

## Need to sell more products? Then give dealers and staff a reason to sell them.

Every January we help companies help dealers and staff learn more about your products. But, more importantly, together we help teach them how best to sell those products in today's hyper-competitive environment.

BRAIN's annual Sales & Training Guide has become a staple of sound selling advice coupled with a strong sales message. Think of the Guide as a one-two punch that owners and managers keep year-round as they re-train and hire new staff.

Net price: **\$3,350**  
 Close date: **Tuesday, Dec. 1**  
 Material for editorial content due: **Friday, Dec. 4**  
 Creative due: **Wednesday, Dec. 9**  
 Trim size: **10.25" x 11.875"**

Send materials to  
**harnold@pocketoutdoormedia.com**

**Bicycle Retailer**  
and INDUSTRY NEWS

**16 | SALES TRAINING GUIDE**

### Smart Cycling Computers and Accessories

Cycling tech is getting smarter, and riders have more options than ever. Garmin is a leader in this space. A smart cycling computer, from computer to power meter, wireless radio, lights and more. Garmin also has a comprehensive line. Your customers will call it the best gear on their bike.

**Navigation**  
 Garmin has the best built-in GPS navigation and maps of over 190 countries, and the company has continued to push innovation in its mapping technology. The Edge 1030 and Edge 530 offer TurnRipper, a proprietary routing system that takes into account the rider's current location and the route to take them to their destination. The Edge 1030 also includes the built-in Garmin Cycle Map, which features turn-by-turn navigation, alerts for sharp curves and more.

**Performance**  
 Garmin offers a wide range of cycling data computers that capture basic performance data such as speed, cadence and elevation. Add a Garmin heart rate monitor and riders can tap into a variety of physiological data, including performance condition and fitness score. If a rider isn't quite ready to take their training to the next level, power is where it's at. The new Garmin Vector 2 power meter is a direct-mount pedal with the 100% power measurement and the 100% accuracy of the Vector 2 power meter. It's also the only power meter that can be used on both Shimano and SRM pedals.

**Awareness**  
 Your customers don't have much control over other drivers on the roads. But one thing they can do is enhance their safety by using the Edge 1030's safety features. The Edge 1030 has a built-in safety alert system that can be activated by the rider or by a nearby vehicle. The Edge 1030 also has a built-in safety alert system that can be activated by the rider or by a nearby vehicle. The Edge 1030 also has a built-in safety alert system that can be activated by the rider or by a nearby vehicle.

**Connecting you to more sales**  
 Garmin offers a variety of marketing and services to help you sell the connected bike and increase your device and accessory sales.

**In-store merchandising**  
 Increase in-store traffic, on-site sign, rack and retail aids. Contact your dealer sales rep or visit the Dealer Resource Center at Garmin.com for more info.

**Online experiences**  
 Call your customers about the connected bike devices that fit their needs at [Garmin.com/edge](http://Garmin.com/edge). For a deeper dive into the solutions behind some of the most advanced devices and sensors, check out [Garmin.com/cycling/garmin](http://Garmin.com/cycling/garmin).

**Tutorial videos**  
 When your customers have questions about connecting data fields on their Edge, watching the video above now to get more, point them to the collection of tutorial videos at [Support.Garmin.com](http://Support.Garmin.com).

**Garmin**

**RIDE longer smarter CONNECTED**

**GARMIN CYCLING beat yesterday.**

Garmin.com/cycling

## Here's what you need to know:

Get a tabloid spread (two full pages) in the January issue of *Bicycle Retailer & Industry News*.

- Get two full pages, what we call a tabloid spread, in BRAIN's January issue.
- The right-hand page delivers an advertising message, while the left-hand pages delivers key tips on how best to merchandise and sell your products.
- We deliver the January issue to more than 8,000 dealers, managers and staff in the U.S. and Canada. We do that in a variety of ways:
  1. We print and mail the Guide with the January issue to reach your customers promptly as the New Year begins.
  2. We email a digital version of the January issue containing the Guide to approximately 5,200 verified email addresses.
  3. We again email the Guide to our retail list in February and March as the selling season gets underway.
  4. We put the Guide on our website with a link and actively promote it throughout the year. As a PDF, it's easy to download.

We offer you several options when putting together material for the Guide.

- You can supply a traditional advertising message on a right-hand page and a "How to Sell" message on the left.
- You can design and integrate your sales message and promotion taking advantage of a two-page spread.
- You can supply the advertising message and then send us your "How to Sell" strategies and we edit and design the page for you.

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