

## Selling Smart Accessories | Fitbit Flex

## Smart Accessory

# Fitbit Flex

Wireless Activity + Sleep Wristband

*Never stop moving with Fitbit Flex.*

Wear this slim device all the time and get the motivation you need to get out and be more active. It tracks steps, distance, and calories burned and shows you how you're stacking up against your daily goals. At night, it tracks your sleep cycle, helps you learn how to sleep better, and wakes you silently in the morning.

Access your stats anytime on your computer, tablet or from leading smartphones – both iPhone and Android. Flex is your perfect companion, it's with you everywhere... even in the shower. Plus, it looks good no matter what you're wearing.



## Features at a Glance

- Tracks steps, distance, calories burned and active minutes
- Monitors how long and how well you sleep
- Wakes you (not your partner) with a silent wake alarm
- LED lights show how your day is stacking up against your goal
- Easy-to-wear, slim, comfortable wristband
- Syncs automatically with select mobile devices and to your computer
- Set goals, view progress, and earn badges
- Share and compete with friends throughout the day
- Free iPhone and Android App

## What's in the Box

- Fitbit Flex™ Tracker
- Small & Large Wristbands
- Charging Cable
- Wireless Sync Dongle
- Free Fitbit Account

## Compatible Devices

Wireless syncing is only available with the iPhone 5, iPhone 4S, Samsung Galaxy S4, Samsung Galaxy S III, and Samsung Galaxy Note II; however, customers using other smartphones can still sync the Fitbit Flex with their PC or Mac and see their stats on their smartphone with the Fitbit app. Visit [Fitbit.com/devices](http://Fitbit.com/devices) for an up-to-date list of devices that can wirelessly sync with the Fitbit Flex.



## Selling Smart Accessories | Fitbit Zip

## Smart Accessory

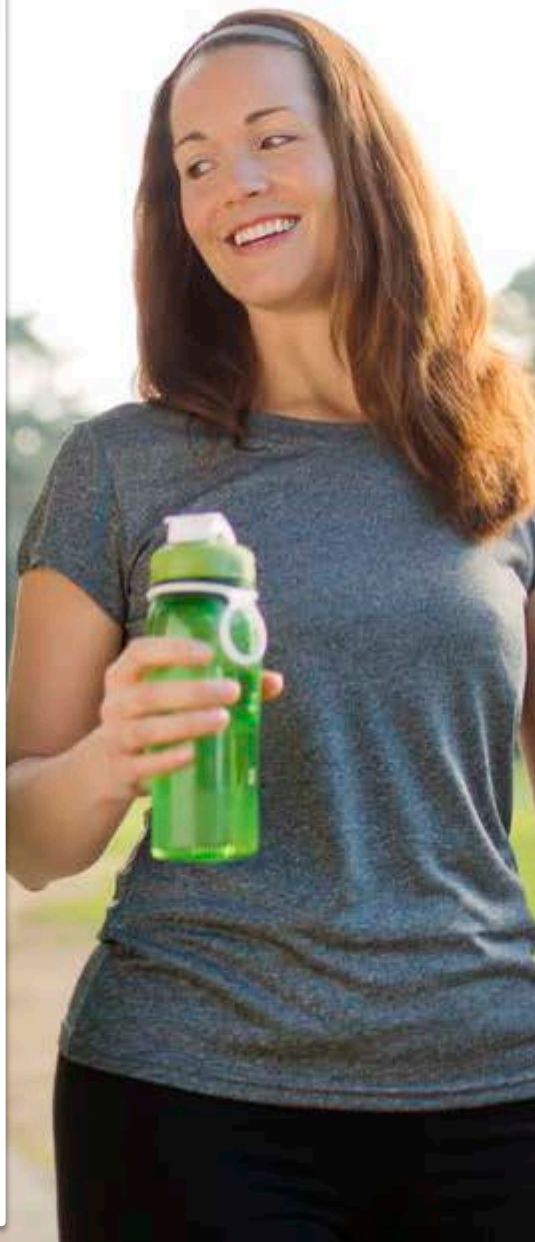
## Fitbit Zip

Wireless Activity Tracker

*Turn your everyday life into a fun path to fitness.*

Much more than a pedometer, Zip tracks your steps, distance, and calories burned - then automatically syncs the data to your Fitbit account through your computer or select smartphones.

Whether online or through the Fitbit App, you can set goals and stay motivated to keep on your path to fitness with graphs, badges, and friendly competitions. Check to see how you compare with friends and family and even provide a message to egg them on. Access your stats anytime on your computer, tablet, or from leading smartphones - both iPhone and Android. Your stats wirelessly upload via computer or select Bluetooth 4.0 smartphones and tablets so you will know in real time when you are close to a goal and when you've reached one.



