



FITNESS AND SPORTING GOODS
Associate Guide 2013

sears

SELLING SKILLS

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Fitness season is on its way! Now is our time to beat the competition with our great lineup of sporting goods and fitness equipment and help our members when it's their time to reach their fitness goals.

In preparation for the upcoming 2013-2014 Fitness Season, we have updated our assortment and strategy. We are excited about the products and their value for our members. You will see our new assortment and strategy reflected in the new Fitness Associate Guide this year.

One way you can create lasting relationships with our members is by incorporating product features (especially those based on each member's needs) into your selling practices. This set of helpful selling tools will ensure your success throughout the 2013-2014 Fitness Season and beyond. They are designed to help you create The Total Solution with our members — to keep them coming back to you every time they have a fitness need.

As a Sears associate, you can offer top-quality products to our members and go beyond the sale to offer them solutions for their other needs. You can offer them:

- Fitness accessories to enhance our members' workout routines and improve their overall fitness level.
- Delivery options to take the worry out of how to get the new product home.
- Maintenance and repair services to ensure that the product is always operating at peak performance.
- Master Protection Agreements and Sears PurchaseProtect Plans that go above and beyond the warranty.
- More Ways to Pay gives our members financing alternatives to buy the product they want in a convenient way.

INTRODUCTION

But it's not just about the products. Giving our members The Total Solution goes the extra mile by supplying accessories to enhance our members' workouts, a protection agreement and so much more. The Total Solution is about making certain that our members have everything they need to meet their fitness goals.

Training materials and resources are available to help you provide The Total Solution to our members. They will help you increase your confidence as you interact with our members and bolster your selling

All of these are ways to give our members added peace of mind that the fitness equipment they buy at Sears will be useful and last for years to come.

strategies for greater success. Be sure to leverage all of your online resources, which are now conveniently located on Reference App. You access Reference App from SHC Connect and then use the search box to find what you are looking for. It's important to use the drop-down menu at the left of the search box to first identify the right category. This will result in a smaller, more accurate list of results.



SEARS FITNESS STRATEGY

This is the Fitness department's strategy for success. Following this strategy will help you provide a WOW experience to our members.

SEARS FITNESS HAS THE GREAT BRANDS

We will offer all the best brands to fulfill our members' needs and aspirations:

Full Line Stores:

- NordicTrack
- Weider
- Everlast
- TAPOUT
- NordicTrack Elite
- Schwinn
- Polar
- Proform
- Bowflex
- SPRI

Specialty Fitness Brands:

- Life Fitness
- True
- Octane
- AFG
- Gaiam

SEARS FITNESS HAS GREAT ASSORTMENTS

We offer a wide assortment of fitness products to satisfy every member, from the beginner to the fitness enthusiast.

Our NordicTrack products offer great value and quality while our NordicTrack Elite Series also comes with high-tech features:

- Durable, sturdy and heavily cushioned running decks for those with quality and comfort in mind. Flexselect adjustable cushioning allows our members to customize their cushioning options with every workout.
- Heart rate monitoring is available on all models ranging from pulse grips in handles on opening price points to wireless chest strap compatibility on mid-price models. And wireless chest straps are included in our premium products.
- iFit Live wireless features provide pre-programmed workouts.
- Basic equipment for members not interested in all the bells and whistles.
- Sturdy, well-constructed ellipticals and exercise cycles.

ONLINE LEADERSHIP

Sears Fitness is the No. 1 fitness equipment retailer in the U.S., and online is a big part of that success. Be sure you are aware of all the great brands, items and offers for our members!

- We have over 50 great fitness brands and are adding more each month.
- We have over 2,300 fitness items across all fitness product categories.
- We have just rolled out Lead Management System to help you and our members connect on the right products!
- Improved product content with more selling features, images and videos to increase conversion.



SOLUTION SELLING

It's our expectation that you'll know and understand all of these areas and use them effectively with each of our members:

- Understand the basics of each product line.
- Offering members the Complete Fitness Solution (cardio, strength, flexibility, the proper attachments and protection agreements).
- Use Digital Handoffs (LMS).
- Offer More Ways to Pay (Layaway, Credit, MPP, Sears card discounts, Shop Your Way, Leasing etc.)

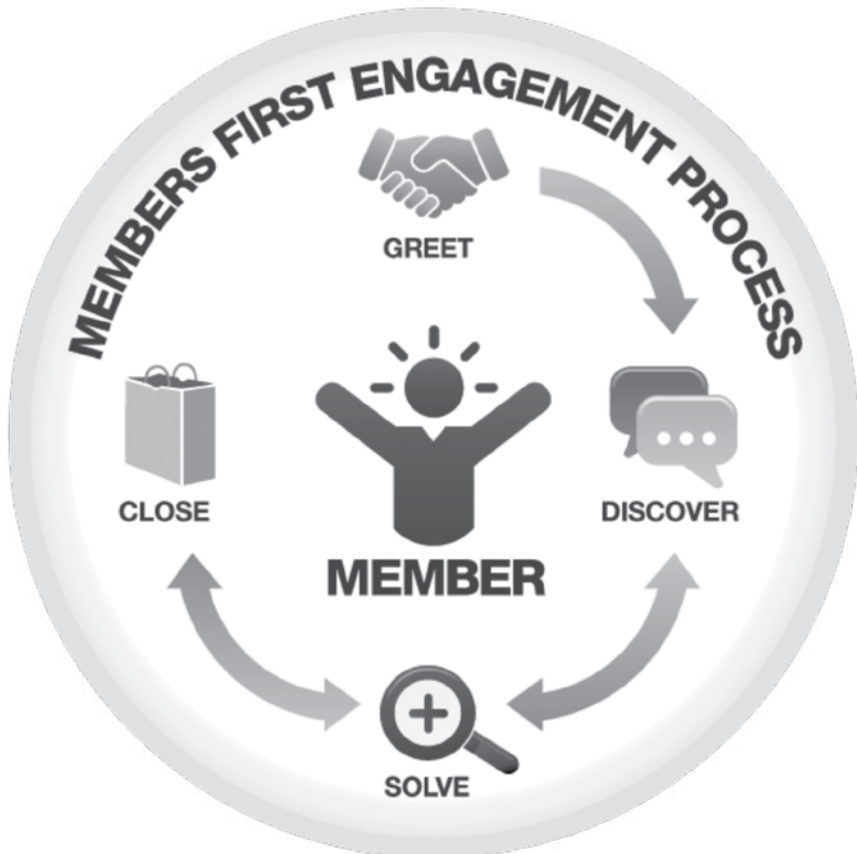
THE NEW APR (ASSOCIATE PERFORMANCE REPORT)

The new APR is now on Game On. You can easily check out your performance compared to others. This new report will replace the old ACR and provide more targeted measurements of the most important performance elements.

MEMBERS FIRST ENGAGEMENT PROCESS

MEMBERS FIRST ENGAGEMENT PROCESS

There are four steps in the Members First Engagement Process: Greet, Discover, Solve, Close. Our success at Sears hinges on developing long-term relationships with members. The MFE process will guide you in developing those relationships. This article includes all of the details you need, including tips on how to satisfy member concerns.





GREET

During the Greet stage, initiate and execute an effective and consistent personal greeting that sparks a “WOW” member experience and drives profitable sales and member loyalty.

WHAT YOU SAY:

- “Hi. Welcome to Sears. What brings you in today?”
- Reinforce/introduce the member to Shop Your Way: “Are you a Shop Your Way member?” Then articulate benefits of the program.
- Use a creative greeting to engage the member and build a relationship.
- Name exchange: “My name is Tim. And you are?”
- Reinforce why Sears is the right choice. Use Sears and/or brand advantages.

WHAT YOU DO:

- Enter phone number into SHOPsears.
- Assess member profile generated.
- Discuss the member’s profile information. Say something like, “I see you are a VIP member. Thanks for your loyalty!”
- If it’s a new member, explain membership benefits and show functionality on their personal device.
- Bridge to begin Discovering the specific member need.



DISCOVER

Ask product and lifestyle questions to facilitate the discovery of each member’s need in a focused manner. Help members believe that Sears is the expert in their area of need.

WHAT YOU SAY:

- “How are you going to use this product?”
- “I would like to ask you some questions to narrow down the products that would fit your need.”
- “Tell me about the product research you have done.”

- “What do you like/dislike about your current product?”
- “How big is your room?”
- “Will you need delivery?”
- “How do you intend to service your purchase?”

WHAT YOU DO:

- Ask open-ended questions to understand the member’s present and future needs. Determine wants versus needs.
- Select subcategory in SHOPsears product selector.
- Select answers to specific SHOPsears questions to pinpoint the member’s need.
- Add items viewed by members to the Shopping Recap.
- Select up to three products to create comparison.

SOLVE

It’s important to educate members and customize a complete solution with accessories and services to meet their immediate and future needs, showing them that Sears has the expertise and the products they need.

WHAT YOU SAY:

- “Based on the information you have provided, I would recommend the following products.”
- “I will explain the features and benefits of the units that meet your need.”
- “I do not have one of the products on the floor, so I will show a video demonstration.”
- “I will walk you through the details and benefits of our credit options to enhance your experience.”

WHAT YOU DO:

- Educate the member on features and benefits of the product selections.
- Demonstrate the features either on the sales floor or through video clips — get the members involved.
- Select accessories that go with the product and explain how they’re used.
- Recommend the product solution (with accessories) that will meet/exceed their needs.
- Educate about credit options.
- Identify bundling options/Buyer’s Picks that provide additional value.



CLOSE

Now it's time to "Ask for the Sale" as a natural conclusion based on the relationship and credibility created during the interaction. Synergize a personal and digital experience that completes the transaction, preferably in the moment, but otherwise in the future.

WHAT YOU SAY:

- "Based on the information you have provided, this product meets your needs. What day next week works well for you to take delivery of the product?"
- If the member agrees to purchase, then process the transaction.
- If the member isn't ready to buy, say, "I have tracked all of the items we've discussed in your profile. Allow me to send you a Shopping Recap. You can purchase the products online or come back in the store. You can also reach me through the member assist app. I will call you back directly to answer questions you may have."

WHAT YOU DO:

- Close the sale.
- Execute transaction based on base product, accessories, PA and credit.
- Assign Delivery and MPU to complete the member experience.
- If the member didn't buy right away:
 - Get permission to send a Shopping Recap.
 - Get permission to follow up with a phone call in two days to assist with Shopping Recap and next steps.
 - Demonstrate digital tools (i.e., Member Assist)



SATISFYING CONCERNS

It's important that you view concerns as opportunities for members to learn more about the products they're interested in.

WHAT YOU SAY:

Member: I am not sure if this will work for me. I have no idea how to put it together.

You: Oh, sounds like you are concerned about assembling the product at home.

Member: Yes.

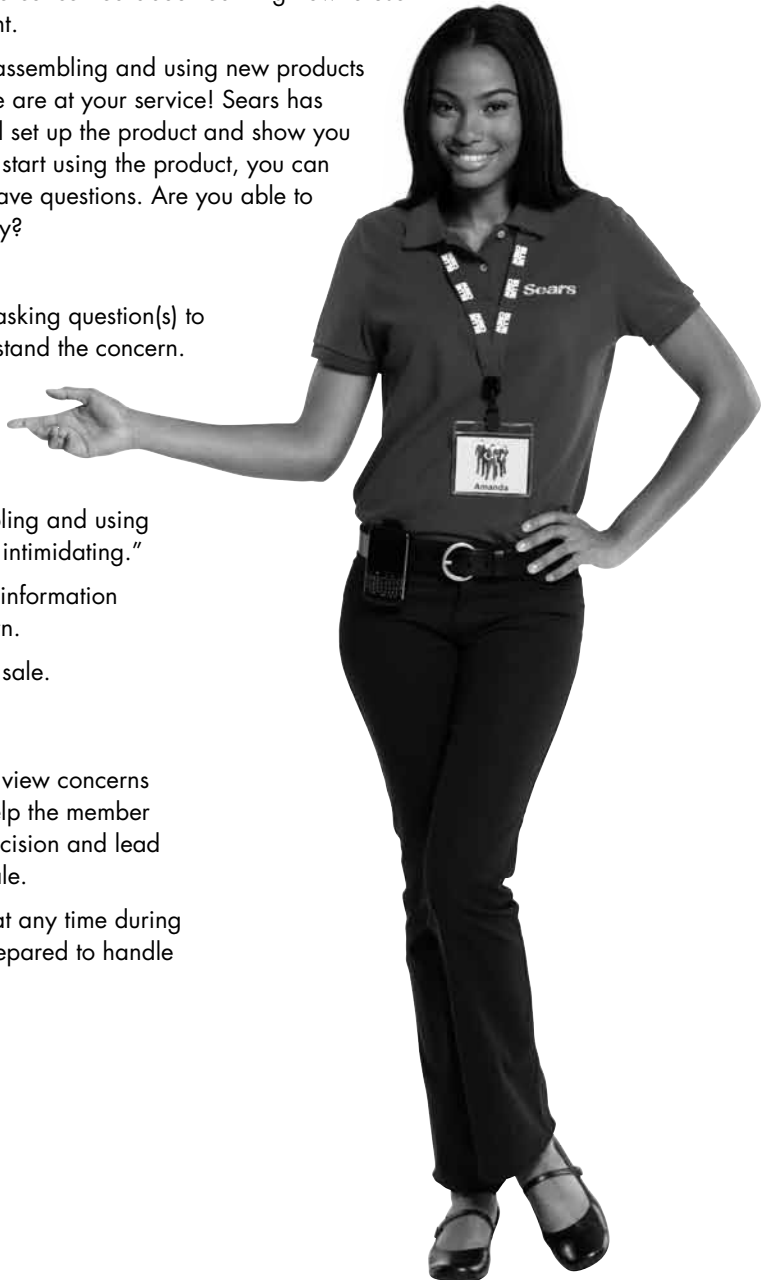
You: Is that your only concern?

Member: No, I am also concerned about learning how to use it to get the results I want.

You: I understand that assembling and using new products can be intimidating. We are at your service! Sears has delivery service that will set up the product and show you how to use it. After you start using the product, you can call me directly if you have questions. Are you able to take delivery on Tuesday?

WHAT YOU DO:

- Step 1 — Clarify by asking question(s) to make sure you understand the concern.
 - Step 2 — Agree to a degree. Start your response with a positive, such as “I understand assembling and using new products can be intimidating.”
 - Step 3 — Give more information relevant to the concern.
 - Step 4 — Ask for the sale.
-
- Successful associates view concerns as opportunities to help the member make an informed decision and lead them to closing the sale.
 - Concerns can occur at any time during the interaction. Be prepared to handle them “on demand.”



OVERCOMING OBJECTIONS

Remember, an objection is simply a request for more information.

Always be alert for signals that our members are sending you and where you can provide solutions. Signals can be verbal or nonverbal. When you notice one, you can ask questions or make statements that acknowledge our members' thoughts, concerns or hesitations about making the purchase.

It's natural for members who are interested in buying to want to know more about the product, so they ask questions. They're not yet confident that they're making the right decision until their objections are overcome. They often raise these questions in the form of objections to buying the item.

This is your opportunity to help them learn more about the product and the total value this potential purchase represents. Take the time to listen to their objections, and guide them with your product knowledge so they can make the decision to buy from Sears. Be alert to buying signals.



You will want to:

- Clarify their objections.
- Build confidence in their choice.
- Reiterate the benefits of the product they have chosen.
- Demonstrate that the product meets their specific needs.
- Show them that they are getting value for what they're buying.
- Remove the barriers that are preventing them from buying today!
- Seek agreement with them about the advantages of buying the total solution.

Once our members appear to have found the total solution that meets all their needs, it's time to reinforce their feelings about the products selected. Present two or three of the product's features and benefits that will meet the needs they expressed or solve the problem caused by their current product.

You can use Sears Advantages for support:

- Our online resources
- Delivery
- Assembly
- Repair services overcoming objections
- The fact that we carry the top brands
- Financing options
- And more!

WHY DO MEMBERS WALK?

We'll work through some of these reasons so you can be prepared for any selling situation.

ASSOCIATES ARE NOT ASSERTIVE OR CONFIDENT

They don't take control of the sale.

They don't tie member wants/needs to product benefits.

They allow the sale to drift, are unfocused and don't take control of the close.

They don't relate to our members (i.e., ask a member, "Who in your household will be using the treadmill?").

ASSOCIATES DON'T HANDLE OBJECTIONS FROM MEMBERS

Objections may be member perceptions, misunderstandings, lack of information or real obstacles. You can resolve many of these by simply listening to our members and following the selling process to help find their solutions.

How do you recognize objections?

Why is addressing each one important?

How do you keep a positive attitude when addressing behaviors/barriers?

COMMON MISCONCEPTIONS OUR MEMBERS MAY HAVE:

"Everyone carries treadmills."

"Sears is always priced higher than other retailers." Discuss the Price Match Plus Policy.

"Extended Warranties and MPAs are the same thing." Explain that MPAs offer services above and beyond those provided by a product's warranty. Warranties usually only cover defects in materials and workmanship.

SALES TIP

There are four common objections you can overcome:

- Price
- Product
- Personal
- Postponement of purchase

Don't interrupt at the first objection you hear. Listen and acknowledge what each member is saying.

SALES TIP

- Use the online tools to overcome any misconceptions our members may have.
- When members object, it indicates that they're emotionally involved with your product. These are usually buying signals that you can use to your benefit.

OVERCOMING OBJECTIONS

ATTITUDE

You are the most important part of any sale. It's your professional responsibility to offer our members a shopping experience that they'll remember.

HOW DOES NOT BEING ASSERTIVE/CONFIDENT AFFECT SALES?

When you're confident, our members feel that you can take care of their needs and help them find the right product.

Example: You want to feel like your mechanic knows what is wrong with your car and how to fix it, right?

WHAT IS THE DIFFERENCE BETWEEN ASSERTIVE AND PUSHY?

Pushy is when members feel like they're being "sold" rather than making an informed buying decision. Be confident and assertive without being pushy.

ARE YOU LISTENING TO OUR MEMBERS' "BUYING SIGNALS"?

Mark a check next to each one you think is a signal that a member is ready to buy.

When do I create a lead without sending a Shopping Recap e-mail?

- | | |
|--|--|
| <input type="checkbox"/> "Honey, what do you think of this cycle?" | <input type="checkbox"/> "I had the worst time trying to get service at that other store." |
| <input type="checkbox"/> "What attachments come with this item?" | <input type="checkbox"/> "I would love to work out on this." |
| <input type="checkbox"/> "Dick's price is \$20 cheaper." | <input type="checkbox"/> Member pauses or hesitates after you answer their objection. |
| <input type="checkbox"/> Member's eyes are affixed on a certain brand. | |
| <input type="checkbox"/> "I never buy extended warranties." | |

TRIAL CLOSE – ASKING THE QUESTIONS

To assure that you close the sale, there's a simple technique you can use. It's known as the "trial close." The trial close asks for an opinion, which allows you to further understand our members. A closing question asks for the SALE or a decision from our members. The closing question is done near the end of the sales process.

