

YWCA Finds the Right Partner at Last

12 January 2006

Challenge.

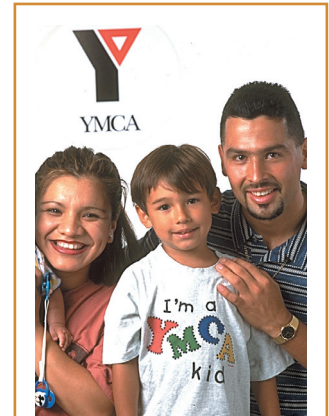
The local YWCA needed cardio equipment upgrades, but the leadership there was hesitant to begin the investigation process. Because of a history of bad experiences, they completely lost faith in fitness equipment salespeople, all of whom had promised too much and delivered too little.

Solution.

My first goal in meeting with the administrator and director was to gain their trust. I was able to do this for three reasons: Precor has a reputation for top quality and consistent support; Hest Fitness has an unsurpassed record of client service; and finally, I described my long-standing commitment to seeing that my clients are taken care of before, during and after the sale. "I'm just down the street," I said. "I'll be here whenever you need me." These three factors convinced the YWCA to choose Hest and Precor rather than the lower quality/ lower cost options.

Results.

We installed Precor C952i treadmills, the 546i ellipticals and the climbers. When an uncharacteristic problem arose, I was there immediately with Precor's technical assistance to handle everything quickly, with no effort on their part. Today, their trust level remains high and they are delighted with their choice.



"I've been recommending Precor since 1989, when Hest Fitness first started. We've grown substantially since then, but I'm still always ready to suggest Precor to my customers."

– Steve Byerly, HEST, Fitness Products, Corpus Christi, TX