## Features at a Glance

- Tracks steps, distance, calories burned
- Syncs automatically to your computer or select Bluetooth 4.0 smartphones & tablets
- Set goals, view progress, and earn badges
- Share and compete with friends throughout the day
- Free iPhone and Android App
- Small and discreet, Zip fit in or on a bra, pocket, or belt
- Log food, weight and more on Fitbit's website or apps
- Sweat, rain & splash proof
- Replaceable battery lasts 4-6 months

## What's in the Box

- Fitbit Zip Tracker
- Matching clip
- USB dongle
- 3v lithium battery
- Battery tool

## Compatible Devices

Wireless syncing is only available with the iPhone 5, iPhone 4S, Samsung Galaxy S4, Samsung Galaxy S III, and Samsung Galaxy Note II; however, customers using other smartphones can still sync the Fitbit Zip with their PC or Mac and see their stats on their smartphone with the Fitbit app. Visit [Fitbit.com/devices](http://Fitbit.com/devices) for an up-to-date list of devices that can wirelessly sync with the Fitbit Zip.

# Fitbit Selling Tips



## Fitbit customers are people who...

- Want to lose weight and be healthy
- See the benefit of tracking their diet and exercise
- Enjoy social media and are tech savvy
- Need help staying motivated
- Require an easy and convenient weight-loss plan

## Qualifying Questions

**Q:** What activities do you do in your spare time?

**Q:** Are you a fairly active individual?

- If a customer is active - explain how he/she can use Fitbit to track their activity and challenge others
- If a customer expresses that they aspire to be more active - explain how Fitbit is the perfect motivation tool

Feature	Customer Benefits	Demonstration Tips (What you do if you have your own Flex/Zip)
Small & Discreet	<ul style="list-style-type: none"> <li>• Zip fits in or on a bra, pocket, or belt. It's splash-proof, rain-proof, and sweat-proof too.</li> <li>• Flex fits comfortably around your wrist so you can wear it proudly all day and night as well as in the shower (it's waterproof!)</li> </ul>	<ul style="list-style-type: none"> <li>• Show the customer the Fitbit Zip or Fitbit Flex and demonstrate how to wear it.               <ul style="list-style-type: none"> <li>○ Show how easy it is to clip the Fitbit Zip on your belt.</li> <li>○ Put the Flex on your wrist to show off sleek low profile design.</li> </ul> </li> </ul>
All Day Tracking	<ul style="list-style-type: none"> <li>• Track steps, distance and calories. The Fitbit Flex even tracks your sleep quality.</li> <li>• Fitbit users increase their daily steps by 43% and lose an average of 13 pounds.</li> </ul>	<ul style="list-style-type: none"> <li>• Show how you can tap the Fitbit Zip LCD screen to view your key stats.</li> <li>• Show how the Fitbit Flex LED lights indicator on the band shows your progress in meeting your fitness goal.</li> </ul>
Wireless Synchronization	<ul style="list-style-type: none"> <li>• Automatically synchs your info to PC's, Macs, and select Bluetooth 4.0 smartphones and tablets.</li> <li>• View your stats online or on your free Fitbit app, which gives you real-time info all day, every day.</li> </ul>	<ul style="list-style-type: none"> <li>• Talk about how your stats can be wirelessly pushed to your phone as you speak and updated in your app.</li> </ul>
Free Dashboard	<ul style="list-style-type: none"> <li>• Free tools, charts and graphs that will help you get fit and stay healthy.</li> <li>• Set goals, view progress, earn badges, share and compete with friends.</li> <li>• Log food, weight, and more!</li> </ul>	<ul style="list-style-type: none"> <li>• Show the customer the Fitbit App.</li> <li>• Tap through the Fitbit, Activity, Food, Weight, and Water tabs on the Fitbit app to demonstrate how stats are tracked. You should also tap on the Friends tab to show how you are motivated to move more by competing against others.</li> </ul>



# Feature Comparison Fitbit Flex | Fitbit Zip

	Fitbit Flex 	Fitbit Zip 
<b>Clip vs. Wristband</b>	Wristband	Clip
<b>Automatically syncs to your computer</b> and select Bluetooth 4.0 smartphones and tablets (such as the iPhone 4S, iPhone 5, Samsung Galaxy S4, Samsung Galaxy S III, and Samsung Galaxy Note II; visit <a href="http://Fitbit.com/devices">Fitbit.com/devices</a> for a complete list)	✓	✓
<b>Display type</b>	LED indicator lights	LCD Display
<b>Steps, Distance, Calories Burned</b>	✓	✓
<b>Sleep</b> (hours, # times woken, sleep efficiency)	✓	✗
<b>Silent Wake Alarm</b>	✓	✗
<b>Sweat, rain, splash-proof</b>	✓	✓
<b>Waterproof</b>	✓	✗
<b>Food Calorie Logging &amp; Management tools</b>	✓	✓
<b>Free online &amp; mobile tools</b> (set goals, track trends, log food and more)	✓	✓
<b>Syncs With Popular Apps*</b>	✓	✓
<b>Battery Type</b>	Rechargeable	Replaceable Watch Battery (lasts 4-6 months)
<b>Price</b>	\$99.99 at Rogers and \$100 at Fido stores.	\$59.99 at Rogers and \$60 at Fido stores.

\*Apps include: Lose It!, MyFitnessPal, SparkPeople, Balance Rewards, Microsoft HealthVault, Digifit, MapMyRun as well as many others. For an updated list of compatible apps please visit: <http://www.fitbit.com/apps>

