

PRODUCT TRAINING

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How Inversion Helps with Back Pain: The 4 R's

SALES TIP

Once a Teeter Hang Ups® catches your customer's eye, the question invariably follows,

"But how can it help relieve my back pain?"

Learn "The 4R's of Inversion" so you can knowledgeably and efficiently explain the most important benefits of inversion

Rehydrate the discs: Keep the joints of the spine healthy, improving flexibility and shock absorption

Reduce pressure on nerve roots: Inversion decompresses the spine, opening up the space between each vertebra

Realign weight-bearing joints: Proper alignment is essential for good balance, flexibility and ultimately, less back pain

Relax tense muscles: Inversion elongates the muscles, helping to reduce stress and tension

Many of our testimonials start with customers telling us how they tried a friend's table and decided they couldn't live without it!

Closing the sale often starts with a relaxing inversion demonstration: After adjusting the inversion table to accommodate the customers' unique settings, set the tether strap to a gentle incline of 30-45 degrees and encourage your customer to relax while you explain the 4 R's.

