

B2B

BUSINESS-TO-BUSINESS

Business-to-Business provides information from prominent businesses within the industry. If you have a newsworthy item, please contact Oliver Kitchingman at Network on 02 8424 7286, or e-mail oliver.kitchingman@fitnessnetwork.com.au

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Live Concepts



Getting more customers can be a real struggle. Small business owners and sole traders are building their businesses using the Live Concepts proven method for attracting more business. Forget flood or famine customer fluctuations – turn your

business into a bigger business with marketing and business development services at small business capped rates. We are helping businesses just like yours:

- generate more interest in their services
- improve their sales skills
- get better results from their promotions
- understand which marketing methods work best
- develop more word of mouth referrals

Call Live Concepts today on 02 9807 1357 or visit www.getmorecustomers.com.au ■

Pole Attraction™ Nordic Walking



As the trend towards lifestyle fitness increases it

is important to consider what activities are offered in your venue. Nordic Walking is the new revolution in global fitness and is attracting a whole new group of fitness enthusiasts. It is an exciting form of exercise which brings an excellent return on investment to any sized business. Pole Attraction is the leading authority and provider of quality Nordic walking training, equipment and services. Our fully accredited Instructor Course for fitness instructors and personal trainers is offered nationally (14 CECs/12 PDPs). Contact us now for more details before your competitor

beats you to it! For more information phone 0425 881 733, e-mail maree@poleattraction.com.au, or visit: www.poleattraction.com.au ■

Selling Fitness Made Simple



If you're like most fitness professionals you've probably been 'through the mill'

when it comes to growing your business through traditional marketing. Perhaps there are times when you feel frustrated with your inability to attract new clients, unsure of what marketing strategies to use or simply overwhelmed by the amount of work you have to do just to keep your business running. That's where Selling Fitness comes in. We can show you practical, hands-on, revenue generating strategies that you will never have tried before – strategies that are guaranteed to grow your business, increase your income, and give you at least one extra day off each week...

Visit www.sellingfitnessmadesimple.com to learn more. ■

Callipari Wines



Special offer for Club Network members!

Reward your staff or members with great Australian wines from a winery that knows fitness! With 'Fine Boutique Wines' and 'Australia's Only Red Wine Spritzer' Callipari Wine &

Food has a range of wines that will delight you, your staff and your club members. We have been involved in the fitness industry for over 14 years, so we know how to make what's good for you. Callipari Wines is also progressing towards becoming an organic producer which will make our wines even better. So, the next time you are planning an event for your club members, or rewarding staff for their achievements in your facility, give us a call on 1300 633 733, e-mail info@callipari.com or visit www.callipari.com and we'll tailor an offer to suit you. ■

SportingPulse Health and Fitness Solutions



SportingPulse is pleased to announce the release of ClientConnect PT Edition, the latest software solution for personal training businesses

of all sizes. ClientConnect is easy to use and enables you to manage all aspects of your business including your client's details, bookings and the sale of services saving you valuable



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time so you can concentrate on training your clients. Easy monthly payments make ClientConnect very affordable and a free trial copy is available on request. SportingPulse offers leading solutions to all areas of the fitness industry with ClientConnect for personal training businesses and Aphelion for clubs. For more information or a free trial, contact SportingPulse by phoning 03 9872 5277, e-mailing sales@sportingpulse.com or visiting www.sportingpulse.com ■

Ezypay



EZYPAY®

Ezypay is the leading Australian and New Zealand outsourced direct debit, billing and payment solution provider. We are dedicated to offering an alternative payment collection system to help fitness businesses regulate their cash flow and revenue without the hassle of managing member's payments.

Our direct debit credit card billing and payment solution helps thousands of fitness businesses across Australia and New Zealand. Ezypay can help you minimise membership management costs, improve your cash flow and even increase your sales. 'Ezypay is reliable, and easy to use. The internet is a very convenient way to do variations for member's accounts. Ezypay takes the pressure off. You know that the money comes in each month and how much,' says Narina Christensen, owner of Contours, Mundaring. E-mail celeste@ezypay.com.au to find out more ■

HF Industries



HF Industries

HF Industries has been supporting and servicing the health and fitness industry for 29 years. We pride ourselves on bringing to the market place, a diverse range of high end products best suited in each application of our industry. We specialise in offering products that work two and three dimensionally, allowing the

body to work the way it is supposed to. Being an independent, privately owned Australian company, we are not governed by any one large international company – therefore we are able to tailor products and services to suit every situation. For more information on how we can help your business, phone 02 9531 6700, e-mail hfsales@bigpond.com.au or visit www.hf.com.au ■

Suspension Fitness Training



Bodyweight training has long been recognised as the ultimate form of functional fitness, but it has always been difficult to adjust resistance and body position sufficiently to target the entire body and avoid creating imbalances.

The TRX System works the entire body with exercises that target specific areas, as well as exercises that can be done in compound fashion. With unlimited levels of resistance, the TRX System introduces a unique approach to favourite exercises. The TRX system's versatility and easy installation makes it an ideal choice for group fitness and circuit training applications. For further information call Danny Kennedy at Suspension Fitness Training on 0414 550744 or e-mail dk65@optusnet.com.au ■