- "What model best suits your needs?"
- "Will you be taking advantage of our No Interest/No Payments offer?"
- "What number is better for Delivery to call you and confirm the time?"

SALES TIP

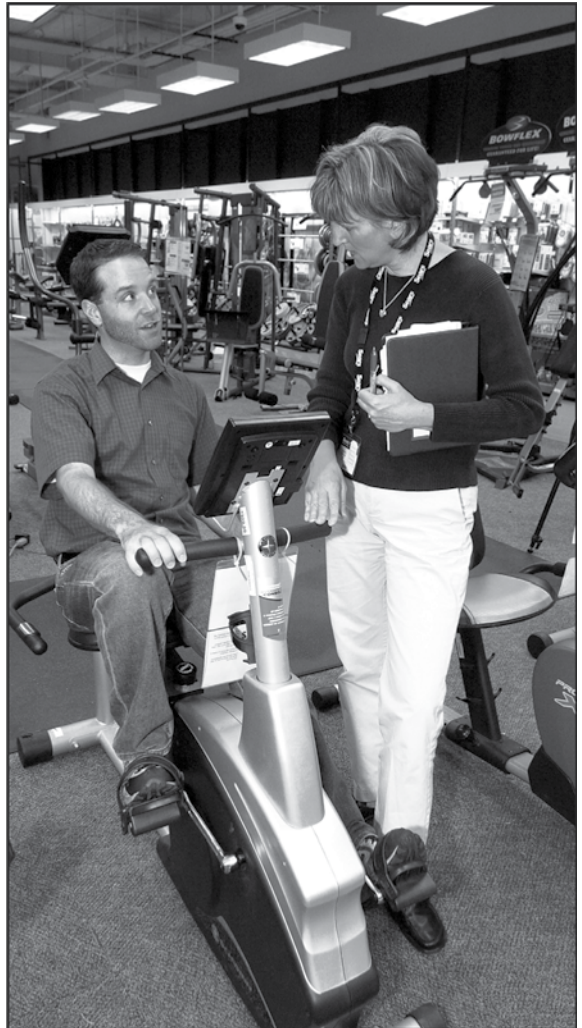
Always remember to smile. It'll put our members at ease.

CLOSING THE SALE: WHAT TO SAY

ATTEMPT TO CLOSE THE SALE WITH EVERY MEMBER.

KEYS TO A SUCCESSFUL CLOSE:

- Leverage the information that you learned in the Discovery Phase related to More Ways to Pay. Is our member interested in:
 - Additional savings today?
 - Short-term financing with no-interest expense?
 - A longer financing plan with fixed payments and lower interest?
 - Layaway?
- Ask members if they would like to take the product home with them today or have it delivered on another day.
- Be sure to include the accessory items that you presented to our members.



3 WAYS TO BUY

It's important that our members leave your store with the Fitness products they desire. If it looks like price is going to be a deal breaker for them, be sure to present them with all of our payment options. They can apply for a Sears Card, lease the item or use layaway to pay for it.

1. SEARS CARDS



WHEN TO OFFER

We always want to offer the Sears card to members as the first payment option. If members don't have a Sears Card, we would like them to apply for either a Sears MasterCard or Sears Card.

Applying for a Sears Card is easy! Let the member know that all it takes is a few minutes and a valid photo ID, then just follow the register prompts. And it allows them to take the merchandise home that day.

3 KEYS TO CLOSING SEARS CARD SALES



Key 1

Know your weekly Sears Card offers that are maintained on the Reference App. Search by using the key words "card offers" or "promo calendar."



Key 2

Explain the benefits of using the Sears Card:

- Save money (e.g., 5% instant savings)
- No interest financing
- Earn more (e.g., 2% in Shop Your Way Points)



Key 3

Ask for the sale by asking our member which offer would work best for them.

HOW TO SAY IT

Ask: "May I put this on your Sears Card?"

Tell Why: "SYW members who use their Sears Card can earn 2% in SYW Points for all their Sears purchases."

Ask: "Did you know you can save \$15 if you are approved for a Sears MasterCard today? All it takes is a valid photo ID and a few minutes of your time."

MEMBER BENEFITS

	Sears Card	Sears MasterCard
\$ Off your first purchase	\$10	\$15
Special savings offers for card members	Yes	Yes
SYW members who use their card earn 2% in Points for all Sears purchases	Yes	Yes
NO annual fee	Yes	Yes
Use it anywhere MasterCard is accepted		Yes

2. LEASING

WHEN TO OFFER

Offer Leasing if a member is declined for a Sears Card, or is not interested in applying for a Sears card and wants a solution where NO credit is required.

MEMBER BENEFITS

1. No credit required
2. Members can take merchandise home that day with a minimal payment
3. Gives them the option to:
 - Own the merchandise after minimum payment terms — as little as five months!
 - Extend the payment terms
 - Return merchandise to WhyNotLeaselt

HOW TO SAY IT

Say: While we were unable to approve your request for a Sears Card, you have been preapproved for a Lease through WhyNotLeaselt. The program is easy and affordable."

Ask: "Can I tell you how it works?"

Why: "The Leasing program allows you to take your merchandise home today. All we need is an initial payment."

3. LAYAWAY

WHEN TO OFFER

Offer Layaway if the member does not need the merchandise today, or if the member applied for a Sears Card and was declined.

MEMBER BENEFITS

1. Lock in today's low prices
2. Pay NO interest
3. Pay over time: Usually 8 weeks, but 12 weeks available on purchases of \$400 or more (26 weeks in Fine Jewelry)

HOW TO SAY IT

Say: "Our Layaway program allows you to reserve your items at today's prices and take them home once the Layaway is paid in full."

Ask: "Would you like to put this on Layaway today?"

Tell Why: "For \$5 and a small down payment you can lock in today's low prices. We'll hold your items while you pay off your Layaway over time at NO interest!"



SHOP YOUR WAY PROGRAM



PROGRAM OVERVIEW

Shop Your WaySM (SYW) was created to allow our members to earn points and to engage in the program and receive special offers and event invitations. Once enrolled, members simply provide their phone number or e-mail address at the time of purchase to earn SYW points for qualifying purchases.

Members have the choice to spend earned rewards on their next purchase, or they can accumulate rewards and save them for a future purchase. Participation in the Shop Your Way program is free. Members will see their “earned” status on their sales receipt. Members may go online to create a profile, view special offers, view purchase history, add transactions, customize their PIN (required to redeem over \$10 PINless redemption) and much more!

ENROLLMENT IS EASY

Any member 13 years old or older is eligible for enrollment. For enrollment, our members will need to provide first name, last name, ZIP code and valid e-mail address (we encourage a phone number for easy account lookup), as well as to accept SYW Terms & Conditions.

Once enrolled, members will receive a personal identification number (PIN) via e-mail. Remember, the PIN is required to redeem points. Point of Sale will allow members to redeem their rewards points without a PIN* — if the redemption value is \$10 or less!



**IMPORTANT NOTE: PINless Transactions PROHIBITED in the states of California, Kansas, Louisiana, Massachusetts, New Jersey, New York, Oregon, Pennsylvania, Rhode Island, Texas and Wisconsin.*

Members Benefits	BONUS MEMBER (With a valid e-mail address)	BASE MEMBER (With a mobile number only)*
Earn 10 points for every \$1 spend on qualifying purchases	●	●
Earn and redeem points at Sears, Kmart, Lands' End, Sears Auto Center, Sears.com, Kmart.com, Craftsman.com and myGofer.com	●	●
Earn points at Kmart Pharmacy and Sears Home Services	●	●
Electronic receipt lookup	●	●
Access member-only website shopyourway.com	●	●
Earn bonus points in-store and online	●	
Take advantage of eReceipts*	●	
Enter Sweeps**	●	
My Coupons	●	
Bonus offers and events	●	

*Available in most store locations. **Bonus members can enter Sweeps.



VIP PROGRAM

COMPLETING MEMBER PROFILES

It's important for you to encourage VIPs (new and old) to complete their Member Profile. Since we no longer mandate the collection of birthdays and home addresses from our VIPs, we need them to supply that information voluntarily so that they can get the most out of their exclusive membership.

For example, without birthdays and home addresses, we can't mail VIPs their welcome kit with their personalized VIP card and key fob, and we can't deliver their birthday bonus offer. Urge members to provide this information in their Member Profile at shopyourway.com; this will make the VIP program all the more successful!



WHAT IS THE VIP PROGRAM?

The VIP program is a way for Sears to thank their most valued Shop Your Way members by providing them with even more benefits. There are 3 VIP tiers:

- VIP Silver — spend \$2,500 in a calendar year
- VIP Gold — spend \$5,000 in a calendar year
- VIP Platinum — spend \$10,000 in a calendar year

WHO CAN QUALIFY FOR THE VIP PROGRAM?

Any SHOP YOUR WAY member in active standing will be able to qualify for VIP tiers, including associates.

WHAT BENEFITS DO MEMBERS GET FROM BEING A VIP MEMBER?

Some examples of VIP benefits include:

- Personalized card and key fob
- Dedicated concierge service
- Earn extra points on VIP-only bonus days
- Get extra points on all birthday month purchases
- Get coupons throughout the year via e-mail for a \$4.99 conventional oil change including free tire rotation
- 20% in points on all Alphasine Electronics
- Save 20% on every order from Sears Flowers by Tele Flora
- Get 15% off in-home appliance repair service
- Get \$10 back in points (10,000 points) on a qualifying pet supply purchase of \$30 or more
- Special Friends and Family event shopping hours
- And much more! Visit shopyourway.com/vip for more information



WHAT IS THE DIFFERENCE BETWEEN THE VIP TIERS?

The more a member spends over a year on qualifying purchases, the higher VIP tier they achieve and the better the benefits they enjoy on special Bonus Days and the Birthday Bonus offer. For example:

- VIP Silver — 5% back in Points
- VIP Gold — 10% back in Points
- VIP Platinum — 15% back in Points

DOES MY VIP MEMBERSHIP EXPIRE?

Upon achieving tier status, members maintain that status for the remainder of the current year and all of the following year (unless they subsequently qualify for a higher tier). For example, if a member qualifies for VIP Silver in August 2013, they will maintain VIP Silver until the end of December 2014. Please remember, the member must spend at least \$2,500 in the 2014 calendar year to maintain VIP Silver through the end of 2015.



HOW WILL MY MEMBER KNOW IF THEY HAVE REACHED VIP STATUS?

Ongoing member communication, primarily through e-mail and personal web pages, provides updates to members on their status. New VIPs who have provided their home address in their member Profile will receive a VIP Welcome Kit soon after qualification. The VIP Welcome Kit delivers their personalized VIP Card and outlines program mechanics and benefits.

ATTACHMENTS AND ACCESSORIES SELLING

Most Fitness purchases require the additional sale of attachments and accessories so that our members will have all they need to get the most out of their new Fitness products. Selling attachments and accessories with every purchase is a great way to improve members' satisfaction with their purchase. It's also a great way to get more money in your pocket. As a Sears associate, be sure to ask our members discover questions and help to provide them with The Total Solution.

HOW TO SELL ACCESSORIES AND ATTACHMENTS:

1. Use positive statements such as, "I recommend..." or "You will need a..."
2. Walk our members over to the attachment or accessory and hand it to him or her. Talk about the benefits of the item and why they'll need it.

If members can't find the accessories and attachments they're looking for on the sales floor, be sure to point out that Sears offers a large assortment of accessories and attachments on Sears.com.

MASTER PROTECTION AGREEMENT SELLING

Be sure to ask our members questions as to how they plan on servicing their new products during the Play phase of the Play to Win process. This way, you'll be able to bring the Master Protection Agreement (MPA) features and benefits to life. An MPA provides far superior peace of mind for members and added protection of their investment versus a typical manufacturer's warranty. By presenting the value of the MPA versus the typical manufacturer's warranty using the MPA "Value at a Glance" sheets, our members will gain a better understanding of how they can save money and control their service expenses over the life of their products.

Some fitness products have a Sears PurchaseProtect (SPP) plan available. Be sure to offer our members the SPP on eligible purchases. The SPP provides members with smart and convenient replacement coverage for their purchases.

How to Say It — and Do It!!

Simply ask our members. You'll be surprised how many members will say "Yes" if you just ask.

- "As we discussed, our five-year protection agreement will keep your equipment in peak running condition, and it will help you budget your repairs for less than \$10 a month. Shall I include the Master Protection Agreement with this sale?"
- If the member says, "Yes," then ring up the MPA with the sale.
- If the member says, "No," say the following: "Let me take a few moments and recap the value of the Master Protection Agreement so you can fully understand the value and benefits it will provide to you." (Use the MPA Value at a Glance sheet for the specific product line, and review the features/benefits with the member.) You can enjoy all this peace of mind for only less than \$10 a month. Would you like to include it in your purchase today?"

HOW TO CROSS SELL EQUIPMENT AND ACCESSORIES

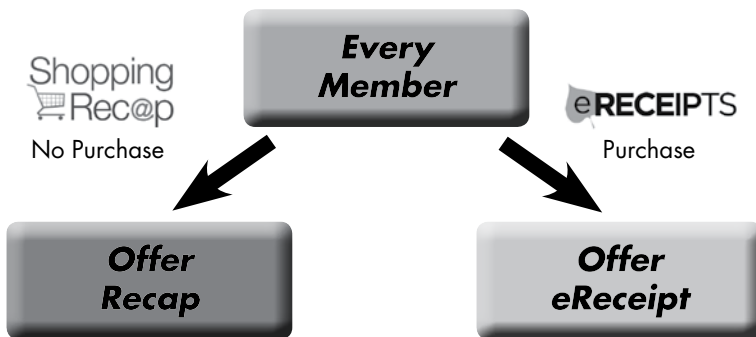
An exercise mat and PA should be offered with every equipment sale, but what else can be offered? Try to understand our members' needs and desired fitness outcome:

KEY GOAL —

- Running — offer a foam roller so that they can help remove knots and cramps from their muscles after running
- Weight loss — offer a slimmer belt to increase weight loss
- Building muscle — offer a set of dumbbells, kettle bells or a free weight set to improve muscle mass
- Toning — offer a set of exercise bands or stability ball to firm and tone muscles
- Treadmills — offer an equipment mat or treadmill maintenance kit with every purchase

SHOPPING RECAP GUIDELINES

Every time you interact with our members, there are two potential outcomes: They purchase a product or they don't. We have a digital solution for each outcome.



ALWAYS INTRODUCE THE RECAP PROPERLY



Every time a member discusses a product with you but decides not to purchase that day, you should offer a Recap. Legally, you must ask for the member's consent before sending a Shopping Recap. You should say:

"I'd be happy to send you an e-mail recapping everything that we've looked at today. Additionally, we can send you offers and other information that you may find helpful. Is that OK?"

WHY SHOULD I SEND A SHOPPING RECAP?

Creating a digital relationship with our members makes it more likely they will come back and buy from you.

If our member buys online, you still get paid commission!

Always

Ask permission to send a Recap

Include only items that were specifically discussed with the member

Explain that the member can buy online or return to the store, whichever is most convenient

Never send a Recap

Without member's explicit consent on the day Recap is sent

For products you didn't discuss when the member was in the store

For items already purchased

For accessories or attachments that were not specifically discussed with the member

To invite members to promotional events, including Friends & Family

If you want to communicate digitally with our members beyond Shopping Recap, we encourage you to reference the Job Aid for Kolab Email, which is the only e-mail service that associates are authorized to use for work purposes.

SEARS.COM

SATISFY MORE MEMBERS WITH SEARS.COM

Within a matter of moments, you can expand your Fitness assortment with Sears.com. You can provide our members with an endless aisle of merchandise! Not only does Sears.com enable you to sell items that are out of stock on the sales floor, but you can also sell any item that is not carried in your assortment, including web exclusives and specialty items. With a bigger selection and more variety available to our members, it's easier to "Say Yes" to our members. **And you earn the same commission as usual on every Store2Home sale you complete!**

SIGNING IN FOR YOUR COMMISSION

The Store2Home link is available at the bottom of every Sears.com page, so you can log in at any time. This link leads to the sign-in screen where you enter your associate number and store number. (This information must be entered for you to get credit on a web sale and your usual commission.) Once you enter your information and click on the CONTINUE button, you and our members can shop.

OTHER WAYS TO USE THE WEB STATION

Click on the "Associates" tab, then the "Work Station" link, follow your normal sign-in procedures, and you can easily check inventory or even punch in. The "Associate" page will also allow you to access tools you may need to help members, such as:

- Alerts
- Rebates
- Substitution List
- Transition List
- All Div. Cross Reference Tool
- Shop Your Way
- Manage My Life
- Competitor's Websites
- Manufacturer's Websites
- Digital Business Card
- Fitstudio.com



RESOURCES

The Store2Home and Sears.com job aids are available at SHC Connect > Apps > Reference > Say YES.

Additional questions can be answered using a Help Ticket available on the Sears intranet at: SHC Connect > Apps > Help TkT

COMPETITIVE RESPONSE

USING THE COMPETITION TO YOUR ADVANTAGE

It's crucial to understand product features and be able to tell our members how each feature offers them a benefit. You should research what competitive retailers have to offer and explain how you can give our members what the competition cannot. Here are some ways you can research the competition:

Play "Mystery Shopper" — See what products the competition is carrying and check their pricing.

- Do they offer a broad selection of products?
- How do the competition's product features compare to what is available at Sears?
- Put yourself in the shoes of an average member, and observe the competition's customer service.
- Do the associates approach you, or do you have to find them?
- Are they friendly?
- Do they ask good discover questions?
- What are their credit terms?
- How do they service the product after the sale?
- What products and deals are they offering on their website?

SEARS ADVANTAGES

It is well known that Sears has an outstanding selection of fitness products; nearly anything our members need, you can provide. But the real advantage that Sears has is what we can give our members beyond the sale. By utilizing all of the available services at Sears, you can offer our members The Total Solution and meet their every need.

Master Protection Agreements, Sears PurchaseProtect and Parts and Services are services that our members value when they are purchasing fitness equipment. With these services, our members can rest assured that their purchase will not only fulfill their current requirements, but also benefit them for years to come.



MASTER PROTECTION AGREEMENTS (MPA)

Master Protection Agreements cover our members' purchases above and beyond the manufacturers' warranties. It is wise and valuable coverage that every member should consider purchasing, and it's extremely important for you to provide them with all of the pertinent information as you present them with the product. The Sears MPA provides full coverage for all failures due to normal use – No Exceptions.

- Expert service by our professional repair specialists.
- Full coverage for parts and labor, and unlimited service with no deductible service fee.
- 100% Replacement Guarantee — includes delivery and setup.
- No Lemon Guarantee — product replaced if four or more separate functional repairs in 12-month period are needed. Includes delivery and setup.
- Annual Preventive Maintenance — helps prolong the product life and ensure peak performance.
- Convenient in-home service.
- Fast help by phone from our technical support team (Rapid Resolution).

