

## Multi-Family Client Finds a Good Fit

13 December 2006

### Challenge.

I made contact with a prospective multi-family client who had a fixed budget and a very tight timeline – he needed all the equipment by the end of the month. He already had a bid from a low-cost provider, but was most interested in working with a reliable vendor with a professional attitude.

### Solution.

Early in our interview, he asked if we were members of the Washington Multi-Family Housing Association, admitting that he would soon be named the organization's next president. I informed him that Exercise Specialties was a major supporter of WMFHA, sponsoring dinners, classes and meetings throughout the year. That convinced him of our professionalism. Meeting budget limitations could be handled with proper planning, so the final obstacle was the need for fast delivery. Since the Precor assembly facility was located just miles away, and since the client insisted on top-of-the-line ellipticals, we had a perfect match.

### Results.

We delivered on time and within budget with a quality package that impressed our client. Confident in our abilities and integrity, he asked us to upgrade other multi-family workout facilities with Precor equipment and the same attention to detail that won him over to Exercise Specialties.



*"Time and money are always the primary concerns, but one recent client had a more important objective: he wanted a professional relationship with a company he could trust now, and in the long run."*

*– Kelly Stone, Exercise Specialties, Inc. Everett, Washington*