

Developer Looks for Wins Beyond Product

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Challenge.

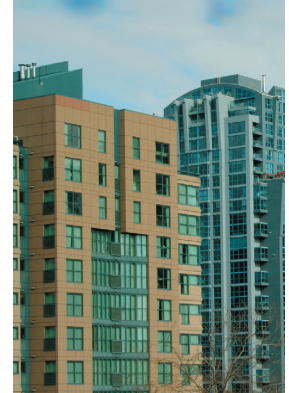
I received a call from a prominent Chicagoland developer who had heard stories from his colleagues about how I cared for my customers. He was converting a prominent apartment building to condos. On his last project he chose equipment based solely on price and was disappointed that customer service from that vendor was practically non-existent. Early in my interview I saw that his primary goal was to build a fitness room that would be a good selling tool for his condominiums. The build out would not be complete for many months but the developer wanted to boost pre-sales if possible.

Solution.

To help attract attention in a busy real estate market, I specified high end, high value equipment such as Precor cardio and trainers, including the 546i Ellipticals and Cardio Theater. The Precor marketing department created a 3-D rendering of my layout, which we ran on a flat screen TV in the building's lobby. This definitely impressed prospective buyers.

Results.

During my early follow-up meetings, my client told me that sales were brisk and our service was exemplary. He has multiple projects coming on line and, now that he has seen the value of thinking beyond the equipment, he intends to work with Direct Fitness Solutions to help ensure success in the future.



"Customer service means much more than specifying the right equipment. It's all those value-added services, such as supporting a client's marketing, that make the difference in this competitive world."

*– Chris Gallagher,
Direct Fitness Solutions,
Mundelein, Illinois*