NORDICTRACK B.E.S.T PROTECTION PLAN

The NordicTrack B.E.S.T protection plan is to be sold only on NordicTrack fitness equipment. All members should consider purchasing the service plan because of the additional coverage and value it adds to the purchase. Please use the following highlights to make sure our members understand how the protection plan works and the benefits of having it.

- The B.E.S.T Protection Plan starts from the date of purchase of the machine.
- The plan includes an annual preventative maintenance and performance check to ensure the product will be well maintained and protected for many years to come.
- All repairs are made in-home by a certified NordicTrack fitness repair technician.
- No lemon policy; if the product fails four times in any 12-month period, it will be replaced with a new machine.
- No hidden fees or deductibles; all parts and service are covered under the agreement.
- The plan covers all manufacturer's defects, as well as normal wear and tear on parts. Normal wear and tear would include replacing a worn-out walking belt.

Prepare to deliver a WOW Member Experience by complementing the steps of the Members First Engagement Process with the best practices of **PRIDE!**



Present Enthusiastically to Every Member
Recommend at the Product First
Instill Value with Real Life Examples
Differentiate Yourself and Sears
Engage Digitally and Close the Sale

Members can then make an informed decision to purchase the coverage that applies to the merchandise being sold. Remember, Sears MPA is NOT eligible on NordicTrack brand merchandise.

ASSOCIATE PROTECTION AGREEMENT

Additional information can be found on Reference App under Selling Solutions.

SEARS PURCHASEPROTECT

Sears PurchaseProtect is smart and convenient replacement coverage available on a wide range of smaller, portable accessories. Eligible product is generally less than \$300 and is not serviced or repaired by our service organization.

- Price is a small percentage of the merchandise selling price and will prompt at POS.
- Coverage is two years from the return policy for branded product.
- All failures due to normal wear and tear are covered.
- If the product fails, the member is issued a Sears gift card for the full purchase price plus tax.
- No exclusions or restrictions on gift card usage.
- SPP terms and conditions contain all the information a member needs to file a claim and is a great sales aid for you to use when presenting the offer.

**There are some differences between the Sears Master Protection Agreement and Nordic Track B.E.S.T. plan. Please refer to the terms and conditions for complete coverage.*

SEARS PARTSDIRECT

Are members looking for repair parts not carried in your store? You can help, and earn 5% commission along the way! And, you have more options to offer our members this year than ever before.

sears
PARTSDIRECT

more brands, more products
we've got the parts

Search Manuals & Repair Help

Enter Your Model or Part Number in Select Type Search

Can't locate your model number? Use our finder

Find over 7 million replacement parts and accessories including lawn and garden equipment, kitchen appliances or other household items.

Owner's Manuals
Search our archive of manuals to view, download, or even purchase a manual.
Find Your Manual

Expert repair advice
Browse our database of expert-answered repair questions or ask your own.
Get Expert Advice

Ready, Set, Mow!
Keep all your lawn & garden power equipment in tip-top shape and enjoy your yard all summer long.
Get Expert Advice

Ordering Parts for members is even easier for associates in our retail stores. The PartsDirect business has moved the entire Parts inventory to Sears.com! This means that all of the Parts you search for now on the PartsDirect site are also available on Sears.com and will be checked out on Sears.com. What does this mean for you? The biggest advantage is Parts orders are now eligible for "Reserve and Pay." This means members are able to pay for Parts they order from Sears.com using cash, check or debit right at POS by using the existing Reserve and Pay process! We know that associates have been asking for this ability for some time and we are excited to deliver it. Here is a complete list of new features that this will allow:

- Members can choose "Reserve and Pay" and pay for Parts orders at POS while on an in-store web station.
- Members can pay for a Parts order using a Sears Gift card.
- Members can pay for a Parts order using PayPal.
- Members can add non-Parts and Parts in the same checkout. (Example: If a member is buying a drill from Sears.com and parts from PartsDirect, he will only check out once.)
- The "Replacement Part" Department on the department list on Sears.com will house all of the parts information. Associates can search the same information as on the PartsDirect site today — by model, number or part number — and bring up product schematics.

We think this new functionality will greatly improve your ability to provide for our members every day.

CHECKING THE COMPETITION

Our members are regularly checking various websites so they know what stores have to offer and at what prices. It's important that you do the same. Stay on top of what our competitors are doing by visiting their websites. By knowing the competition, you'll have a better understanding of exactly where we have our greatest advantages.

DELIVERY

Sears Delivery can deliver and assemble some fitness products so members can begin using them right away. Some products require separate Installation to be purchased. See below for details.

DELIVERY

It's important for you to understand the guidelines for delivery and installation services. With the bulk and large size of fitness equipment, members may need help transporting their purchases. Sears Delivery not only moves the item from the distribution center to the member's home, but it also ensures that the item is not damaged in the process. Delivery is great for purchases such as:

- Treadmills
- Ellipticals
- Strength machines
- And more!

Delivery will deliver and assemble the following fitness items when members purchase Delivery and indicate they desire assembly versus "leave in carton":

- Treadmills
- Ellipticals
- Exercise cycles

Delivery will deliver weight training/strength machines, but Installation (Contractor Services) would need to be purchased for assembling those items.

Game Tables can be particularly difficult to deliver, given that most are located in the basement. Alert our members to the possibility that the table they want may be difficult to fit down a stairway. This is where you introduce the "Walk the Path" ruler.



WALK the PATH

To help create a “Wow” member experience, and at the same time drive profitable sales by reducing returns and cancellations, we are providing some new tools for the Sporting Goods Department. On the Reference App you will find a list of all the Fitness Equipment showing the dimensions of each item, both “in-carton” and “assembled.” You will also find a photo of the “Walk the Path” Ruler (POWS #10450) that we have been using successfully for many years throughout the store. Using these two tools in combination will ensure that our members know what to expect when their new purchase arrives. They will be certain it will fit in the intended location and be prepared to have a clear path prepared to the items ultimate location.

Instruct associates to take the following steps as part of the selling process to provide the best solution for our members:

1. At the point in your presentation where you ask if the member wants delivery or “Take With,” introduce the importance of having a clear path to the location where the item will be used.
2. Offer our members a “Walk the Path” ruler and write in the product measurements, both “in-carton” and “assembled” as indicated on the list we are providing.
3. Explain to our members how to use the ruler to both measure the space where the item will be used and to walk the path from the home entrance to the final location.
- 4. Be sure to explain that a large space will be needed to actually lay out the parts and assemble the equipment.**



TREADMILLS

Even with the increasing popularity of ellipticals, treadmills are still the largest category in the fitness industry. Treadmills are popular for a number of reasons:

- *More results:* For a majority of members, treadmills are the best calorie burner among cardio equipment.
- *More natural:* Walking and running are activities our members are familiar with, so there's little to learn.
- *More flexibility:* Run, jog or walk — on a flat surface or uphill. Members can adjust their level of intensity for a custom workout.

There are many things for members to consider when purchasing a treadmill or incline trainer. We'll attempt to cover the major considerations in the following pages.

MOTORS

- A treadmill is only as good as its motor; the larger and heavier the motor, the longer the treadmill will last.
- Motorized treadmills have one motor that drives the belt and another (the lift motor) that raises and lowers the running bed to create an incline. Motors allow members to set the pace for their workout so they can stay on track.

MOTOR SIZE

We have worked with our vendors to simplify the motor horsepower ratings. In this year's assortment, all treadmill motors will be rated in "continuous" horsepower, which is the most stringent rating in the industry. This allows you to fairly compare motors between all of our models.

When it comes to motor size, the important question is, "What does that mean for our member?" The stronger the motor, the more stress it will handle from the user. Stress comes in two forms: the user's weight and how fast he or she is running. If a runner is on a treadmill with a small motor, then the belt can hesitate under the runner's feet. This gives the running experience a choppy feel. A strong motor will not hesitate under the force of the runner's foot hitting the belt.



Rule of Thumb: 3 HP or higher = running; 2.75 HP to 2.25 HP = jogging; 2 HP or less = walking.

TREADMILL HORSEPOWER EXPLAINED

Any electric motor can be tested and given a rating. Treadmill horsepower ratings usually fall under one of three categories: Continuous Duty, Treadmill Duty and Peak. The difference is how the motor is tested. Any motor can be tested by one or more of the following ratings: Continuous HP, Treadmill HP and Peak.

The tests:

- **Continuous Duty** — The motor is able to perform “continuously” without overheating. The highest level of horsepower that the motor is able to obtain and maintain within the functional range is the Continuous Duty rating.
- **Treadmill Duty** — Treadmills are not designed to run continuously, so the motor is tested for a specified time, such as two hours, and the highest horsepower at which the motor is able to function during that duration is the Treadmill Duty rating.
- **Peak Test** — A peak horsepower test is not an acceptable rating for treadmills; products that commonly use this rating are vacuums and hair dryers. However, some makers of treadmills use this rating because the numerical value of the peak test can be up to 4 to 5 points higher than that of a Continuous Duty rating.

Using the Continuous Duty rating, as we do at Sears, is the most reliable and respected way to rate the power and performance of treadmill motors.

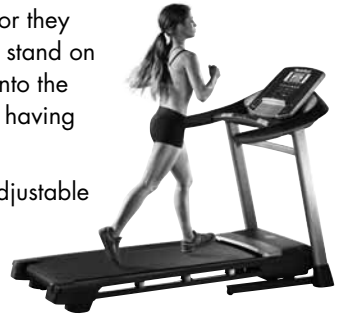


CUSHIONING

Cushioning systems are important elements of the treadmill experience. They're designed so that the running experience is more forgiving on our members' joints. As they move from walking to jogging to running on a treadmill, the cushioning systems have to absorb more impact. If the cushioning system did not absorb the additional force, then the experience would feel similar to running on a cement sidewalk.

Explaining the complex engineering aspects of each system is probably not helpful for members. Instead, keep it simple. Get them on the treadmill so they can feel the difference for themselves. If they don't feel comfortable running or they aren't wearing the right shoes, no problem — simply have them stand on the treadmill belt, rise up on their tip-toes and drop their heels onto the treadmill. They'll be able to feel the give of the machine without having to run in the store.

All NordicTrack treadmills in this year's assortment come with adjustable cushioning. This allows our members to buy one treadmill and get the 'Best of Both Worlds'. Turn it on for superior impact reduction and joint comfort. Turn it off for a surface that feels like the road.



SALES TIP

Some members may ask how much cushioning they should have. Some want more give in their treadmill than others — it's a personal preference. They will just need to pick the treadmill they find most comfortable.

RUNNING SURFACE

The treadmills that Sears offers range in running surface from 18"–22" wide and 50"–60" long. What does this mean to our members? More running surface is really for safety and comfort. When the user is getting tired and "misses a step" while running, having the extra length on the treadmill will give extra time to catch up with the speed of the belt rather than falling off the back of the treadmill.

Also, near the end of a workout, most users typically float around the treadmill more. In short, the extra running surface gives them more room for error. Lastly, taller users have a greater need for extra running space.



INCLINE

Generally speaking, when the incline increases by a degree, the user has to work about 10% harder. So if the member wants to work harder but not run faster, the incline feature offers that option. All of the treadmills in the fall assortment have an incline feature, ranging from 10%–15%.

In the fall 2013 assortment, Sears will carry at least two incline trainers (NordicTrack models #24927 X7i and #24928 X9i) that will incline up to 40%, which is great for members seeking to build leg strength and burn extra calories.



DECLINE

A few select treadmills offer the option of decline, which allows members to mimic real terrain, activate more muscle groups and potentially give members a needed break during their workout. The NordicTrack models #24932 Elite 3200, #24934 Elite 5700, #24937 Elite 7700, #24927 X7i Incline and #24928 X9i all offer the decline advantage.

PROGRAMS

As fitness sales associates, many of you have heard the phrase, "I don't need all the bells and whistles." Programs for many members are meaningless unless you give them value. Programs are really for two purposes: motivation and direction.

- Motivation — Programs can help our members set goals and push themselves.
- Direction — Many members are relatively new to fitness and don't know where to start. It does a user no good to jump on a treadmill, sprint for four minutes, burn out and jump off. Programs can keep the user honest and moving towards their fitness goals.



HEART RATE PROGRAMMING

One key feature that many treadmills have is the ability to monitor heart rate. If our member is wearing a wireless heart rate chest strap, then his or her heart rate is instantly displayed on the console. Heart rate is an accurate way to determine how hard the user is working. Heart rate programs are typically designed to keep members in a zone where they're putting in a solid effort, but not working so hard that they'll burn out.

If our members are working too hard, then the treadmill slows down or lowers the incline. If they're not working hard enough, the treadmill speeds up or increases the incline. This type of programming makes sure they get the most out of their workout.

Also, as they get into better physical shape, they'll need to work harder to hit the same heart rate, so the program will naturally progress with them.

These NordicTrack and AFG treadmills come with both the wireless heart rate chest strap and the heart rate programs: #24927, #24937, #24934, #24932, #24990, #24978, #21094, #24928.

The Norditrack C700 item #24988 is heart-rate-monitor compatible, but our members will need to purchase the chest strap separately.



SALES TIP

To kick off your member interaction, here are some examples of easy questions to get you started:

- What are your fitness goals?
- Is the treadmill going to be used for running, jogging or walking?
- How many people will use the treadmill?
- What do you want the treadmill to do for you?

KEY FEATURES AND BENEFITS

#24853, PROFORM® CROSSWALK FIT 415

Members can use CrossWalk upper body workout arms for a total body workout.

- 18" x 50" Tread Belt
- ProDeck Cushioning
- 2.0 CHP Motor
- 0–10 MPH
- 0–10% Incline
- 16 Workouts Apps
- Dual Grip EKG™ Heart Rate Monitor
- SpaceSaver Design
- Window Display with Workout Matrix
- iPod Compatible Sound System
- Warranties: 5-Year Frame and Motor, 90-Day Parts and Labor



#24995, NORDICTRACK® T6.1

Adjustable cushioning and simple controls for a great workout.

- 20" x 55" Tread Belt
- FlexSelect™ Cushioning
- 2.6 CHP Motor
- 0–10 MPH with 1-Touch™ Controls
- 0–10% Incline with 1-Touch Controls
- 20 Workout Apps
- Dual Grip CardioGrip™ Heart Rate Monitor
- SpaceSaver® Design
- Window Display with Workout Matrix
- iPod® Compatible Sound System
- Warranties: Lifetime Frame, Five-Year Motor, One-Year Parts and Labor



TREADMILLS

#24996, NORDICTRACK T6.3

The most-requested features paired with intuitive controls and adjustable cushioning.

- 20" x 55" Tread Belt
- FlexSelect Cushioning
- 2.6 CHP Motor
- 0–10 MPH with 1-Touch Controls
- 0–10% Incline with 1-Touch Controls
- 20 Workout Apps
- Dual Grip CardioGrip Heart Rate Monitor
- SpaceSaver Design
- Window Display with Workout Matrix
- iPod Compatible Sound System
- Warranties: Lifetime Frame, Five-Year Motor, One-Year Parts and Labor



#24976, NORDICTRACK C600

Designed with members' favorite features, including superior cushioning, SpaceSaver capability and adjustable workout fan.

- 20" x 55" Tread Belt
- FlexSelect Cushioning
- 2.6 CHP Motor
- 0–10 MPH with 1-Touch Controls
- 0–10% Incline with 1-Touch Controls
- 20 Workout Apps
- Dual Grip CardioGrip Heart Rate Monitor
- SpaceSaver Design with EasyLift™ Assist
- 6" Backlit Display
- iFit® Compatible*
- iPod Compatible Sound System
- AutoBreeze™ Workout Fan
- Warranties: Lifetime Frame, Five-Year Motor, One-Year Parts and Labor



TREADMILLS

#24988, NORDICTRACK C700

Easily tracks progress on a backlit, iFit compatible console with visual racetrack.

- 20" x 60" Tread Belt
- FlexSelect Cushioning
- 2.75 CHP Motor
- 0–12 MPH with 1-Touch Controls
- 0–12% Incline with 1-Touch Controls
- 24 Workout Apps
- Dual Grip CardioGrip Heart Rate Monitor
- Heart rate strap compatible
- SpaceSaver Design with EasyLift Assist
- 6" Backlit Display
- iFit Compatible*
- iPod Compatible Sound System
- AutoBreeze™ Workout Fan
- Warranties: Lifetime Frame and Motor, Two-Year Parts, One-Year Labor



#24978, NORDICTRACK C900i

Improve training results with a wireless chest pulse strap and powerful workout fan.

- 20" x 60" Tread Belt
- FlexSelect Cushioning
- CHP Motor
- 0–12 MPH with 1-Touch Controls
- 0–12% Incline with 1-Touch Controls
- 32 Workout Apps
- Dual Grip CardioGrip Heart Rate Monitor
- NordicTrack Wireless Chest Strap Included
- SpaceSaver Design with EasyLift Assist
- 6" Backlit Display
- iFit Compatible*
- iPod Compatible Sound System
- AutoBreeze™ Workout Fan
- Warranties: Lifetime Frame and Motor, Three-Year Parts, One-Year Labor



TREADMILLS

#24990, NORDICTRACK C950 PRO

Convenient handle controls mean members don't have to break their stride or concentration to adjust their workout.

- 20" x 60" Tread Belt
- FlexSelect Cushioning
- CHP Motor
- 0–12 MPH with 1-Touch Controls
- 0–15% Incline with 1-Touch Controls
- Integrated Handle Controls for Speed and Incline
- 32 Workout Apps
- Dual Grip CardioGrip Heart Rate Monitor
- NordicTrack Wireless Chest Strap Included
- 7" Backlit Display
- iFit Compatible*
- iPod Compatible Sound System
- AutoBreeze Workout Fan
- Integrated Crossfit Tray
- Warranties: Lifetime Frame and Motor, Three-Year Parts, One-Year Labor



#24932, NORDICTRACK ELITE 3700

Members get a real-world running experience with incline and decline training.

- 22" x 60" Tread Belt
- FlexSelect Cushioning
- 3.5 CHP Motor
- 0–12 MPH with 1-Touch Controls
- -3 Decline and 15% Incline with 1-Touch Controls
- 34 Workout Apps
- Dual Grip CardioGrip Heart Rate Monitor
- NordicTrack Wireless Chest Strap Included
- SpaceSaver Design with EasyLift Assist
- 7" Backlit Display
- iFit Compatible*
- iPod Compatible Sound System
- Dual AutoBreeze Workout Fans
- Integrated Crossfit Tray
- Warranties: Lifetime Frame and Motor, Five-Year Parts and Electronics, One-Year Labor



TREADMILLS

#24934, NORDICTRACK ELITE 5700

Fully loaded with the best NordicTrack features and specs for advanced weight loss and training.

