

New Physical Therapy Clinic Starts Out Well

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Challenge.

A physical therapist who decided to open her own clinic asked me to quote out the equipment. Since she was naturally concerned about start-up costs and her large initial investment, she was very price conscious. She already had a bid from one of our competitors, a long-time dealer in the Portland market who was known for offering full packages of lower-priced equipment. However, I knew that her business would minimize risk and maximize profits by starting with better equipment at a slightly higher price, and I set out to show her my options.

Solution.

As I always do, I started by asking questions. I made sure I understood her business plan, her financial limitations and her personal preferences. I presented a digital layout of possible configurations for her space, and suggested we visit a facility that primarily used Precor equipment. On the way there, we learned that our kids were about the same age and that they were excited that Halloween was right around the corner. After seeing how we used Precor equipment to meet PT needs, she gave me the commitment.

Results.

With a solid layout and dependable delivery from Precor, we installed in plenty of time for her Grand Opening. I was there on Halloween to finalize the install, and we congratulated each other that we would be finished in time to take our kids Trick-or-Treating. Her clinic was a success from the start, and my client is already talking to Exercise Equipment Northwest about planning for expansion.



"When a competitor low-balls a bid, I always counter confidently with our proven ability to assist in design, deliver on time and support our products. The smart client clearly sees how those services improve their bottom line."

*– Tyrone Neighbors,
Exercise Equipment
Northwest, Clackamas,
Oregon*