

# It's Just Another Dating Game

*Are you picking companies that are working with you or against you?*



For the typical club owner, choosing a manufacturer to purchase your exercise equipment from is really no different from the dating game. With so many attractive prospects out there putting on their dog and pony shows, showing off their best assets, unique offerings, and additional features one would wonder how in the world a person is supposed to make a decision.

Well, be encouraged, here's a little humor into the scenario of club owners in their pursuit for the perfect match.

## The Attraction Factor

Isn't it true that first impressions do count? And whether you admit it or not, it is the attractive looks of a person that grabs your attention. Likewise, it is a great looking piece of equipment that catches your eye at first sight that keeps you coming back for more and also catches the attention of a prospective client. Year after year, you walk the floors of countless tradeshows. Every so often a good looking piece of equipment will catch your attention, and you wander in flirting with the idea of a potential manufacturer to buy from, perhaps pick up a few materials, and swap business cards. Those units present a sturdy build, clean sleek lines, and exciting features like fully integrated LCD TV screens that invite you to step a little closer. Now you've just crossed the line into Motus USA's booth. Whether your preference is treadmills, crosstrainer ellipticals, recumbent and upright bikes or steppers, each unit boasts curves in all the right places, and the overall package is quite appealing. Simple touch sensitive buttons light up with blue LED's and the seamless movement of each unit continues to fabricate evidence that these just might be what you are looking for – and more so, the equipment creates an experience that your members can truly fall in love with.

## A True Catch is Quality Material Both Inside and Out

Flipping through shiny catalog pages can be so deceiving, granted some companies have brochures made on budgets that could purchase a home, yet the actual product turns out to be pretty basic. Beyond the external surface and interface, the actual components of the units are often cheap pieces that lend themselves towards expensive service calls. The parts that make up the final product are imperative—after all, a pretty product without the performance is really no product at all. At every tradeshow, we always feature a treadmill with a clear shroud that reveals the componentry of our top-selling units. Point being made is that equipment should be quality both inside and out, so that you can rest assured that the units you purchase are quality and reliable.

## The Three Year Mark

There is always a period of time in a relationship where a choice must be made to re-evaluate whether you will continue forward together or move on to someone else. Likewise most facilities choose to turnover their cardio equipment about every 3-5 years and the decision to work with the same manufacturer or to switch brands must be considered. By the time that comes around, there are several factors that led them to their final decision.



**Motus has the right equipment and service to match your facility's needs.**

All too often, when the initial purchase deal is signed and done, the club owner leaves feeling confident and satisfied with the many promises made and the immediate attention that the manufacturer has shown them. Yet, it seems that once the deal is done and a year or so passes by, the manufacturer has become much less accessible. The equipment needs servicing and a few replacement parts are needed – but this time instead of returning calls in a timely manner and going out of their way to meet you – you can't even get them to meet you half way. Your members are unhappy with the large amount of units that are now hosting out of order signs and you are in a constant battle to get a service technician to come in. What happened to that initial attraction, immediate attention and promises that were made when the deal was being drawn up? Club owners are often left feeling like a dating game victim where the manufacturer has conquered, won, and has moved on.

### **A Good Relationship Is A Two-Way Street**

As with any relationship, a good one is defined by communication that occurs both ways. The only way that a supplier can find out what their buyer is thinking is by asking. That is why communication tools such as emails and surveys sent on a regular basis is such an effective way to understanding how to better service clients. A good manufacturer will respond to your service calls. But a great manufacturer earnestly wants to know how you feel about their products and services and how they may better serve you. They offer advice on facility design and in house financing along with an unbeatable trade in program. They keep you informed on other services that might help you such as leasing and financing or even shipping options. For instance, do they offer you a trade in value for your existing equipment that can be simultaneously extracted with the delivery of your new equipment in order to save on your shipping costs? They value what you have to say whether it is service related on current units, or ideas for future models to make the exercise experience

a more exciting one. A partner worth keeping seeks to keep the relationship genuine and fresh—always striving to be on the cutting edge of technology while upholding their commitment and follow through to you. At the end of the day, a great manufacturer truly cares about your bottom line and has your best interest at heart.

### **So, Have You Met Your Perfect Match Yet?**

Here at Motus USA, we do business different. As a manufacturer we realize there are many other equipment options available. That is why we go above and beyond to ensure that we exceed our client's expectations on equipment and services – both before and after the sale. Skeptical? Ask any one of our clients and they'll tell you that we are not just company that talks – we deliver. Randy Cook of Hancock Wellness can attest to our impeccable follow through as one of our first clients. Randy can testify to the fact that we have provided superior customer service by rising to the occasion to fix every glitch quickly and efficiently.

We appreciate the business our clients extend to us – and in return we enjoy reciprocating in a number of ways. We will be launching our Motus Valued Client (MVC) Program this year as our way of showing our appreciation by adding value to all purchase decisions with Motus USA. As a premier member of our loyalty rewards program, our clients will be rewarded for their continued business with our company by earning points for every dollar spent. Very much like a mileage rewards program, our MVC Program is structured to both motivate and reward clients. You scratch our back – we scratch yours.

We challenge you as a buyer – to consider the value in partnering with a company that aligns with the purpose of your facility and exemplifies outstanding customer service and support. Incorporate equipment that will leave your members impressed and coming

back for more and build a relationship with an equipment manufacturer that reciprocates. As much as initial impressions are important, we know that it is the lasting impressions that mean even more.

Have you met your perfect match?

Visit Motus USA online at [www.motususa.com](http://www.motususa.com)



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