- 22" x 60" Commercial Tread Belt
- Runners Flex™ Cushioning
- 3.8 CHP Motor
- 0–12 MPH with 1-Touch Controls
- -3% Decline and 15% Incline with 1-Touch Controls
- 38 Workout Apps
- Dual Grip CardioGrip Heart Rate Monitor
- NordicTrack Wireless Chest Strap Included
- SpaceSaver Design with EasyLift Assist
- 7" Full Color Touchscreen
- iFit Enabled
- iPod Compatible Sound System
- Dual AutoBreeze Workout Fans
- Integrated Crossfit Tray
- Warranties: Lifetime Frame and Motor, Five-Year Parts and Electronics, Two-Year Labor



#24937, NORDICTRACK ELITE 7700

Top features and entertainment options to keep members' workouts fresh every day.

- 22" x 60" Commercial Tread Belt
- Runners Flex Cushioning
- 4.0 CHP Motor
- 0–12 MPH with 1-Touch Controls
- -3% Decline and 15% Incline with 1-Touch Controls
- 40 Workout Apps
- Dual Grip CardioGrip Heart Rate Monitor
- NordicTrack Wireless Chest Strap Included
- SpaceSaver Design with EasyLift Assist
- 15" Integrated HDTV
- 7" Full Color Touchscreen
- iFit Enabled
- iPod Compatible Sound System
- Dual AutoBreeze Workout Fans
- Integrated Crossfit Tray
- Warranties: Lifetime Frame and Motor, Five-Year Parts and Electronics, Two-Year Labor



#24927, NORDICTRACK X7i INCLINE TRAINER

Members can burn as much as five times the calories, just by walking on the incline trainer.

- 22" x 60" Tread Belt
- Reflex Cushioning
- 2.75 CHP Motor
- Easy Out-of-the-Box Assembly
- -3 Decline and 40% Incline with 1-Touch Controls
- 0–12 MPH with 1-Touch Controls
- 10" Backlit Display
- iFit Enabled
- Integrated Tablet Holder
- iPod Compatible Sound System
- 38 Workout Apps
- Dual AutoBreeze Workout Fans
- Dual Grip CardioGrip Heart Rate Monitor
- NordicTrack Wireless Chest Strap Included
- Warranties: Lifetime Frame, Motor and Deck; Five-Year Parts and Electronics; Two-Year Labor



#24928, NORDICTRACK X9I INTERACTIVE TRAINER

Members can take on the mountains of the world with 40% incline and a full-color, web-enabled touchscreen.

- 22" x 60" Tread Belt
- Reflex Cushion Technology
- 3.0 CHP Motor
- -6–40% Incline with 1-Touch Controls
- 0–12 MPH with 1-Touch Controls
- 10" Full-Color Touchscreen
- Built-In Web Browser
- HD Video Workouts
- 44 Workout Apps
- iFit Enabled
- iPod Compatible Sound System
- Set a Goal Workout Center
- Adjustable 8" AutoBreeze Workout Fan
- Dual Grip CardioGrip Heart Rate Monitor
- NordicTrackWireless Chest Strap Included
- Dual Grip CardioGrip Heart Rate Monitor



TREADMILLS

#21094, AFG 7.1AT

This treadmill, for runners and walkers alike, combines the best in stability and comfort with the latest in workout technology.

- 3.25 CHP Motor
- 20" X 60" Treadbelt
- 0–12 MPH
- EKG Grip Pulse and Polar Wireless Chest Strap Included
- 0–15% Incline
- 15 Programs/Profile™: Manual, Speed Intervals, Peak Intervals, Stamina Builder, Weight Loss, Golf Course, Foot Hills, Mountain Climb, Intervals HR, THR Zone, Steps Hr, 5K, 10K, Custom 1 and 2
- Premium 5W Speakers, iPod, iPad/iPhone Dock, Nike Plus®, Passport™, In/Out Jack
- Premium Non-Folding Round Tube Frame
- LED Brickyard, Two Four-Digit LEDs, Large 16-Digit Alphanumeric LED, Date and Time
- Warranties: Lifetime Frame and Motor, Five-Year Parts, Two-Year Labor



DISCOVER QUESTIONS

Q. Is this your first treadmill purchase or are you replacing one?

A. If it's their first treadmill purchase, ask additional discover questions to make sure you help them find what they need. If they're replacing an existing one, ask what features and benefits they liked and disliked about their previous one.

Q. Where is your treadmill going to be used?

A. This is a space consideration to help members know if they have room to store or if they need a fold-up option. Also, if members are going to place their treadmill on a hard floor, they may want to consider buying a mat to put underneath. The mat is not necessary for the operation of the treadmill, but it will help to reduce noise.

**Requires the iFit Wireless Adapter. Wireless Adapter sold separately.*

iPod is a trademark of Apple Inc., registered in the U.S. and other countries. iPod not included.

ELLIPTICALS

Over the past few years, ellipticals have been the fastest-growing category in fitness equipment. Ellipticals mimic a jogging or running motion without the impact. This type of workout burns calories almost as effectively as treadmills, and it is typically easier on our members' joints. If a member has suffered from knee, hip or back injuries before, then an elliptical may be the right piece of fitness equipment for him or her.

FRONT DRIVE VS. REAR DRIVE

Which is better: front- or rear-drive ellipticals? Many of us have heard this question, and there is no simple answer. The truth is that there are multiple factors that contribute to the way the stride feels on an elliptical — the number of pivot points, where the pivot points are located, the length of the stride, whether the footpads pivot, whether it has incline and whether it's front, rear or center drive.



SALES TIP

The member typically doesn't care about the engineering aspects of how an elliptical is built. When members ask about front versus rear drive, what they're really saying is, "I see a lot of ellipticals. How do I know which one to buy?"

The right way to answer this question is by telling the truth. One style is not necessarily better than another. Each elliptical has a different design and a unique feel. For members to choose the right elliptical, they have to try several models to see which one feels best.

STRIDE LENGTH

The average member will feel most comfortable between 17" and 22" in stride length. Taller members will typically want longer stride lengths. However, it's important to remember that the different designs of each elliptical can make the same stride length feel very different. So again, the right answer is to get the member to try multiple ellipticals.

Often the elliptical will have two users of varying height. In these situations, members should consider ellipticals with adjustable stride lengths. This way, multiple users can adjust the stride length of the elliptical to fit their preference when exercising.

ADJUSTABLE INCLINE

This feature allows members to determine which muscle groups get the most strenuous workout. Typically, as the incline gets higher, the glutes and calves become more involved. Plus, as the incline increases, the user has to work harder, which burns more calories, similar to a treadmill.

FLYWHEEL

On many spec sheets for ellipticals, there is a line telling you how heavy the flywheel is. Flywheel size to an elliptical is like motor size to a treadmill. The heavier the flywheel, the smoother the elliptical motion will be.



PROGRAMS

Chances are, you've heard a member say, "I don't need all the bells and whistles." Programs for many members are meaningless unless you give them value. Programs are really for two purposes, motivation and direction.

Motivation — Programs can help the user set goals and push him/herself.

Direction — Many members are relatively new to fitness and don't know where to start. It does a user no good to jump on an elliptical, sprint for four minutes, burn out and jump off. Programs can keep users honest and moving toward their fitness goals.



HEART RATE PROGRAMMING

One key feature that many ellipticals have is the ability to monitor the member's heart rate. When they wear a wireless heart rate chest strap, their heart rate is instantly displayed on the console.

Heart rate is an accurate way to determine how hard users are working. Heart rate programs are typically designed to keep them in a zone where they're exerting effort, but not so much that they'll burn out. If they're working too hard, the elliptical reduces resistance or lowers the incline (where applicable). If they're not working hard enough, the elliptical increases resistance or the incline. This type of programming makes sure that they get the most out of their workout. Also, as they get into better physical shape, they'll need to work harder to hit the same heart rate, so the program will naturally progress with them.

These ellipticals come with both the wireless heart rate chest strap and the heart rate programs: NordicTrack models #23590 Elite 10.7, #23954 Elite 12.7 and AFG models #21095 3.1AE and #21096 4.1AE. NordicTrack models #23948 E 8.7 and #23896 A.C.T. are Polar wireless chest strap compatible (strap not included).

KEY FEATURES AND BENEFITS

#23010, BODY FLEX TRIO TRAINER

This trainer offers three workout options for members — elliptical, recumbent bike and upright cycle. That enables members to keep their workouts fresh and keep them coming back for more.

- 3-in-1 Design: Elliptical, Recumbent and Upright Cycle.
- Motorized Magnetic Resistance
- 2-Way Adjustable Seat — Vertical, Horizontal
- Electronic Exercise Console
- 17 Training Programs
- Integrated Hand/Pulse/Heart Rate Monitor



#23935, PROFORM E 475

Features the original club design — the front-drive mechanism — for smooth performance and a truer elliptical path.

- Front Mech Design
- 17" Adjustable Stride
- Oversized Pedals
- Inertia Enhanced Flywheel
- Large LCD Display
- iPod Compatible Sound System
- 14 Digital Resistance Levels
- 14 Workout Apps
- Dual Grip CardioGrip™ Heart Rate Monitor
- Warranties: Lifetime Frame, One-Year Parts and Labor



ELLIPTICALS

#23957, NORDICTRACK E 5.9

Oversized pedals deliver a comfortable, secure stride while the sound system offers entertainment and motivation.

- Rear Mech Design
- 18" Stride
- Oversized Pedals
- 13-lb. Effective Inertia Enhanced Flywheel
- Large LCD Display
- iPod Compatible Sound System
- 20 Digital Resistance Levels
- 20 Workout Apps
- Dual Grip CardioGrip Heart Rate Monitor
- Out-of-the-Box SNAP Assembly
- Vertical Space Saver Design
- Warranties: Lifetime Frame, One-Year Parts and Labor



#23946, NORDICTRACK E 6.3

Adjustable ramp changes the shape of the stride for workout variation and focus on different muscle groups.

- Front Mech Design
- 20" Adjustable Stride
- Oversized Pedals
- 15-lb. Effective Inertia Enhanced Flywheel
- Adjustable Ramp 3–20 Degrees
- Large LCD Display
- iFit® Compatible*
- iPod Compatible Sound System
- 20 Digital Resistance Levels
- 20 Workout Apps
- Dual Grip CardioGrip Heart Rate Monitor
- Out-of-the-Box SNAP Assembly
- Vertical Space Saver Design
- Warranties: Lifetime Frame, One-Year Parts and Labor



ELLIPTICALS

#23887, NORDICTRACK E 7.7

Added tech features promote an effective total-body, low-impact workout.

- Rear Mech Design
- 18" Stride
- Adjustable Oversized Pedals
- 18-lb. Effective Inertial Enhanced Flywheel
- Power Adjustable Ramp
- 5" Backlit Display
- iFit Compatible*
- iPod Compatible Sound System
- 22 Digital Resistance Levels
- 24 Workout Apps
- Dual Grip CardioGrip Heart Rate Monitor
- AutoBreeze™ Workout Fan
- Out-of-the-Box SNAP Assembly
- Vertical Space Saver Design
- Warranties: Lifetime Frame, Two-Year Parts, One-Year Labor



#23948, NORDICTRACK E 8.7

Built with adjustable stride and Power Ramp to target and tone trouble areas.

- Front Mech Design
- 20" Power Adjustable Stride
- Adjustable Oversized Pedals
- 20-lb. Effective Inertial Enhanced Flywheel
- Adjustable Power Ramp 3–20 Degrees
- 5" Backlit Display
- iFit Compatible*
- iPod Compatible Sound System
- 22 Digital Resistance Levels
- 26 Workout Apps
- Dual Grip CardioGrip Heart Rate Monitor
- Polar® Wireless Chest Strap Compatible
- AutoBreeze Workout Fan
- Warranties: Lifetime Frame, Two-Year Parts, One-Year Labor



#23896, NORDICTRACK A.C.T.

Stable center mechanism design creates shorter footprint and easy mount/dismount.

- Center Mech Design
- 18", 20", 22" Adjustable Stride
- Oversized Cushion Pedals
- 20-lb. Effective Inertial Enhanced Flywheel
- 5" Backlit Display
- iFit Compatible
- iPod Compatible Sound System
- 22 Digital Resistance Levels
- 26 Workout Apps
- Dual Grip CardioGrip Heart Rate Monitor
- Polar Wireless Chest Strap Compatible
- AutoBreeze Workout Fan
- Warranties: Lifetime Frame, Two-Year Parts, One-Year Labor



#23950, NORDICTRACK ELITE 10.7

Stride length and cushion pedals adjust for a personalized workout. Fit and comfort help members work out longer for better results.

- Front Mech Design
- 20" Power Adjustable Stride
- Adjustable Oversized Cushion Pedals
- 28-lb. Effective Inertial Enhanced Flywheel
- Digital Quick Incline
- 6" Backlit Display
- iFit Compatible*
- 24 Digital Resistance Levels
- 32 Workout Apps
- Dual Grip CardioGrip Heart Rate Monitor
- NordicTrack Wireless Chest Strap Included
- AutoBreeze Workout Fan
- Warranties: Lifetime Frame, Three-Year Parts, One-Year Labor



THE MEMBER EXPERIENCE

There's no more effective way to sell our members on an elliptical than by having them step on the machine for themselves. Encourage them to stand in the pedals and begin to move at a slow pace, so they can see how it feels. Trying a few of them will help them decide which one is most comfortable — this is important, because as with a pair of shoes, our members will want to know that the elliptical is the right fit before they leave the store!

ELLIPTICALS

#23954, NORDICTRACK ELITE 12.7

Built with a web-enabled color touchscreen and integrated tablet holder to bring entertainment to each workout.

- Front Mech Design
- 20" Power Adjustable Stride
- Adjustable Oversized Cushion Pedals
- 32-lb. Effective Inertial Enhanced Flywheel
- Digital Quick Incline
- 7" Full Color Touchscreen with Built-In Web Browser
- iFit Enabled
- Integrated Tablet Holder
- Quick Touch Handle Controls for Ramp and Resistance
- 26 Digital Resistance Levels
- 35 Workout Apps
- Dual Grip CardioGrip Heart Rate Monitor
- NordicTrack Wireless Chest Strap Included
- CoolAire™ Workout Fan
- Warranties: Lifetime Frame, Five-Year Parts, Two-Year Labor



DISCOVER QUESTION

Q. What are some of the features that are important to you in an elliptical?

A. This is a great place to start when talking with our members. It will enable you to discover what's important to them — do they want workout programs, front drive and a long stride length? Knowing the key features of these ellipticals and their preferences, you can help them find the right product.

#21095, AFG 3.1AE

The Six Star Certified™ platform is engineered for the best combination of body position and movement for the best feel and workout possible.

- Front Mech Design
- 23-lb. Flywheel
- 20" FLATellipse™ Foot Path
- 1–20 Levels of Digital Resistance
- EKG Grip Pulse and Polar Wireless Chest Strap Included
- 20 Levels of Power Incline
- 10 Programs/proFILE™: Manual, Intervals, Weight Loss, Constant Watts, Muscle Toner, Reverse Train, Oregon Trail, THR Zone and Custom 1 and 2
- iPod Compatible
- LED Brickyard, Two Four-Digit LED Windows, 16-Digit Alphanumeric LED
- Warranties: Lifetime Frame, Three-Year Parts, One-Year Labor



ELLIPTICALS

#21096, AFG 4.1AE

This powerful elliptical offers lots of incline and resistance levels, and with all of its other features, members are sure to get a great workout time and again.

- Front-Drive Motor
- 30-lb. Flywheel
- 20 Resistance Levels
- 20" FLATellipse™ Foot Path
- Power Incline: 20 levels (5% increments)
- 14 Training Programs
- Polar® Chest Strap for Wireless Heart Rate Monitoring
- Built-in 3W Speakers
- iPod, iPad/iPhone Dock, Nike Plus® Compatible
- Warranties: Lifetime Frame, Five-Year Parts, Two-Year Labor



NEED-TO-KNOW INFO

- Along with leg exercise, an elliptical usually integrates upper-body motion with crosswalk arm bars to create a highly effective total-body workout. Ellipticals offer both aerobic (simple exercises performed for a longer time at moderate intensity) and anaerobic (high-intensity workouts that are performed for a short time) exercises that reduce stress on the back, hips, knees and ankles.
- Ellipticals are manufactured with either front or rear mechanization. This creates a difference in feel. Encourage our members to try each type to discover the right fit for them.

**Requires the iFit Wireless Adapter. Wireless Adapter sold separately.*

iPod is a trademark of Apple Inc., registered in the U.S. and other countries. iPod not included.

CYCLES

Exercise cycles provide great cardiovascular workouts and help burn fat with little impact. With a large assortment to choose from, you will need to help our members find a cycle that is both comfortable and capable of helping them achieve their goals.

RECUMBENT VS. UPRIGHT VS. SPINNING CYCLES

- A recumbent exercise cycle is easier on the user's back and knees, so it's a little less strenuous of a workout, and it's a good choice for someone with back issues.
- In general, exercising on an upright exercise cycle is a slightly better workout than exercising on a recumbent cycle. Also, an upright cycle typically costs slightly less for the same overall features as a recumbent.
- The main difference between a spinning cycle and stationary exercise cycle is the spinner has a flywheel that simulates momentum. It most closely resembles riding an outdoor bicycle. This feature prevents members from simply stopping the peddling motion once started, because the pedals are locked into the flywheel. This means there's no coasting. To stop the pedals and flywheel once momentum has built up, our members simply need to press down on the emergency brake that is on or next to the resistance handle.



SALES TIP

If the above information doesn't help our members decide between different types of exercise cycles, focus on having them choose the style that is most comfortable for them.

STEP-THRU DESIGNS

If mobility is an issue for our members, a recumbent cycle with a step-thru feature is a great choice. This makes it much easier for members to get in and out of the exercise cycle.

THE SPINNING ADVANTAGE

A spinning exercise cycle is designed to feel similar to a real racing bicycle; it has a more aggressive seated position. "Climbing" on a spinning cycle is similar to riding a racing bicycle uphill. Our members can turn the resistance up high enough that they have to stand on the pedals in order to complete the rotation. If they're looking for a more vigorous workout, a spinning bike may be ideal. Remember, the seat and handle bars will adjust up and down (for height) and forward and backwards (for reach). It may take a little adjusting to get them fitted correctly.



RECUMBENT HANDLES

Sometimes our members may sit down in a recumbent exercise cycle and begin to pedal while holding onto the handles behind the console. If they make this common mistake, politely inform them that holding onto those handles while exercising will make the experience uncomfortable. The handles are simply for helping them get on and off of the recumbent.



SEATS ON UPRIGHT AND SPINNING CYCLES

The seats on a majority of upright and spinning cycles can be replaced with any normal bicycle seat. Our members only need a few wrenches to change the seat. So if a member loves the cycle but hates the seat, the solution is in your bicycle accessory section, where there are replacement seats and gel covers.



