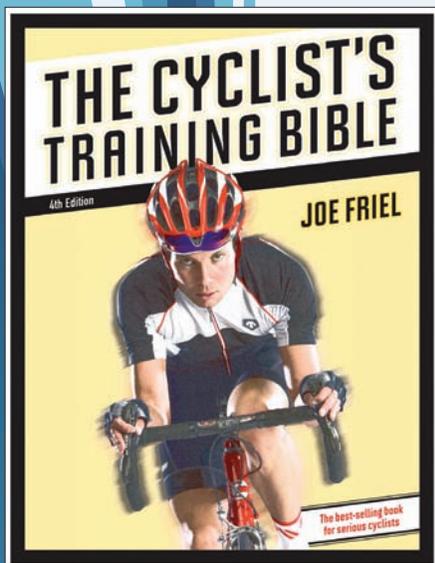
- Commit to selling books. One or two books lying around the shop are nearly impossible to sell. Add a shelf and stock it with several copies each of titles that appeal to your customer base. Make the books "browseable" to shoppers.
- Stay informed about new releases. Customers will be more interested in books that they haven't seen for sale elsewhere.
- If you're discussing a book with a customer, pull it off the shelf and open it up to an illustration, photo or chart. Get the customer engaged, just as you'd do with a bike.
- Books make great accessories to bike and component sales because they can improve the customer's cycling experience. For example, you might recommend "Training and Racing with a Power Meter" to a customer investing in an SRM or PowerTap or Graham Watson's "Tour de France Travel Guide" for a customer gearing up to head to Le Tour. Books make smarter, more satisfied customers.
- Books sell seasonally. Sell training books in the winter and spring, Tour de France books in the summer, coffee-table books in the fall, and maintenance books year-round. Make books part of your holiday promotions; they make great gifts and stocking stuffers.
- Offer your local bicycle club a discount on books, and maximize your discount by purchasing by the case.
- There are many levels of training books. Ask your customers about their training goals and recommend a book that meets their needs.



- Books increase interest and excitement in cycling. Make sure the range of books you sell complements the full scope of your business: new riders, triathletes, do-it-yourselfers, club racers, super-enthusiasts, touring riders and history buffs.
- Just as with any other product, make sure your sales force is familiar with every book. If you don't have time to read the book, read the description on the back and the table of contents.
- The reputation of an author can help sell a book. Chris Carmichael, for example, is best known as Lance Armstrong's personal coach. For Armstrong fans, books like Carmichael's "The Time-Crunched Cyclist" make for an easy pitch.

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# VeloPress Bestsellers in Cycling and Triathlon



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# Body Performance Hinges on Electrolyte Balance

Electrolytes are critical to how the body performs. Electrolytes make as much of a difference to how your customers enjoy their ride as their frame, wheels or drivetrain. A rider who consistently suffers from cramps, dehydration or excessive fatigue isn't likely to be a consistent rider or a consistent customer. But what exactly are electrolytes? They are charged water-soluble minerals that make the body's fluids electrically conductive. Muscle function, energy conversion, fluid balance, hydration and numerous other body functions all depend on these minerals and their conductivity.

Sodium chloride (salt) is an electrolyte, but it is only part of a team that works together. Some of the other essential electrolytes are:

Magnesium is essential for all energy conversion as well as proper muscle function. Magnesium is functional to the muscles and stored in the muscles just like calcium is for the bones.

Potassium is essential for nerve conduction, muscle function and fluid balance.

Calcium is also an essential electrolyte but only a small amount of calcium in the body is in soluble, electrolyte form.

Electrolyte imbalance is just as detrimental as a deficiency.



## TOP TIPS FOR SELLING ELECTROLYTES

- Find out the customer's specific needs, i.e. do they sweat a lot, suffer from muscle cramps or digestive issues or are they trying to maintain or lose weight?
  - Customers shop specialty retail because they seek unique products and knowledgeable staff. Offer products that will bring them back to your store rather than products that they can buy at any mass-mart store. Carry the products that your staff use and can personally recommend.
  - Nutritionals are smaller ticket items, but their higher margins, small size and frequent consumption can wring high value out of used space. Frequently consumed items are an opportunity to create more face time with customers.
  - People who are sensitive to price may either benefit from a small size to try a new product or from an explanation of the cost per serving in larger sizes.
- Qualifying Questions**
- "What are your issues/goals in riding?" Listen and let the customer know that you care about their individual needs.
  - "Do you suffer from muscle cramps?" These are motivated buyers. They have a noticeable problem to solve and will probably tell their friends about your shop if you can help them solve it. Some individuals can stop a muscle cramp immediately with electrolytes, while others may need to build up electrolyte levels.
  - "Do you sweat heavily?" High levels of fluid loss increase the need for fluids and electrolytes.
  - "Do you have any difficulty staying hydrated on rides?" Electrolytes are essential with water for hydration.
  - "Do you prefer electrolytes in pill form or mixed with hydration?" Recommend a product that will be easy for them to use consistently.
  - "Do you have digestive sensitivities?" Many riders can't tolerate the sugar levels found in many sports drinks or are sensitive to exotic or artificial ingredients.
  - "Do you use a hydration pack?" Sugar-based sports drinks contribute to mold and bacteria growth in hydration packs and bottles unless thoroughly cleaned.
  - "Are you a diabetic?" Diabetics need to be careful with refined sugars and excessive sodium. Magnesium is a very important electrolyte for diabetics as it is essential for insulin production and uptake.
  - "Are you trying to lose or maintain weight?" High calories or sugars, common in many gels and sports drinks that may be beneficial for endurance athletes, can work against these goals.
  - "Are you a competitive athlete?" Endurance athletes have a high need for hydration, electrolytes and calories. They will probably benefit from using multiple nutritional products. They need to be able to dial in usage of fluids, electrolytes and calories for maximum benefit.

Find this on our website: [www.bicycleretailer.com](http://www.bicycleretailer.com)

# Ride harder, feel better, recover faster

Photo by team photographer, Armin Küstenbrück



**Jeff Kerkove and Sonya Looney,**  
Pro Mountain Bike Racers:  
"elete is one of the most important supplements we use in racing and training. It's a life saver and has contributed to our success. It also has the science to back it up, having multiple electrolytes in ideal concentrations. This is a supplement we couldn't do without!"



**Lora Erickson, aka Blonde Runner,**  
Triathlete, B.S., CES,  
USATF Certified Coach:  
"elete is the clean and clear choice for electrolyte replacement."

**Sarah Kaufmann**  
Two-time Solo Winner, 24 Hours of Old Pueblo: "I can customize my dose of elete and carry electrolytes everywhere."



- ✔ Simplicity that works
- ✔ Makes functional electrolyte water that tastes like water
- ✔ Shown in a published clinical study to provide more efficient hydration than water alone
- ✔ No sticky messes, residues or artificial ingredients
- ✔ Versatility for customized usage
- ✔ Superior value and quality
- ✔ Green system of concentrated product in large bottles and refillable pocket flask keeps packaging off trails and roads

"[elete] has totally killed the cramping issue. If I do cramp, it is because I am not using elete!"

**Guitar Ted, Editor,**  
Twenty Nine Inches.com



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Athletes shown may be sponsored with free product for personal use. Sarah Kaufmann is an employee of elete.

A pocket bottle of elete Electrolyte Add-In™ makes 20, 16-oz. bottles of electrolyte-fueled hydration.



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\$4.99

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Be one of DealerCamp's subsidized retailers in 2011



{meet}



{ride}



{decide}



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{meet}



{ride}



{decide}

