



Coaching Program Options

STERLING Effective:

- 10+ Hours of ELITE Level Coaching Each Month, Including:
- Weekly Private Training Ride with Coach up to 2 hours
- Customized Weekly Training Program - revised each week based on progress
- Unlimited Phone and Email Contact – including weekly 30min catch up call
- Daily, Weekly, & Monthly Power File Analysis and Feedback – I'll look at every file!
 - Did you complete the workout correctly?
 - Plan trending – are you making progress towards your goals?
 - Quadrant Analysis, fatigue profiles, testing (field & lab)
- 1x Baseline Position Analysis and Field Performance Test – 2 hours
- Up to 4 Complimentary Clinics Annually
- 10% Discount on All Additional Equipment and Services, including trips!
- Very Limited Enrollment – Only 4 Slots Available

Monthly Fee: \$500 6mos Paid-In-Full: \$2700 (10% Off) Annual Paid-In-Full: \$5100 (15% Off)

Gold Program:

- 5+ Hours of Top Level Coaching Each Month, Including:
- Weekly 30m Phone Call / Progress Report and Unlimited Emails (within reason, 12hr response)
- Trending Review of Every Workout Logged, Including 3 Power Files Analyzed Each Week
- Monthly performance write up.
- Daily Workout Email
- 1x Baseline Field Performance Test with Coach – 2 hours
- 10% Discount on Additional Equipment and Services (excluding trips)
- Limited Enrollment: Only 10 spots available!

Monthly Fee: \$350 6mos Paid-In-Full: \$1995 (5% Off) Annual Paid-In-Full: \$3780 (10% off)

Silver Program:

- 2.5 Hours of Professional Coaching Each Month, Including:
- Tailored Monthly Progress Reports and Schedule Updates
- Performance Trending Analysis – are you doing what you need to get better?
- Bi-Weekly 30m Phone Call and Unlimited Emails (within reason, 24hr response)
- Daily Workout Email
- 5% Discount on Additional Equipment and Services (excluding trips)

Monthly Fee: \$185 6mos Paid-In-Full: \$1050 (5% Off) Annual Paid-In-Full: \$2000 (1 mo+ free)

Dynamic Training Plans and Pre-Built Programs:

- Choose from over a dozen Pre-Built programs or select a Dynamic training plan built monthly for your discipline and local calendar – Road Race, Crits, MTB, CX, etc..
- Daily Workout Email and Online Training Log for both types
- Monthly write up, including targeted physiological systems, nutrition notes, and tactical planning
- Choose Heart Rate or Power Based Programs for Road, Criterium, MTB, CX, and Track

Pre Built Programs From \$50

Dynamic Monthly Program Fee: \$75/mo

*Sterling Sports Group
1363 S Wolfe Road #2 - Sunnyvale, CA 94087
www.sterlingwins.com - 408.891.3462*



Performance Center Programs

A La Carte Performance Services:

- **Private Ride Time / Motorpacing - \$75.00/hour**
You can't beat face-to-face training time with an experienced coach. Is your bike handling up to par? How good is your pedal stroke? Are you doing your intervals correctly? Ever motorpaced? It's like micro-intervals from a fire hose – and worth every minute for your overall fitness and cycling improvement. 5-Pack/\$300
- **Invasive Lactate Profile – \$175.00**
This gold standard test establishes your Maximal Lactate Steady State (MLSS) training values for both Heart Rate and Power based programs. Lactate levels are sampled at the end of each 3 minute stage via a painless blood draw.
- **Non-Invasive Lactate Test - \$100.00**
This baseline measure helps determine your approximate Lactate Threshold Heart Rate (LTHR) with corresponding Heart Rate Zones and gives a good estimate of your VO2max Power! Test is a 20 minute protocol conducted on a Compu-trainer Lab System using a 20 watt per minute ramp rate.
- **Personal Bike Fit – \$100.00/hr**
Correct position on the bike is perhaps the most effective way to improve performance. Fit includes comprehensive measurements of you and your bike, adjustments around your riding style and goals, and an in-depth conversation about the nuances and biomechanics involved. Typical fits run 1 – 2.5 hours and include follow up if needed.
- **Athlete Consultation and Power File Review: \$75.00/hr**
Have a power meter but don't know how to fully realize it's potential? Want to spend some time on the road with a coach? Curious where your training can be better? Don't spend another year wondering, sit down with me for a conversation, or let's head out on a ride!
- **Service Course / Equipment Purchase - \$\$ Varies**
Looking for more than just a place that takes your cash? The Service Course custom matches you to equipment that suits. I am proud to partner with top tier brands and services to get you what you need at competitive prices.