PROGRAMS

As a fitness sales associate, you've most likely heard the phrase, "I don't need all the bells and whistles." For many members, programs are meaningless unless you — the sales associate — give them value. Programs serve two purposes: motivation and direction. Programs offer motivation because they can help our members set goals and push themselves. Programs provide direction because many members are relatively new to fitness and don't know where to start. It won't do them any good to jump on an exercise cycle, sprint for four minutes, burn out and then jump off. Programs keep members moving towards their fitness goals.



HEART RATE PROGRAMMING

Many models offer programs based on heart rate. If a member wears the wireless heart rate chest strap while working out, his or her heart rate will be instantly displayed on the console. Heart rate is an accurate way to determine how hard the user is working. The programs are typically designed to keep members in a zone where they are putting in a solid effort, but not working so hard they'll burn out.

So, if the user is working too hard, then the cycle will reduce resistance. If they're not working hard enough, then the cycle increases resistance. This type of programming ensures that our members get the most out of their workout. Also, as they get into better physical shape, they'll need to work harder to hit the same heart rate, so the program will naturally progress with them.

RECUMBENT CYCLES

Recumbent cycles are designed for comfort with chair-like seats and easy-entry frames.

KEY FEATURES AND BENEFITS

#21911, PROFORM® 120 R

Recumbent frame provides comfort and support for the workout.

- Recumbent Frame
- Step-Thru Design
- Oversized Adjustable Cushioned Seat
- 12-lb. Effective Inertia Enhanced Flywheel
- White Tint LCD Display with Workout Matrix
- 16 Digital Resistance Levels
- 14 Workout Apps
- iPod® Compatible Sound System
- Dual Grip EKG™ Heart Rate Monitor
- 275-lb. User Capacity
- Warranties: Five-Year Frame; 90-Day Parts and Labor



#21952, PROFORM XP 440 RECUMBENT EXERCISE BIKE

Featuring a Step-Thru™ design and an oversized seat, this recumbent bike is easy to use and comfortable.

- iFit Workout Card Technology**
- Compatible Music Port for iPod
- 18 Workout Apps Designed by a Certified Personal Trainer
- Dual-grip EKG™ Heart Rate Monitor Built In
- Oversized, Adjustable Cushioned Seat
- 14-lb. Effective Inertia Enhanced Flywheel
- 18 Levels of Digital Resistance
- 275-lb. User Capacity
- Warranties: Five-Year Frame, 90-Day Parts and Labor



#21914, NORDICTRACK GX 4.7

Ergonomic-driven design and the lumbar-supported, chair-like seat make this one of the most stable, supportive workouts available.

- Recumbent Frame
- Step-Thru Design
- Oversized Lumbar Supported Cushion Seat
- 15-lb. Effective Inertia Enhanced Flywheel
- Adjustable Console Angle
- 5" Backlit Display
- iFit Compatible*
- 22 Digital Resistance Levels
- 24 Workout Apps
- iPod Compatible Sound System
- CoolAire Workout Fan
- Dual Grip CardioGrip Heart Rate Monitor
- Ergonomic Pedals with Adjustable Straps
- AC Adapter Included
- 300-lb. User Capacity
- Warranties: Lifetime Frame; One-Year Parts and Labor



#21998, SCHWINN 270 RECUMBENT EXERCISE BIKE

Our members can sit comfortably on this recumbent bike and still get a great workout.

- Magnetic Resistance
- 25 Levels of Resistance
- Aluminum Seat Rail; Seat Locking Mechanism
- 3" x 5" Main LCD; 1" x 5" Secondary LCD
- 29+ Programs with Goal Tracking and USB Charging
- Heart Rate Monitor
- MP3 Hookup
- 325-lb. User Weight Capacity
- Warranties: 10-Year Frame, Five-Year Mechanical, Two-Year Electric, One-Year Labor



#21974, NORDICTRACK® GX5.0 PRO EXERCISE BIKE

Our members can get an incredible cardio workout with this bike, which includes iFit Technology, a Polar® Wireless Chest Strap, 30 built-in workouts and 1-Touch™ Resistance Control.

- iFit Technology Compatible*
- Polar Wireless Chest Strap Included
- 30 Workout Apps Designed by a Certified Personal Trainer
- 1-Touch Resistance Control
- Oversized, Adjustable Seat with Lumbar Support
- Compatible Music Port for iPod®
- 18-lb. Effective Inertia Enhanced Flywheel
- 5" Backlit Display
- 24 Digital Resistance Levels
- 350-lb. User Capacity
- Warranties: Lifetime Frame, Two-Years Parts, One-Year Labor



#21977, NORDICTRACK GX7.0 PRO EXERCISE BIKE

Our members can get an incredible cardio workout with this bike, which includes iFit Technology, a Polar Wireless Chest Strap, 32 built-in workouts and 1-Touch Resistance Control.

- iFit Technology Compatible*
- Polar Wireless Chest Strap Included
- 32 Workout Apps Designed by a Certified Personal Trainer
- 1-Touch Resistance Controls
- Oversized, Adjustable Seat with Lumbar Support
- Compatible Music Port for iPod
- 23-lb. Effective Inertia Flywheel
- 7" Backlit Display
- 26 Digital Resistance Levels
- 350-lb. User Capacity
- Warranties: Lifetime Frame and Brake, Three-Year Parts, One-Year Labor



UPRIGHT CYCLES

Upright cycles are built for traditional cycling and a more intense cardio workout.

KEY FEATURES AND BENEFITS

#21941, PROFORM® XP 210 U EXERCISE BIKE

This bike includes iFit Workout Card Technology, a compatible music port for iPod and 14 built-in workouts.

- iFit Workout Card Technology**
- Compatible Music Port for iPod
- 14 Workout Apps Designed by A Certified Personal Trainer.
- Dual-Grip EKG™ Heart Rate Monitor Built In
- Adjustable, Oversized Seat
- 12-lb. Effective Inertia Enhanced Flywheel
- 250-lb. User Capacity
- Warranties:
Five-Year Frame,
90-Day Parts and Labor



#21922, PROFORM WHIRLWIND AIR

Designed with dual-action upper-body workout arms for total body training.

- Upright Frame
- Dual-Action Upper-Body Workout Arms
- Oversized Cushion Seat
- Inertia Enhanced Flywheel
- Adjustable Air Resistance
- White Tint LCD Display with Workout Matrix
- 14 Workout Apps
- iPod Compatible Sound System
- Dual Grip EKG Heart Rate Monitor
- 250-lb. User Capacity
- Warranties: Five-Year Frame;
90-Day Parts and Labor



SALES TIP

Our members may notice that in health clubs, some people who are on cycles are reading. This is an important feature to point out to members. It's something they can't easily do on a treadmill or elliptical. While it may seem trivial, it's really not — our members can work out on a cycle while flipping through a magazine, reading a book for school or pleasure, or even jotting down thoughts in a journal. Cycles are a great way for busy members to multi-task as they get in shape! And don't forget to point out the music features that are available on certain cycles!

#21913, NORDICTRACK® GX 2.7

Loaded with features and fully adjustable for a personalized fit, this bike is designed for longer, more comfortable training.

- Upright Frame
- Oversized Cushion Seat
- Vertical and Horizontal Seat Adjustment
- 15-lb. Effective Inertia Enhanced Flywheel
- Adjustable Console Angle
- 5" Backlit Display
- iFit Compatible*
- 20 Digital Resistance Levels
- 20 Workout Apps
- iPod Compatible Sound System
- CoolAire™ Workout Fan
- Dual Grip CardioGrip™ Heart Rate Monitor
- Ergonomic Pedals with Adjustable Straps
- AC Adapter Included
- 300-lb. User Capacity
- Warranties: Lifetime Frame;
One-Year Parts and Labor



#21992, SCHWINN 130 UPRIGHT EXERCISE BIKE

With 20 resistance levels and even more workout programs, this bike from a trusted name will get our members in shape.

- Magnetic Resistance
- 20 Resistance Levels
- 3" x 5" Main LCD and 1" x 5" Secondary LCD
- 22+ Programs with Goal Tracking and USB Charging
- Heart Rate Monitor
- MP3 Hookup
- 300-lb. User Weight Capacity
- Warranties: 10-Year Frame, Two-Year Mechanical, One-Year Electrical, 90-Day Labor



SPINNING CYCLES

Quiet and smooth, spinning cycles are ideal for an efficient workout and bring health club exercise into the comfort of home.

KEY FEATURES AND BENEFITS

#21999, BLADEZ STRATUM GS CYCLE

This quiet bike allows members to get a great workout while tracking important information.

- 44-lb. Flywheel
- Oval Tube, Heavy-Duty Frame
- Smooth, Quiet Drive
- 275-lb. Max User Weight
- Anatomically Designed Racing Saddle
- Adjustable Top Down Resistance with Emergency Brake
- Sport Pedals with Toe Basket
- Transport Wheels
- Monitor Tracks Time, Speed, Distance and Calories
- Warranty: Lifetime Frame, One-Year Parts and Labor



BE PREPARED

Q. I have a bad back. Will an exercise cycle aggravate it?

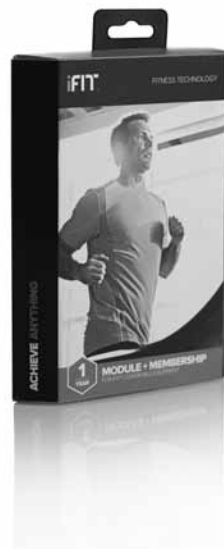
A. No. A recumbent cycle uses a position that is more comfortable for those who can't tolerate an upright position. Cycles with a step-through design make it easier for members to get in and out of the cycle, and there are various additional features — such as a large, adjustable seat — to make the cycle even more comfortable.

Q. Is there a cycle that is easy to move?

A. Yes. All cycles with transport wheels make them simple for members to move out of the way when not in use.

THE TOTAL SOLUTION

- Equipment mats protect flooring and keep the cycle in place — even during strenuous workouts.
- Delivery and in-home assembly make it easy for our members to use their new cycle right away.
- A Sears Master Protection Agreement or a NordicTrack Best Protection Plan gives our members peace of mind about their new fitness equipment.
- Make sure our members have the right batteries (if required) to power the console.
- Always be sure to advocate other accessories and apparel that our members can use to make their workout efficient and fun!



**Requires the iFit Wireless Adapter. Wireless Adapter sold separately.*

***iFit Workout Cards sold separately.*

iPod is a trademark of Apple, Inc., registered in the U.S. and other countries. iPod not included with these products.

STRENGTH TRAINING EQUIPMENT

Strength training is a broad category that includes weights, toning bands, core training and sport-specific training. If a member is looking to lose fat or gain muscle, then one of the most effective types of training for this goal is strength training. Cardio is equally important, but a combination of the two is key to a complete fitness solution. If a member has picked out a treadmill, then it is fair to ask if they are doing any strength training to complete their workout. Adding this element to their workout does not have to be expensive; a set of dumbbells or toning bands is enough to get the member started.

Strength training can:

- *Help increase metabolism. Muscle burns more calories than fat, so the more muscle our members have, the more calories they'll burn all day long.*
- *Strengthen bones.*
- *Improve strength and muscular endurance.*
- *Help to avoid injuries.*
- *Improve coordination and balance.*

STRENGTH TRAINING BASICS

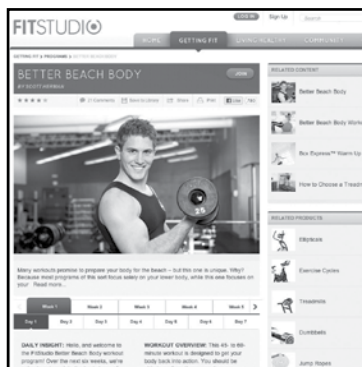
Choosing the number of sets, repetitions and amount of weight can be the most confusing part of strength training. As a sales associate, you should always recommend that our members talk to their doctor and/or consult with a certified personal trainer. However, the points below are generally accepted guidelines for strength training:

- To lose body fat and build muscle: Members should use enough weight to complete 10–12 repetitions and one–three sets maximum (one for beginners, two–three for intermediate and advanced exercisers). Rest for 30 seconds to a minute between sets and leave at least one day between workout sessions when working on the same muscle group.
- For health and toning: Members should use enough weight to complete 12–16 repetitions, one–three sets, resting 20–30 seconds between sets and at least one day between workout sessions when working on the same muscle group.

To help our members determine how much weight they should use, have them start with a light weight and perform one set. Continue adding weight until they reach the desired number of repetitions. The last rep should be difficult, but not impossible, and our members should be able to keep good form.

FITSTUDIO.COM

A great resource that is available to our members is Fitstudio.com. It's designed to be a trusted location on the web for advice on fitness and health. Fitstudio.com is not just an online fitness hub where people can connect. It is a groundbreaking 21st-century fitness experience with the purpose of "Inspiring Victories" around people's fitness goals. It will utilize a powerful combination of online community, relevant content and tools that will work together to help novices and professionals alike learn, share, find inspiration and inspire.



HOME GYMS

Home gyms are designed to give members a multi-muscle workout all in one piece of equipment. The Weider® Pro 6900 System and Weider Pro Power Rack enable members to work every major muscle group, including their legs, chest, back, arms and core.

WEIGHT BENCHES AND FREE WEIGHTS

Weight benches and free weights are ideal for members who want to work muscle groups without the constraints of a machine. Using a weight bench allows them to lift more weight than what

is offered on most home gym pieces. Also, using dumbbells can often be more effective at toning due to the constraints of a fixed path on home gyms. More muscle activation occurs when training with free weights, resulting in an increase in control and stability.



WEIGHT RACK AND WEIGHT SETS

- The weight rack will continue to display all of the dumbbells, plates, bars and kettle bells. Please refer to the updated September POG for your store's current layout.
- The weight sets will be sold off of the 2012 sign, so none will be on display. The weight sets will be kept in the back room as normal.



KEY FEATURES AND BENEFITS

#14922, WEIDER® PRO 6900 SYSTEM

This durable, muscle-sculpting, body-toning system features six stations: combo chest press/chest fly, high pulley, low pulley, row plate, four-roll leg developer and an adjustable preacher pad.

- Up To 330 lbs. of Resistance Quickly Accessible
- Combo Chest Press/Chest Fly
- High and Low Pulleys
- Row Plate for Upper Body and Core
- Four-Roll Leg Developer



#14933, WEIDER PRO POWER RACK

A full gym at home with quick, simple connection points and smooth precision pulleys for an effective workout.

- 105-lb. Cast-Iron Olympic Weights Included
- Two 35-lb. Weights, Two 10-lb. Weights, Two 5-lb. Weights and Two 2.5-lb. Weights
- High and Low Pulleys
- Multi-grip Pull-up Station
- Removable Vertical Knee Raise (VKR) Station
- Row Plate
- Adjustable Bar Holds
- Adjustable Short Strap Handle, Row Bar and Lat Bar
- Quick Connect Cable End Attachments
- Integrated Weight Plate Storage
- Warranties: 90-Day Parts and Labor



NEED-TO-KNOW INFO

Strength training equipment isn't just for members who want to bulk up and look like a body builder. It actually helps to burn calories and reduce fat by building muscle. Fat stores calories, while muscle burns calories. That's why strength training can increase weight-loss success rates!

#14940, BOWFLEX EXCEED HOME GYM

Sears will once again offer one of the most recognizable names in strength training — Bowflex!

- Over 65 Exercises
- 210 lbs. of Power Rod® Resistance Standard (Upgradeable to 410 lbs.)
- Lat Tower with Angled Lat Bar
- Upper and Lower Pulley/
Squat Station
- Leg Extension/Leg Curl
Attachment
- Abdominal Crunch
Attachment with Harness
- Multi-Colored Bench with Built-In Lumbar Support
- Gym-Style Vertical Workout Position
- Compact Size for Smaller Workout Spaces
- No-Time-Limit Power Rod Warranty



#15906, WEIDER PRO 255 L DECLINE BENCH

Members can vary their workouts with the adjustable positioning of the bench.

- Can be Inclined, Declined and Flat
- 4-Roller Leg Lock
- Includes Exercise Chart Detailing Workout Options
- Durable Vinyl Seats
- Perfect for Dumbbell Routines



#15927, WEIDER PRO MULTI-POSITION UTILITY BENCH

Padded bench adjusts easily to fit members' training needs.

- Adjustable Ergonomic Bench
- Flat, Incline, Decline, Military and Bench Positions
- Box Stitched and Sewn Seats
- 1.5" Foam Padded Seats
- Exercise Chart Included
- Warranties: 90-Day Parts and Labor



#15945, WEIDER PRO 400 L MID-WIDTH BENCH

Ideal for the intermediate user, this bench delivers an incredible workout so members can strengthen, tone and train their entire body.

- Mid-Width Multi-Position Bench
- Rolled Preacher Pad Isolates the Biceps and Forearms
- Sewn Seats for Comfort and Durability
- Squat Rack with Walk-In Squat Station



#15948, WEIDER PRO 450 L OLYMPIC BENCH

This bench was designed for advanced users, accommodating Olympic-size bars and weights.

- Multi-Position Bench to Accommodate a Variety of Workouts
- Rolled Preacher Pad Isolates the Biceps and Forearms
- Sewn Seats for Comfort and Durability
- Olympic-Width Squat Rack with Walk-In Squat Station



#15949, MARCY COMBO BENCH

This is an ideal bench for members who are just starting a strength program — it enables them to target their upper and lower body with standard width bars, a preacher pad and a dual function leg developer.

- Sturdy Frame Construction with High-Density Foam Padding
- Dual-Function Leg Developer
- Four-Position Back Pad
- Vertical Butterfly Arms Function Independently
- Includes 80-lb. Weight Set



#15801, WEIDER POWERSWITCH™

Weider PowerSwitch weight sets are adjustable dumbbells that allow members to decide the amount of weight by moving the indicator tabs.

- Two 50-lb. Adjustable Weights
Provide 34 Dumbbells
- Weights Adjust from 10–50 lbs.
- Storage Stand for Organization
- Ergonomic Chrome Handgrips
with Padding
- SpaceSaver Design



WEIDER SPEEDWEIGHTS

With these adjustable weights, our members simply move the knob to their desired weight setting on the dumbbell, and they are ready to start training.

#15701, WEIDER SPEEDWEIGHT 25-LB. DUMBBELL SET

- Two 12.5-lb. Adjustable Weights Provide 18 Dumbbells
- Weights Adjust from 2.5–12.5 lbs.
- Comfortable, Cushioned Handles
- Storage Tray for Organization



#15702, WEIDER SPEEDWEIGHT 25-LB. DUMBBELL

- One 25-lb. Adjustable Weight Provides Nine Dumbbells
- Weight Adjusts from 1–25 lbs.
- Knurled Handgrip
- Plastic Storage Tray for Organization



SALES TIP

Strength training tones muscle, boosts metabolism and burns fat. These weights will save the member space, time and money — they're the perfect addition to any cardio workout plan.

FITNESS ACCESSORIES

In addition to the fitness equipment that you can offer our members, we also have all of the accessories that help them get the most out of their equipment and workouts. Make sure you offer members these options so that they can have the complete fitness solution.



