



"I think the biggest benefit of the massage bed, honestly is that it helps sell memberships...it helps loosen people up for the kill. It intrigues certain people, it gets them all excited and they say, "Oh, I want to join just for this!"

"In our advertising campaigns, we offer "10 free massage sessions!", and people can't believe it. They always ask if it's real. When they come in for their free massage session, they like it, we show them the gym, and we sign them up with a package. So it's been an amazing tool for sales; it's really one of the best tools that we have."

Anthony Burton  
Anytime Fitness, Greenville, SC