

# Product SPOTLIGHT



2912 West Pafford St.  
Fort Worth, TX 76110  
phone: 877-VFP-1212  
fax: 877-616-1681  
e-mail: info@vfp.us  
www.vfp.us

## Company Background

Inter-Images, Inc., was founded in 1999 by physical therapist, Mario Bravomalo, and former health club manager, Daron Allen, who noticed the consistent challenges of attracting prospects, producing new membership sales and retaining existing members in the health club industry. Their creation, the Visual Fitness Planner™, has proven to be the ideal solution to this industry issue.

## Additional References

Goodlife Fitness Clubs • Lifestyle Family Fitness • WOW! WorkOut World • Spectrum Clubs • XSport Fitness • California Fitness • Next Generation • YMCA San Antonio • Fit For Life Centers • Gold's Gym • Reaction Fitness • Apex Fitness Group

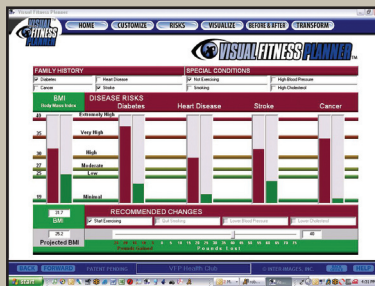
## Dramatically Increase Personal Training Sales

### Establishing the Value of Professional Assistance & Making the Sale of Health and Fitness Tangible

The Visual Fitness Planner™ (VFP™) is the ONLY imaging technology designed to help health, wellness and fitness facilities attract more prospects, deliver valuable education, sell more services, and retain more customers. VFP™ is a unique technology using three-dimensional imaging



to visually demonstrate body transformation AND calculate an individual's likelihood of contracting Type II Diabetes, having a stroke, developing cardiovascular heart disease or getting cancer. In addition, VFP™ assists facilities in creating a customized exercise prescription, determining goal achievement timeframes and demonstrating body-image transformation changes INSTANTLY for their customers.



### Critical Business System

*Establishes the true value of professional assistance.* VFP™ creates the IDEAL systematic approach for presenting the value proposition of professional assistance, which leads to the consistency and high impact needed in the price presentation for increased sales.

*Provides the ultimate solution for selling an intangible service.* By using 3-D imaging to show body transformation and disease risk reduction, the Visual Fitness Planner™ FINALLY makes the sale of health and fitness TANGIBLE.

*Ensures that staff focuses on value and benefits to the customer in EVERY presentation.* By providing customized presentations that create emotional buy in from the customer, your staff is focused on selling results.

*Absolutely increases the emotional readiness to buy.* The technology moves prospects and members to the next level of exercise readiness and thereby INCREASES sales.

**Call 877-VFP-1212 or e-mail [info@vfp.us](mailto:info@vfp.us) TODAY to schedule your online demonstration.**