NordicTrack



#15632, NORDICTRACK TREADMILL MAINTENANCE KIT

- Great Attachment Sale with Every Treadmill
- Belt Cleaning Spray
- Cleaning Cloth
- Three Tubes of Belt Lubricant
- Two Replacement Magnetic Safety Keys
- Instruction Guide
- Storage Case



#15631, NORDICTRACK STEP DECK

- Multi-Function Step Deck and Balance Trainer
- Functions as Adjustable Step Deck and Rocker
- Removable Feet
- Includes Exercise Chart



#15626, NORDICTRACK 18" MASSAGE FOAM ROLLER #15627, NORDICTRACK 18" FOAM ROLLER

- High-Density
- Measures 18" x 6"
- Firm Massaging Bumps (#15626)
- Exercise Chart
- Great for Loosening Tight Muscles
- Ideal Cross-Sell with a Treadmill



#15628, NORDICTRACK REFLECTIVE RUNNERS VEST

- Reflective Vest for Runners
- Made of Soft, Lightweight, Breathable Mesh
- Allows Full Range of Motion
- Offers 360-Degree Visibility



WEIDER®



#15625, WEIDER TRAINING BALANCE BALL

- "Half Dome" Balance Trainer
- Can Be Used Ball-Side Up or Ball-Side Down for Balance Training, Cardio, Strength, Plyometrics and Agility Training
- Includes:
 - Balance Pod/Ball
 - Stability Plate
 - 30-Minute Athletic Balance Training Workout DVD



#15633, WEIDER 12-LB. X-BALL

- 12-lb. Weighted Workout Ball
- Soft Shell Construction
- 48" Circumference
- High-Quality Polyester Quilting Batting and Steel Sand Filler
- Select Stores



#15634, WEIDER ADJUSTABLE PLYOMETRIC JUMP BOX

- Adjustable Height Plyometric Jump Box
- Height Adjusts from 12" To 16" To 20"
- Non-Slip Top
- Includes Assembly Hardware
- Select Stores



#58682, WEIDER BALANCE STEPPER

- Inflatable Stepper To Adjust Workout Intensity
- Anti-Slip Foot Pads
- Up and Down Motion Shapes Glutes and Thighs
- Instability Engages Core
- Includes Hand Pump with Needle





#15635, WEIDER GLIDE DISC SET

- Two Double-Sided Glide Discs: Smooth Plastic and Fabric
- Includes Workout DVD



#15637, WEIDER WEIGHT LIFTING GLOVES

- Assorted Colors
- Protects Hands During Weight Lifting
- Half-Finger Design and Amara Suede Palms



#15646, WEIDER WEIGHT LIFTING GLOVES L/XL BLACK **#15647, WEIDER WEIGHT LIFTING GLOVES S/M BLACK**

- Protects Hands During Weight Lifting
- Half-Finger Design and Amara Suede Palms



#15641, WEIDER L/XL LEATHER WEIGHT BELT **#15642, WEIDER S/M LEATHER WEIGHT BELT**

- 4" Padded Split-Leather Belt
- Contoured Design for Comfortable Fit



#15643, WEIDER BARBELL NECK PAD

- Foam Padding with Nylon Outer Material and Velcro Closure
- Protects Shoulders from Barbell During Weight Lifting



#15644, WEIDER 20' TRAINING ROPE

- Cardiovascular and Upper-Body Strengthening in One
- Select Stores



#15645, WEIDER SUSPENSION TRAINER

- Trainer with Adjustable-Length Nylon Straps
 - Sturdy Adjustment Buckles
 - Door Anchor
 - Flat Nylon Ankle Loops with D-Rings and Foam Handles
 - Includes Workout DVDs, Digital Nutrition Guide, Exercise Chart and Backpack
-

WEIDER®



- #15796, WEIDER 35-LB. HEX DUMBBELL**
- #15797, WEIDER 40-LB. HEX DUMBBELL**
- #15798, WEIDER 45-LB. HEX DUMBBELL**

- Cast-Iron Dumbbell
- Knurled Handle
- Dumbbell with Hex-Shaped Heads
- Select Stores



- #15652, WEIDER 10-LB. KETTLEBELL**
- #15638, WEIDER 15-LB. KETTLEBELL**
- #15639, WEIDER 20-LB. KETTLEBELL**
- #15640, WEIDER 25-LB. KETTLEBELL**

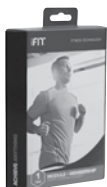
- Cast Kettlebells with Hammertone Paint
- Select Stores

GOLD'S GYM®



- #15621, GOLD'S GYM 5-IN-1 DOOR GYM**

- Door Gym
- Ab and Core Straps
- Workout DVD
- Exercise Chart
- Nutrition Guide



#15649, IFIT MODULE

- iFit Wi-Fi Module
- Creates, Tracks and Adjusts Daily Workouts Based on Fitness Goals
- Automatically Controls Equipment's Speed, Incline or Resistance



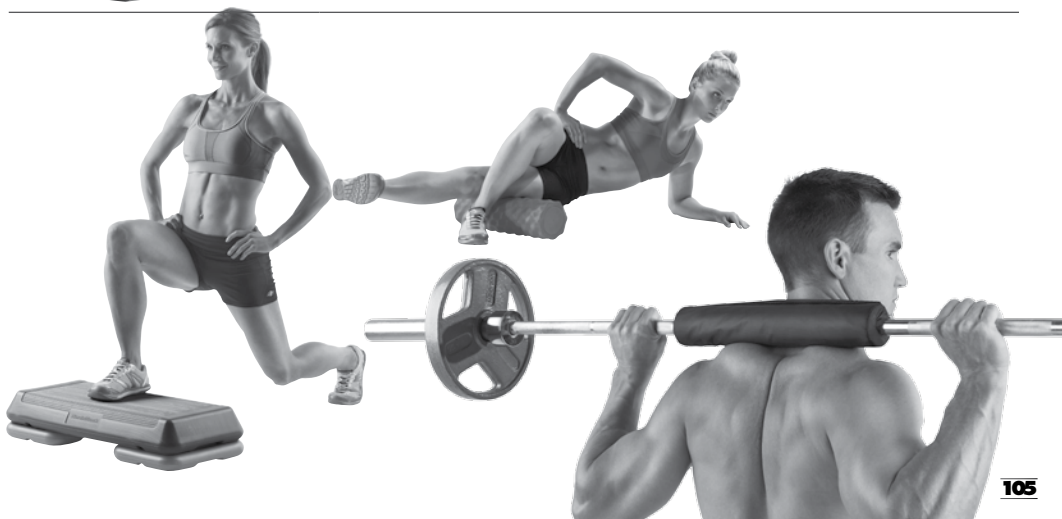
#15650, ONE-YEAR IFIT MEMBERSHIP

- Membership for One Year of iFit
- Must have iFit Module or Exercise Machine with Internal iFit Module



#15651, TWO-YEAR IFIT MEMBERSHIP

- Membership for Two Years of iFit
- Must have iFit Module or Exercise Machine with Internal iFit Module



GAME ROOM

The Game Room lineup always features the best products to appeal to all members. These products show clear enhancements as the pricepoint increases, making it easy for you to help our members make the right choice in the following lines:

- Billiards
- Table Tennis
- Air-Powered Hockey
- Combo Games
- Foosball
- Transactional Games

With improved packaging to reduce damage during transit and more of a focus on value-added games, the Game Room lineup is always getting better.



BILLIARDS

You have many billiard table options to offer our members. Be sure to show them the differences in quality and features. And don't forget, if you don't have what they want on your sales floor, help them find it on Sears.com!

KEY FEATURES AND BENEFITS

#49904, 7' BROOKFIELD BILLIARD TABLE

Superior value makes the table the ideal choice for those looking for high performance at a great price. The durable black laminate and sturdy construction resists wear and tear.

- 616 Bumper with $\frac{5}{8}$ " Playfield
- Sturdy Leg Construction with Panels and Side Braces
- Adjustable Leg Levelers
- Bonus Table Tennis Top
- Includes All of the Accessories Needed to Play
- Assembled Dimensions: 84"L x 47"W x 31"H
- Weight: 207 lbs.



BONUS



RESOLVING OBJECTIONS

Member: There is not enough room in our game room.

You: You may not have enough room for an 8' billiard table, but this item was specially designed to fit in almost any game room.

#43865, 7.5' CLIFTON BILLIARD TABLE

Tournament-style and quality performance make this table the perfect centerpiece to any family game room. It features top-notch arcade styling to make members the hit of the neighborhood.

- Bonus Table Tennis Conversion Top
- K818 Bumper with $\frac{3}{4}$ " Playfield
- Tetolon Cloth
- Bonus Table Tennis Top
- Includes the Accessories Needed to Play
- Assembled Dimensions:
89.5"L x 50.5"W x 31"H
- Weight: 295 lbs.

BONUS



DISCOVER QUESTIONS

Q. What size area do you have available for your table?

A. Refer to the chart on top of the billiard table display that shows space allowances and help our members find the ideal table for their needs.

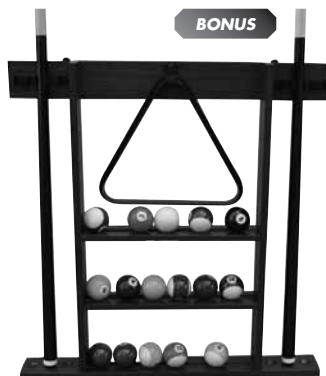
Q. Who will be using this table?

A. Our member's answer will help steer you in the right direction — whether the table is for the whole family or our member is a serious billiard player, you have the table to meet their needs.

#1457, 7.5' COURTLAND BILLIARD TABLE

Beautiful styling and precision performance spotlight this high-value table, which features a scratch-resistant rail coating with improved durability.

- Furniture Quality Wood Grain Laminate with Scratch Resistant Coating
- Bonus Billiard Cue Rack
- K818 Bumper with 3/4" Play Surface
- Complete with All Accessories Needed to Play
- Assembled Dimensions:
89.5"L x 50.5"W x 31"H
- Weight: 279 lbs.



DISCOVER QUESTION

Q. Do you want a game that multiple players can play at the same time?

A. Four people can play pool or table tennis at same time with items #1231/#1224 and #1458.

RESOLVING OBJECTIONS

Member: The table will not get used enough.

You: That's why this table is so great; there are two great games to play, so the action never stops.

#1458, 8' BRENHAM BILLIARD TABLE

The furniture quality and impeccable play make this table ideal for any high-end family game room. It features a scratch-resistant rail coating with improved durability.

- K818 Bumper with 1" Playfield
- Polyester Velvet Cloth
- Bonus Table Tennis Top
- Includes All of the Accessories Needed to Play
- Assembled Dimensions: 95.5"L x 53.5"W x 31"H
- Weight: 296 lbs.



DISCOVER QUESTIONS

Q. What kind of gaming table are you looking for?

A. This gaming table provides both billiards and table tennis, so members don't have to choose which table to purchase.

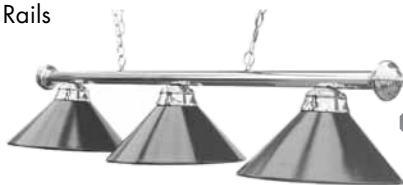
Q. Is this table for you or your children?

A. Whether the table is for the member or their children, this table is great for the entire family.

#1231/1224, 8' BRAEBURN BILLIARD TABLE

The wood veneer top rail and traditional ball-and-claw legs make this table the perfect focal point for any family game room. Hand-pressed inlaid sights reflect furniture quality craftsmanship.

- Furniture-Quality, Scratch Resistant, Top Rails
- 35% Wool Blend, Tan Color
- Overhead Lamp Included
- Bonus Table Tennis Top
- K818 Bumper Rails
- Ball and Claw Style Leg Design
- Parlor-Style Drop Pockets
- Includes All of the Accessories Needed to Play
- Assembled Dimensions: 95.5"L x 53.5"W x 31"H
- Weight: 331 lbs.



This is a two-box item.



THE MEMBER EXPERIENCE

Ask our members to touch the cloth and feel the smooth tabletop for themselves.

DISCOVER QUESTIONS

Q. Are you looking for a game table for your family, child or self?

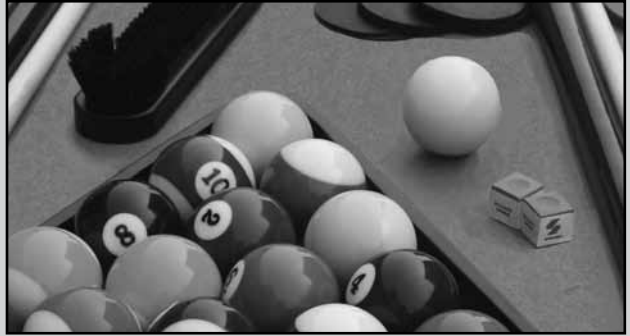
A. Adults tend to prefer large games, while children prefer smaller sized games.

Q. How big is the room you will put the game in?

A. Large, 7'-8' tables need space, so remind our members that they need to pick a table that can fit in the room and still offer space for maneuvering around the table with billiard cues.

THE TOTAL SOLUTION

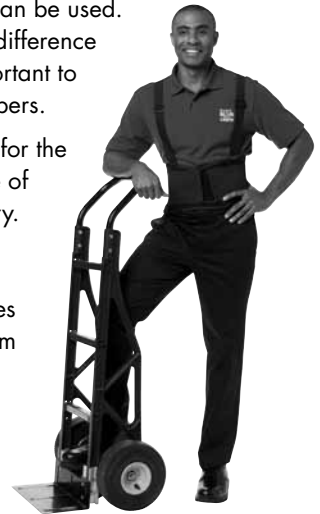
All billiard tables include all accessories needed to play. If our members want to purchase additional cues or paddles, the entire family or a group of friends could all play at once.



BILLIARD TABLE DELIVERY AND INSTALLATION

Billiard tables require proper assembly and leveling before they can be used. If these tables are improperly set up, it can result in a noticeable difference in game play and serious damage to the game table. So it's important to explain the benefits of Sears delivery and installation to our members.

Delivery scheduling is simple. Screen prompts on the register ask for the member's name, address, ZIP code, phone number and the name of someone at least 18 years old who will be there to accept delivery. Make sure you write the arrangements on the receipt so both you and our member have a copy. Properly ringing up delivery and installation when you make the sale is extremely important. It saves you time from making corrections and prevents a major return from an unhappy member.



THE MEMBER EXPERIENCE

If the billiard table is not displayed on the floor, show our members the differences in the top rails on the billiard displays. This will help them make a decision, and you can order the table on Sears.com.

THE TOTAL SOLUTION

All billiard tables include all relevant accessories, but our members may want to purchase additional cues, additional chalk, a table cover or a bridge to further personalize their table.

TABLE TENNIS

The 2013 lineup of table tennis tables has all of our members covered. Be sure to familiarize yourself with the features and benefits of these tables, and when you find out our members' preferences, you can recommend tables that are right for them.

COMMON FEATURES AND BENEFITS

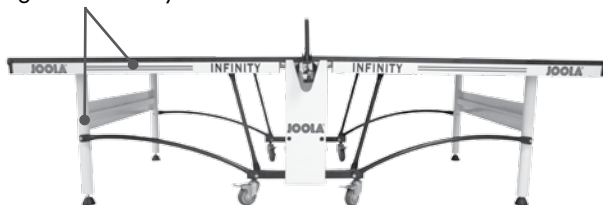
Table Top — Indoor table tops are made from particleboard and should be at least ½" thick — the thicker the table top, the better the bounce and durability. Particleboard tables are often treated with sealer to provide a smooth surface and greater resistance to moisture. All table tops are regulation size (108" x 60").



Posts and Net — A net and posts are included with all tables and can also be purchased separately.

Edge Banding — PVC or metal material is attached to the edges of a table top to reduce wear and tear and maintain the table's appearance.

Sturdier Frame, Legs and Aprons — All of these tables come with treated steel frames and wider legs for increased stability. Apron frames on select models, including the Joola tables, provide even greater stability.



Balls and Paddles

Members can purchase these in a variety of colors and in different pack sizes. All balls and paddles are sold separately, so they make a great add-on sale. A larger assortment, including Killerspin and Joola, is available on Sears.com.



KEY FEATURES AND BENEFITS

#1368, FOLDING CONVERSION TOP

The four-piece conversion top can be used for play anywhere and folds for easy storage.

- Tournament-Sized 9' x 5' Playfield with ½" Tabletop
- Durable Hinged Boards for Fold-Away Storage
- Fits most Billiard Tables
- Padded Backing to Prevent Scratching Damage
- Complete with Net and Post
- Assembled Dimensions:
108"L x 60"W x 5"H
- Weight: 79 lbs.



**Table not included.*

DISCOVER QUESTION

Q. Where will you be playing table tennis?

A. Playing table tennis not only requires enough room for the table, but also plenty of space all around for the players to maneuver. Be sure to advise our members that they'll need at least four feet of space around the table to play. Open areas like the garage or backyard are great for table tennis play, but members will then need a table that is foldable and can be stored easily.

#1423, 4-PIECE TABLE TENNIS TABLE

This is a great promotional item and will continue to be a key item throughout the holiday season.

- Tournament-Sized 9' x 5' Playfield with $\frac{5}{8}$ " Table Top
- 2" Smooth-Rolling Locking Casters
- Table Folds Easily for Playback and Storage Options
- Complete with Net and Post
- Assembled Dimensions: 108"L x 60"W x 30"H
- Weight: 107 lbs.



#1369, PRINCE VICTORY TABLE TENNIS TABLE

This is a great value for the average player. The portability allows for play from the basement to the garage.

- Tournament-Sized 9' x 5' Playfield with $\frac{5}{8}$ " Table Top
- Sturdy 1.25" Steel Legs, Featuring 1.2" Apron
- Smooth-Rolling 2" Lockable Casters
- Complete with Net and Post Set
- Assembled Dimensions: 108.5"L x 60.25"W x 30.13"H
- Weight: 130 lbs.



#56995, PRINCE TRAVELER TABLE TENNIS TABLE

This folding table is fully assembled — no tools required. Members can just open and play.

- Tournament-Sized 9' x 5' Playfield with $\frac{5}{8}$ " Table Top
- 1.25" Metal Legs
- Unique Leg Design Allows for Easy Roll-Up Storage
- Assembled Dimensions: 108"L x 60"W x 30"H
- Weight: 145 lbs.



#1215, PRINCE FUSION TABLE TENNIS TABLE

This table has a large playing surface, is extremely durable and easily folds.

- Full-Size 9' x 5' Table that Brings Together Playability and Design
- $\frac{3}{4}$ " Playfield with Painted Lines
- 2" Metal Aprons for Added Durability and Playability
- 2" Round Metal Outer Legs with Horizontal Cross Bars Provide a Solid Base
- 3" Casters Allow for Easy Repositioning of the Table
- Includes Net and Post System
- Assembled Dimensions: 108"L x 60"W x 30"H
- Weight: 170 lbs.



#1370, PRINCE CHALLENGER TABLE TENNIS

This table has a large playing surface, a sturdy frame and large wheels for portability.

- Includes Accessory Holder
- Tournament-Sized 9' x 5' Playfield with 1" Table Top
- Extra-Large 2.5" Post-Style Legs for Maximum Strength, Featuring 2.5" Steel Aprons
- Heavy-Duty Steel Chassis with Smooth-Rolling 4" Lockable Casters
- Table Folds Easily for Playback and Storage Options
- Complete with Net and Post
- Assembled Dimensions: 108.5"L x 60.25"W x 30.13"H
- Weight: 229 lbs.



#29284, JOOLA WORLD CUP DX30

A best seller, this table combines contemporary design and professional quality equipment.

- Regulation-Sized 9' x 5' Professional-Grade 1 1/4" Table Top
- Premium 6-Layer Paint Process on Table Surface for Quality Color and Bounce
- Solid 2" Steel Legs with 2" Apron and Undercarriage
- Smooth Rolling 4" Lockable Casters for Easy Transport
- Complete with Matching Net and Post Set
- Assembled Dimensions: 108"L x 60"W x 30"H
- Weight: 276 lbs.



#43806, JOOLA OUTDOOR PRO TABLE

This is an excellent table for members who want to play outside without having to worry about moving the table back inside for storage.

- Weatherproof for Outdoor or Indoor Play
- Regulation-Sized 9' x 5' Table Top with $\frac{1}{3}$ " Table Surface Made of Aluminum/Plastic Composite
- Sturdy $1\frac{1}{4}$ " Steel Legs with $1\frac{1}{4}$ " Apron and Undercarriage
- Smooth Rolling 3" Lockable Casters for Easy Transport
- Complete with Matching Weatherproof Net and Post Set
- Assembled Dimensions:
108"L x 60"W x 30"H
- Weight: 121 lbs.



SALES TIP

With the holidays right around the corner, our members will shop for gaming tables because they make great gifts and they can create lots of fun when families gather for holiday celebrations. Focusing on the fun and enjoyment of these tables is a great strategy because it increases the emotional attachment a member has with a product and increases the likelihood of a sale.

AIR-POWERED HOCKEY

With powerful motors for fast puck speed, these air-powered hockey tables offer members a fun, fast-paced game they can enjoy for years. Most of these tables also include a table tennis top, which gives members two games in one. Be sure to acknowledge the various playfield sizes so our members get a table that will properly fit in their game room.

KEY FEATURES AND BENEFITS

#29206, 48" AIR-POWERED HOCKEY

A 48" hockey table that has the same playability as a 7' table but can fit almost anywhere. Great for holiday gift giving!

- Electronic and Manual Scoring
- High-gloss Playfield for Faster Play
- Includes all Accessories Needed to Play
- Assembled Dimensions: 48"L x 24"W x 30"H
- Weight: 27 lbs.



RESOLVING OBJECTIONS

Member: It looks too small for adults to play.

You: Adults can play with plenty of room — the game play and action is still the same, even though it's a smaller table. Plus, it's a better fit for small areas and apartments.

#57448, SPORTCRAFT 66" AIR-POWERED HOCKEY TABLE

This large air-powered hockey table doubles as a table tennis table for seemingly endless entertainment.

- Electronic and Manual Scoring
- Bonus Table Tennis Top
- High Gloss Hockey Surface for Fast Action Play
- Full End Panels for Added Support
- Includes All of the Accessories Needed to Play
- Assembled Dimensions: 66"L x 32"W x 31"H
- Weight: 57 lbs.



BONUS



#39740, 7' ICE QUAKE AIR-POWERED HOCKEY

This large, 7' table has a strong box-leg design and includes a table tennis top, so members have double the game options.

- 3" Rail LED Scorers to Keep Track of the Action
- Converts to Table Tennis
- 120V Motor for Fast Air Action
- Sturdy Box Legs with Full Panel Supports
- Adjustable Leg Levelers
- Includes All of the Accessories Needed to Play
- Assembled Dimensions: 84"L x 42"W x 32"H
- Weight: 156 lbs.



BONUS



DISCOVER QUESTIONS

Q. How big is the room you will put the game in?

A. Large, 7' tables like item #39740 need space, so remind our members that they need to pick a table that can fit in the room and still offer space for maneuvering around the table while playing the game. It's recommended the room be at least 10' x 12'.

Q. Do you want a game that multiple players can play at the same time?

A. 7' tables, such as item #39740 have enough space for four players to play at the same time.

#57449, SPORTCRAFT 7' CLASSIC AIR POWERED HOCKEY TABLE

This table will provide family fun for hours with a wide playing surface and table tennis conversion.

- Electronic Scoring for Both Air Hockey and Table Tennis
- Plays In-Game Hockey Music
- Converts to Table Tennis
- Extra Wide Surface for Fast Action Play
- Includes All of the Accessories Needed to Play
- Assembled Dimensions: 84"L x 48"W x 32"H
- Weight: 231 lbs.



RESOLVING OBJECTIONS

Member: I don't know how I would get this game home.

You: Sears home delivery and installation is the perfect option for you! I can set you up with delivery and installation right now, so everything will be taken care of.

Member: It looks complicated to assemble.

You: All items include a detailed assembly manual and they take approximately one hour to assemble. Our home delivery team can professionally assemble the table for you.

DISCOVER QUESTION

Q. Where will you be placing this table?

A. Explain that as long as there is enough room at the ends of the table for people to stand and play hockey/table tennis, they should have all the room they need. Remind them that if needed, they can place a long side of the table against a wall without having it impact game play. Make sure they have considered the path of entry into the home to ensure a smooth delivery.

COMBO GAMES

Combo games are great for families and members who entertain often. With one game that easily converts into many more, our members can save space and enjoy a lot more value from one table.

KEY FEATURES AND BENEFITS

#29208, 12-IN-1 MULTI GAME TABLE

With 12 games in one table, our members get the ultimate in versatility and game play in a strong, durable table that makes a great Christmas gift.

- 12 Games to Play: Billiards, Table Tennis, Push Hockey, Basketball, Baseball Toss, Football Toss, Bean Bag Toss, Bowling, Tic-Tac-Toe, Checkers, Chess and Backgammon
- Wood Frame Adds Stability and Durability
- Includes All of the Accessories Needed to Play
- Assembled Dimensions: 48"L x 24"W x 31"H
- Weight: 48 lbs.



RESOLVING OBJECTIONS

Member: I worry about putting it together; it looks difficult.

You: Item #29208 is very easy to assemble and it only takes approximately 30 minutes. An instruction manual is included to help you put the table together with no problems. Sears also assembles!

#1426, 54" 4-IN-1 GAME TABLE

The 54" 4-in-1 combo game is the ideal recreation table for small spaces and apartments.

- Basketball, Air-Powered Hockey, Foosball and Table Tennis
- Easily Converts from Game to Game
- Includes All of the Accessories Needed to Play
- Assembled Dimensions: 54"L x 25.4"W x 32"H
- Weight: 82 lbs.



DISCOVER QUESTION

Q. Who will be playing this table?

A. Multi games are great for children, teens and recreational players.

THE MEMBER EXPERIENCE

Show our member the packaging and explain the various games. This gives them the opportunity to ask you questions and you can offer them advice. Utilize the table tennis and billiard table fixtures to help show all of the features.

#53612, EVOLUTION 6' 4-IN-1 SWIVEL TABLE

The swivel table quickly converts from game to game in seconds.

- Includes Air-Powered Hockey, Table Tennis, Billiards and Flick Football
- High-Powered 120V Motor for Maximum Air Flow
- Includes All of the Accessories Needed to Play
- Assembled Dimensions: 72"L x 32"W x 32"H
- Weight: 130 lbs.



#53613, AVALON 7' 3-IN-1 SWIVEL TABLE

This space-saving design allows for three games to be played in one convenient location.

- Includes Air-Powered Hockey, Table Tennis and Billiards
- High-Powered 120V Motor for Maximum Airflow
- Includes All of the Accessories Needed to Play
- Assembled Dimensions: 84"L x 44.5"W x 32"H
- Weight: 234 lbs.



DISCOVER QUESTIONS

Q. How much space is available for the table?

A. Items #29208 and #1426 don't require much space, and with the multiple games in one table, our members don't have to worry much about space constraints.

Q. Is anyone who will be playing this game a serious player (in competitions)?

A. If yes, the member should consider a single-use table, not a multi-game table, since it will most likely not meet their expectations.

Q. What kind of game are you looking for?

A. Item #29208 has 12 games in one table. Members won't have to choose between games — they have many to choose from in this one item.

Q. Are you looking for yourself or the family?

A. Children prefer shooting, throwing or fast games, so this table is great for younger kids. With multiple games, the table is fun for older kids and adults to play too!

Q. How much space do you have available for a table?

A. These game tables do not require a lot of space, so our members won't have to worry if they don't have much room.



FOOSBALL

Foosball tables can provide lots of entertainment for small or large groups. They're great for families or single people who entertain. But there are differences, so help our members find the right table for their preferences.

KEY FEATURES AND BENEFITS

#43965, 48" FOOSBALL

This table is strong and sturdy and will appeal to adults and kids.

- 12.7mm Steel Rods
- Slide Scorer Keeps Track of the Action
- Leg Levelers Included to Improve Playability for Easy Leveling
- Includes All of the Accessories Needed to Play
- Assembled Dimensions:
48"L x 25"W x 32"H
- Weight: 34 lbs.



#1232, 54" FOOSBALL TABLE

The 54" foosball table is an official competition-sized soccer table for the foosball enthusiast.

- Official Competition-Sized Soccer Table
- 15.8mm Steel Player Rods with Sleek Robo-Players
- Includes Adjustable Leg Levelers
- MDF Cabinet with Wood Grain Finish
- Bead Style Scoring
- Includes All of the Accessories Needed to Play
- Assembled Dimensions:
54"L x 29"W x 34"H
- Weight: 84 lbs.



NEED-TO-KNOW INFO

All relevant accessories are included with this table. But members may want to purchase additional foosballs just to be sure they never run out in the middle of a game.

#1233, 56" CHATHAM FOOSBALL TABLE

This is a premium, furniture-style foosball cabinet with brushed steel corner ramps and tournament-size aluminum corners.

- Furniture-Style Foosball Cabinet with Brushed Steel Corner Ramps
- Counterbalanced Players and Lightweight Player Rods
- Adjustable Leg Levelers
- Bead-Style Scoring
- Includes All Accessories Needed to Play
- Assembled Dimensions:
57"L x 30"W x 35"H
- Weight: 110 lbs.



THE MEMBER EXPERIENCE

- Roll the ball on the table to allow members to see the speed of the ball.
- Allow members to hold the wooden handle so they can feel the texture and comfort it provides.

TRANSACTIONAL GAMES

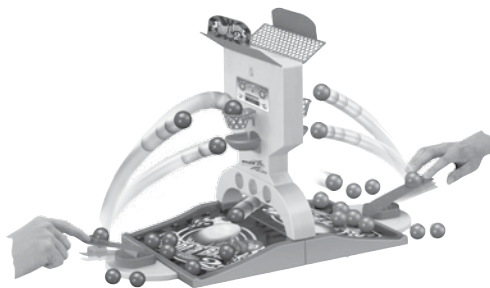
Transactional games are reasonably priced and fun for the whole family, and they bring members right into the action of the game. There are a variety of price points to choose from. They're great gifts for the holidays and are a great addition to any game room.

KEY FEATURES AND BENEFITS

#58102, MINI BASKETBALL GAME

Easy to use and great for all ages.

- Includes Automatic Counter
- Includes 12 Balls
- Great for One-Player or Two-Player Action
- No Tools Required



#58103, MINI SKEE BALL GAME

Easy to use and great for all ages.

- Easy to Assemble
- Fun for the Whole Family
- No Tools Required



#1548, 24" AIR-POWERED HOCKEY

This air-powered hockey table provides great action on a more compact table.

- Real Air-Powered Hockey
- Features End Goal Puck Return and Manual Slide Scorer
- Includes All of the Accessories Needed to Play



DISCOVER QUESTION

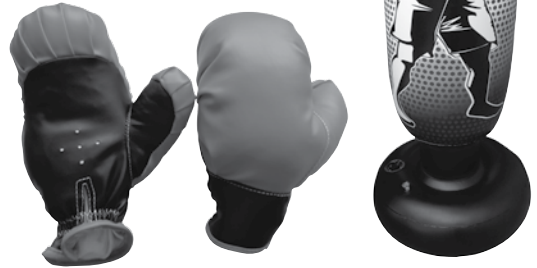
Q. How much space do you have available for this game in your home?

A. This game does not require a lot of space. Members just need enough room to maneuver around the table during game play.

#56920, KICKBOXING BAG WITH GLOVES

This set provides a fun way for members to get in great shape.

- Great for Hand-Eye Coordination and Training
- Jumbo-Sized Inflatable Training Bag with Water Filled Base
- Includes 6-oz. Boxing Gloves



#57000, ELECTRONIC KICKBOXING BAG WITH GLOVES

This set provides a fun way for members to get in great shape.

- Light-Up Electronics Keep Members in the Game
- Easy Assembly
- Quick to Move from Room to Room
- Great for Hand-Eye Coordination
- Follow the Lights and Strike When Lit



DISCOVER QUESTION

Q. Does your child have an interest in martial arts or physical sports?

A. This game provides physical activity as well as fun, so it's great for kids to get some exercise and play a game.

#56878, ELECTRONIC ARCADE BALL BLASTER

Members can bring the fun and action of this game right into their home.

- Electronic Scoring with Lights and Sounds
- Hangs on Any Door or Wall
- Ball-Blaster Hooks for Quick Cleanup and Storage
- One- or Two-Player Action



#57001, JUNIOR 2-PLAYER HOOP BASKETBALL

Members can enjoy playing basketball even when they can't play outside.

- Side-By-Side Shootout
- LED Scoring Display
- Lightweight Tube Design
- Folds Up for Compact Storage



#1425, OVER-THE-DOOR TWO-PLAYER BASKETBALL

This traditional arcade, two-player basketball game enables members to compete against friends and family, and the LED scorer and speaker makes the game interactive and fun.

- Hangs Easily on Any Door — No Holes to Drill
- Two Arcade Double Shot Hoops for One- or Two-Player Action
- Real Arcade LCD Scoring and Stadium Sounds
- Complete with All Accessories Needed to Play



#29200, ARCADE DOUBLE SHOT BASKETBALL

This traditional arcade, two-player basketball game enables members to compete against friends and family, and the LED scorer and speaker makes the game interactive and fun.

- Two-Player LED Electronic Scoring
- Real Arcade Sounds and time
- Real Metal Rims with a Sturdy Metal Frame
- Accessories Included: Four Basketballs, Air Pump and Needle
- Assembled Dimensions: 81"L x 44"W x 81"H
- Weight: 30 lbs.



THE MEMBER EXPERIENCE

On item #29200, show our members the box that the game comes in and explain how to play the game. Be available to answer questions and make sure they understand the game.

DISCOVER QUESTION

Q. How much space do you have available for this game in your home?

A. Item #29200 folds in half for storage, so it does not require a lot of space.

BICYCLES

Bicycles are great for members of all ages, male and female. Kids love to ride around their neighborhood on their bikes, and adults may have a variety of interests, from off-road riding to practical purposes like running errands in a busy city. Whether in your store or on Sears.com, you can offer something for bike enthusiasts, casual riders and everyone in between. Check out the benefits of these bikes and be prepared to recommend a few models that will meet our members' needs.

KEY FEATURES AND BENEFITS: SCHWINN

#30011, 26" MEN'S DRIFTER

#30012, 26" WOMEN'S DRIFTER

Schwinn offers these bikes that are perfect for the riders who just want to cruise around.

- Steel Cruiser Frame
- Cruiser Handlebar with Alloy Stem
- Rear Coaster Brake
- Front Springer Suspension



DISCOVER QUESTIONS

Q. Where do you plan to ride your new bike?

A. For members who plan to ride on a paved path, road or sidewalk, then the Drifter, Saga, Solution, Suburban, Discover, Theme and Feature are good options. For those who expect to ride on more rugged terrain, like gravel and dirt paths, you should recommend a mountain bike like the Impasse or any Ironhorse bike.

Q. Is the bike for you, or is it a gift?

A. If the bike is a gift, be sure to ask questions about the person who will receive it.

- What type of riding does this person do? How often will he or she use the bike?
- Does he or she own a helmet?

#34481, MEN'S 700C DISCOVER BICYCLE

#34482, WOMEN'S 700C DISCOVER BICYCLE

The Schwinn Discover is an ideal hybrid for the rider who's interested in getting around town.

- Lightweight Aluminum City Frame
- SR Suntour Suspension Fork
- SRAM Twist Shifters
- Shimano Derailleurs
- 21 Speeds
- Fenders and Rear Cargo Rack



#30015, 26" MEN'S SUBURBAN CS COMFORT BIKE

#30016, 26" WOMEN'S SUBURBAN CS COMFORT BIKE

The Schwinn Suburban CS bikes are ideal for the casual, recreational rider.

- Lightweight Aluminum Frame with Comfort Geometry
- SR Suntour Suspension Fork
- Schwinn Comfort Riser Handlebar with Adjustable Stem
- Shimano Derailleurs
- 21 Speeds
- Promax Linear Pull Brakes; Kraton Inserts



#30232, VOLARE

This bike is great for the fitness-conscious recreational rider who would like a fast yet comfortable ride.

- Aluminum Fitness Frame
- Schwinn Steel Road Fork
- Schwinn Flat Bar
- Shimano Easy Fire Shifters
- Shimano TX-51 Rear Derailleur
- 21 Speeds



#30017, 26" WOMEN'S SOLUTION MOUNTAIN BIKE

#30018, 24" GIRLS' SOLUTION MOUNTAIN BIKE

These bikes are great for the recreational mountain bike rider.

- Durable Steel Frame with Mountain Bike Geometry
- SR Suntour Suspension Fork
- Mountain Bike Riser Handlebar
- SRAM Twist Shifters
- Shimano Derailleurs
- 21 Speeds



KEY FEATURES AND BENEFITS: MONGOOSE

#29638, 20" GIRLS' FEATURE

#29639, 20" BOYS' THEME

These bikes are excellent for the young rider who's looking to push his limits and be a little more adventurous.

- Freestyle Frame Design and Oversized Fork
- 48-Spoke, Box-Section Alloy Rims
- Front Caliper Brake and Rear U-Brake
- Cable Detangler
- Four Freestyle Pegs



#30013, 26" MEN'S SAGA

#30014, 26" WOMEN'S SAGA

These rugged, dual-suspension mountain bikes are ready to take on any trail.

- Aluminum, Full-Suspension Frame
- Suspension Fork
- Shimano Rear Derailleur
- 21 Speeds
- Promax Front Disc Brake and Rear Linear Pull Brake

Promax front disc brake and rear linear pull brake provide excellent all-condition braking power.

KEY FEATURES AND BENEFITS

#34483, 29" MEN'S IMPASSE MOUNTAIN BIKE

This bike has all the tools a rider needs to tackle the trails with confidence.

- Lightweight Aluminum Frame
- 29" Wheels
- Suspension Fork
- Shimano Derailleurs
- 21 Speeds
- Front- and Rear-Disc Brakes



#30216, MONGOOSE XR250

This sturdy bike will handle anything in its path.

- AERO Wheels
- Promax Disc Brake
- 21-Speed Shimano EF50 Shifter System
- Aluminum Dual-Suspension Frame



DISCOVER QUESTIONS

Q. What kind of riding do you do?

A. Not all bikes are created equal. Some members are serious about racing, or at least regularly taking long bike rides. Others are interested in going for rides on off-road bike paths or other bumpy surfaces. There are also city dwellers who use their bicycles strictly to get around their urban area. Some use their bike for freestyle competitions. Finally, some members will rarely use their bikes but still want one for times when their family might take a little ride to the park. Whether you direct our members to cruising bikes, mountain bikes or BMX bikes will depend on their answer to this question.

Q. Do you own a helmet?

A. It's very important that our members wear helmets. If they bike off-road or do freestyle riding, the risk of falling is higher, and it's necessary that they protect their heads. Those who ride in the city are also at risk because of the traffic they're likely to encounter. Be sure to advocate a helmet to our members. If they have one, suggest that they upgrade or at least replace their older model with a new one. This is one area where it's worth being extra cautious, and it's always a good add-on sale! Plus, it's the law in many states, especially for children.

MINI BIKES AND SCOOTERS

Young members who want to be able to increase the speed at which they get around their neighborhood will love these scooters and mini bikes. Members can travel up to 15 mph (depending on the product), and with either a rechargeable battery or outstanding gas mileage, they don't cost much money to operate. Discover exactly what our members are looking for and advocate the product that best suits their needs.

KEY FEATURES AND BENEFITS

#56203, RAZOR MX350

This scooter is stylish and can really move.

- Exclusive Yellow Color
- Up to 30-Minute Run Time
- 24 Volts, Speeds up to 14 mph
- Single-Speed Chain Driven
- Maximum Rider Capacity 140 lbs.



#56206, RAZOR LILY POCKET MOD

Members will look sharp while motoring around in this purple bike.

- Exclusive Purple Color to Sears/Kmart
- Up to 40-Minute Run Time/250 Watts
- 24 Volts, Speeds up to 15 mph
- Maximum Rider Capacity 170 lbs.



#51506, RAZOR E200S WITH SEAT

This red scooter has a long run time.

- Exclusive Red Color to Sears/Kmart
- Up to 40-Minute Run Time
- 24 Volts, Speeds up to 12 mph
- Maximum Rider Capacity 154 lbs.



#57576/#57575, SATELLITE ELECTRIC SCOOTER

This exclusive scooter provides another way for members to get around.

- Exclusive item to Sears/Kmart for Fall 2013 (yellow and purple)
- Up to 40-Minute Run Time
- 12 Volts, Speeds up to 7 mph
- Maximum Rider Capacity 120 lbs.



**#49101/#10614/#56165,
RAZOR E100 ELECTRIC SCOOTERS**

These scooters are fun for kids and include a number of important features.

- Up to 40-Minute Run Time
- 24 Volts, Speeds up to 10 mph
- Maximum Rider Capacity 120 lbs.



#5620, RAZOR RED GROUND FORCE DRIFTER GO KART

With this go kart, riders can zip around at up to 12 mph.

- Exclusive Red Color
- Up to 40-Minute Run Time
- 24 Volts, Speeds up to 12 mph
- Maximum Rider Capacity 140 lbs.



#1085, MOTOVOX GAS MINI BIKE

This easy-to-assemble, gas-powered off-road vehicle is geared for boys and girls 13 and up.

- Exclusive at Mass Retail
- 2.5-HP Overhead Valve Engine; 79.5cc
- Automatic Transmission with Rear Disc Brake



CAMPING

Tents and canopies ensure that our member's next outdoor adventure is a comfortable one. From tents that provide enough space for the entire group to canopies that give members an extra place to relax in the shade, they'll be all set to enjoy little luxuries while spending time with nature.

KEY FEATURES AND BENEFITS

#48324, EZ-UP 10' X 10' EXPRESS II CANOPY – STRAIGHT COMMERCIAL UNIT

The commercial canopy will comfortably get the job done at all types of events.

- Ideal for Business Use, Craft Shows, Tailgating, Picnics, Camping and Sporting Events
- Commercial-Grade Duralast Top
- Water- and Fire-Resistant Top
- Alumina-Steel Powder-Coated Frame



SALES TIP

Canopies aren't just to shield the sun during camping trips — members can use them for a wide range of events. Shade from a canopy is welcome during parties, at the beach, at barbecues and picnics, at sporting events and much more. It's also great for commercial use, from events to exhibit booths, vendor booths and indoor/outdoor displays.



#22710, EZ-UP 10' X 10' SIERRA II SLANT CANOPY

This canopy is sturdy and easy to transport, as well as simple to assemble.

- 10' x 10' Base, 8' x 8' Canopy, 64 sq. ft. Interior Space
- Easy-To-Use Pull-Pin Sliders on Legs
- Angled Legs for Increased Support
- Includes Half-Wall, Wheeled Carry Bag



#22497 (SEARS ONLY), EZ-UP 10' X 10' JAMBOREE STRAIGHT CANOPY

Members will love this canopy that is easy to transport and protects them from the elements.

- 100 sq. ft. Interior Space
- HD Adjustable Steel Frame
- 150D Polyester-Coated Top Provides 99% UV Protection
- Wheeled Carry Bag
- Two-Year Limited Warranty



#33066, EZ-UP 13' X 13' PAGODA STRAIGHT CANOPY

Anyone can comfortably stand in this canopy, which looks great and will provide a comfortable experience.

- 169 sq. ft. Interior Space
- Center Height of 7'10"
- Easy-to-Use Pull-Pin Sliders on Legs
- Two-Tone Top and Matching Leg Skirts
- Wheeled Carry Bag



#20062, EZ-UP 12' X 14' ESCORT INSTANT CANOPY

Members can easily carry and assemble this 117 sq. ft. canopy.

- 117 sq. ft. Shade Area
- 9'6" Center Height
- Padded Push-Pin Sliders
- One-Piece, Fully Assembled Frame
- Includes Wheeled Carry Bag



#4686, NORTHWEST TERRITORY NORTHWOODS 6-PERSON TENT

This large tent can comfortably fit six people and many of the items they bring on their trip.

- 12' x 10' Overall Size
- Spacious 68" Center Height
- Convenient Power Pocket, Storage Closet, Two Accessory Pockets
- Detachable Mud Mat
- Includes Carry Bag



#4555, NORTHWEST TERRITORY SIERRA DOME BACKPACK TENT

This tent is a great option for a small camping trip.

- Sleeps 2-3 Adults
- 9' x 7' Overall Size
- Convenient Storage Pocket, Shoe Locker and Gear Loft
- Integrated Mud Mat Keeps Tent Clean
- Includes Carry Bag for Convenience



#5375, COLEMAN SIGNATURE 6-PERSON INSTANT TENT

Members can easily set up this large tent in about one minute, which will enable them to enjoy their camping trip much sooner.

- 10' x 9' Overall Size
- Set Up or Take Down Quickly
- Exclusive WeatherTec™ System
- 71" Center Height
- 1-Year Limited Warranty
- Duffel-Style Carry Bag Included



#23158, COLEMAN SUNDOME 4-PERSON TENT

For groups of four or less, this tent is ideal.

- 9' x 7' Overall Size
- Exclusive WeatherTec System
- Inside Pocket for Added Storage
- Duffel-Style Carry Bag Included



ONLINE ONLY

While we do our best to ensure that we have the top products available in-store for our members, it's impossible to carry everything they'll need. As a result, we have an expanded product assortment online, and the following items are just a few best sellers that you're likely to encounter. We've provided some basic product information and selling tips to better help you assist our members. Please direct members to our website, where they can browse our online selection and place orders. In addition, be sure to explain the in-store ordering process for online items.

KEY FEATURES AND BENEFITS

#23933, PROFORM® 6.0 ZE

With eight built-in weight-loss workouts and a cooling fan, this elliptical is perfect for those looking to lose weight.

- Rear Mech Design
- 18" Stride
- Slip-Resistant Oversized Pedals
- Blue Tint LCD Display with Workout Matrix
- iPod® Compatible Sound System
- 10 Digital Resistance Levels
- Eight Preset Weight-Loss Workouts
- Four Workout Apps
- CoolAire™ Workout Fan
- Dual Grip EKG™ Heart Rate Monitor
- Warranties: Five-Year Frame, 90-Day Parts and Labor



#50131, AVARI CONVERSION ROWER/RECUMBENT

This rower/recumbent bike offers two cardiovascular workouts in one space-saving machine. The magnetic resistance provides a quiet, smooth workout at any resistance level.

- Grip-Edged, 8-Position Dial Knob Adjusts Workout Intensity
- Quick Switch from Cycling to Rowing
- Padded Seat Glides for Smooth Rowing
- Multifunctional Electronic Fitness Monitor
- Oversized Foot Pedals and Adjustable Foot Straps
- Heavy-Duty Nylon Rowing Strap

**#97873, STAMINA ATS AIR ROWING MACHINE**

This product is designed with an oversized chrome seat rail and metal pull-chain for extra strength and durability.

- Efficient Wind Resistance
- Oversized Chrome Seat Wheel
- Multi-Function Electronic Performance Monitor
- Floor Protectors
- Folds for Storage

**RESOLVING OBJECTIONS**

Member: I don't have enough space for a rower.

You: You don't need as much space as you'd think — this rower has wheels and is simple to move, and it easily folds for storage.

#21990, SCHWINN AIRDYNE UPRIGHT BIKE

This bike uses wind resistance to provide the optimal workout for either a novice or elite exerciser.

- Battery-Operated Electronic Control Panel
- Dual-Action Handlebars for Upper-, Lower-Body Workout
- Adjustable Air Resistance
- Upright Positioning and Built-In Heart Rate Monitoring



#16062, TEETER HANG UPS EP 550 INVERSION TABLE

Whether our members want to enjoy better posture, reduce back pain or simply minimize their daily stress load, this therapy table is a good choice.

- Preset Angles of 10, 40 and 60 Degrees
- Custom Settings
- Adjustable Head Pillow
- Adjustable Foot Platform
- Flex Technology Backrest

**HOW ABOUT THAT!**

Inversion therapy works by placing our member's body in line with the downward force of gravity. In the process, inversion elongates the spine, increases the space between the vertebrae and relieves the pressure on discs, ligaments and nerve roots.

#34699, STOTT PILATES REFORMER

More than 250 Pilates workouts are available on this one machine, which provides a full-body workout with minimal joint strain, in the comfort of our member's home.

- Perfect for Beginners to Elite Athletes
- Accommodates Different Ability Levels
- Easy-Roll Wheels for Repositioning
- Adjustable Four-Position Foot Bar
- Four Full-Tension Springs
- Adjustable Gear Bar Slots
- Padded Platform Extender



#29367, LIFESPAN FITNESS VIBRATION TRAINER

This vibration trainer is a great way for members to improve muscle strength, flexibility, range of motion, balance, mobility and bone density.

- Three-Way Vibration
- 20 Levels of Intensity
- Five Preset Time Periods
- 12 Continuous Duty Horsepower Motor
- 2008 TOP GEAR OF THE YEAR Winner from ShapeYou



#54956, TOTAL FITNESS TOTAL GYM 1900 EXERCISE SYSTEM FOR TONING AND STRENGTHENING

This machine provides over 60 different exercises — cardio, strength training and stretch. Members can get a workout in 6–8 minutes.

- Strengthens and Tones Major Muscle Groups
- Delivers a Total-Body Workout in 10–20 Minutes
- Arrives Fully Assembled
- Folds for Easy Storage
- Accommodates Beginner to Advanced Fitness Levels



#14489, FITBIT FLEX SILVER – WIRELESS ACTIVITY + SLEEP WRISTBAND

#14497, FITBIT ZIP – WIRELESS ACTIVITY TRACKER

Members can turn their everyday life into a fun path to fitness with one of these trackers.

- Tracks Steps, Distance, Calories Burned
- Syncs Automatically to Computer or select Smartphones and Tablets
- Goals, Progress, Rewards
- Enables Sharing, Competing with Friends
- Sweat, Rain and Splash Proof
- Website and Apps Provide Even More Options



#87205, CONTENDER BY BRUNSWICK VALEDESTA SLATE POOL TABLE PACKAGE

With its graceful lines and superior craftsmanship, this pool table from the premier brand in billiards lends an air of refinement to any room.

- Price Includes Delivery and Installation
- 8' Table with 44" x 88" Playing Surface
- 1" Backed Three-Piece Diamond Honed Slate
- Base Frame Construction Is Made from Superior Wood Material
- Attractive Chestnut Finish and Fringe Leathered Pockets
- Adheres to the Billiard Congress of America's Standards
- Includes Brunswick Play Package



SALES TIP

Unlike many other pool tables, this table is made of real slate. Brunswick uses top-of-the-line materials to craft a table that will last for a lifetime.

#01541, AMERICAN HAWKS GOLD SILVER METAL DETECTOR

For members who are serious about finding gold or silver, this is the ideal product. It accurately distinguishes a penny, nickel, dime or quarter.

- Waterproof Coil for Searching in Shallow Water
- Comes with S-Rod Longer Shaft
- One-Hand Operation of Controls
- All-Metal, Motion Discrimination and Auto Notch Filter Modes
- LCD Shows the Depth of the Target, Sensitivity, Disc/Notch and Metal Type
- Low Battery Indicator



#40980, HOME AND GARDEN SPAS 80-JET 6-PERSON HOT TUB WITH LOUNGER

This six-person hot tub lets members invite friends and family over for a unique evening of indulgence and fun as they bond over luxurious massages.

- Seats Six People
- Ergonomically Designed Seats
- Ozonator for Healthy, Hygienic Water
- User-Friendly System Controls
- Interchangeable Therapeutic Neck, Shoulder, Calf and Foot Water Jets
- Comfort Cushion Headrest
- Durable, Slip-Resistant Acrylic Surface



#97243, GREAT AMERICAN SAUNA COMPANY GASC 12M

New Carbon Tech panels allow this sauna to produce a wider, softer heat that's evenly distributed throughout and provides the benefits of a sauna at home!



- Removes Body Toxins
- Increases Blood Circulation
- Eases Pain from Sore Muscles
- Burns Calories
- Five Carbon Panel Heaters
- MP3 Auxiliary Connection
- Natural Hemlock Wood Construction
- Tempered Glass Door
- Comfortably Accommodates Up to Two People

SALES TIP

This sauna plugs into a standard 110V outlet, allowing members to place it anywhere in their home. It's also simple to assemble — the pieces clasp together easily and it can be set up in less than 30 minutes.

#40756, SOLAR STORM TANNING BED

This 220-volt tanning bed, proudly made in the U.S., features arm and face bulbs, and a total of 24 lamps to give members a great tan.

- Tunnel Design for Faster Tan
- Durable Aluminum Frame
- 12 Extremely Efficient, High-Output Lamps
- Six Dual Facial Lamps
- High-Glossed Aluminum Reflectors
- High-Performance Acrylic Sheets
- Delivered 98% Preassembled



KEY FITNESS PRODUCT INFORMATION YOU MUST KNOW:

TREADMILLS

Treadmills are the best calorie burner among all cardio equipment. There are several features that should be explained during the discover phase of the member engagement process:



- The stronger the motor, the more stress it will handle. Stress comes in two forms: The member's weight and how fast he/she is walking or running. A smaller motor might create an uncomfortable, choppy feeling. A stronger motor won't hesitate. As a rule of thumb, you should recommend a 3-horsepower or higher treadmill for running.
- The cushioning system in the treadmill is more important the faster the users go. Running places more strain on the joints than walking, so members need to consider this during the selection process. In addition, the faster they go, the longer their stride, the more important the size of the running surface becomes.
- When the incline increases by a degree, the user has to work approximately 10% harder. Incline forces members to work harder without running faster.
- Console programs help keep members motivated and provide direction by guiding them toward their fitness goals. Some models can provide heart rate monitoring as well.

ELLIPTICALS

THERE ARE THREE TYPES OF ELLIPTICALS:

- Front Mechanism
- Rear Mechanism
- Mid-mechanism



FACTORS THAT CONTRIBUTE TO THE BUYING DECISION:

- Get members to try out the equipment, as "feel" is very important!
- How the stride feels. The average member will feel most comfortable between 18" and 22" in stride length. The taller the member, the longer the stride length.
- The adjustable incline feature allows members to determine which muscle groups get the most strenuous workout.
- The flywheel size on an elliptical is like motor size on a treadmill. The heavier the flywheel, the smoother and sturdier the elliptical.
- Programs are for motivation and direction; motivation helps push toward goals and direction helps to reach those goals.
- Heart rate programming provides an accurate way to determine how hard a user is working and how to get the most out of their workout.



CYCLES

THERE ARE THREE TYPES OF CYCLES:

- Recumbent Cycle
- Upright Cycle
- Spinning Cycle



It's important to understand the differences between a recumbent, upright and spinning cycle.

- Recumbent cycles have backs to the seats, making them easier on the back and knees and providing a more comfortable workout.
- An upright cycle more closely simulates the riding position of a road bike and normally costs less than a recumbent.
- The spinning cycles provide the closest experience to a real racing bicycle. With an aggressive seating position and pedals locked into the flywheel to prevent "coasting," these cycles provide the most challenging workouts.

STRENGTH

Types of strength training equipment include: home gyms, weight benches, free weights, dumbbells, toning bands, core training and select fitness accessories. If a member is looking to lose weight, tone or gain muscle, strength training can be very effective.



ACCESSORIES


Accessories are a vital part of providing a member the total solution.

All equipment will run better, last longer and provide a better member experience on a mat. Make sure to discuss this key accessory with every member.

Understanding your members' fitness goals will point you to the accessories they would benefit most from.

Almost all members would benefit from accessories to augment their workout regimen – current or planned.

Toning and stretch items like yoga mats, foam rollers, stretch bands and hand weights are a great way for members to get more from every workout.



TREADMILLS provide the best calorie-burning workout of all cardio equipment. For more on treadmills, turn to **pages 37–54**.

ELLIPTICALS mimic the running motion but without the impact on muscles and joints. For more on ellipticals, turn to **pages 55–68**.

CYCLES are available in three styles: Upright, Recumbent and Spinning. For more on cycles, turn to **pages 71–85**.

STRENGTH equipment can help members gain muscle or lose weight. For more on strength equipment, turn to **pages 87–98**.

ACCESSORIES are an integral part of the total fitness solution. For more on accessories, turn to **pages 101–105**

For a Quick Reference Guide to these popular Fitness categories, please turn to the inside of the back cover.