



NEWSwheel



Wheels are Turning

Endings and New Beginnings

Another year is drawing to a close, and we find ourselves reflecting and planning for the future. Strongback Mobility has continued to be blessed with a humbling level of opportunity and growth in these challenging times. Through our shared strengths of agility, focus, and passion - we see a brighter future ahead.

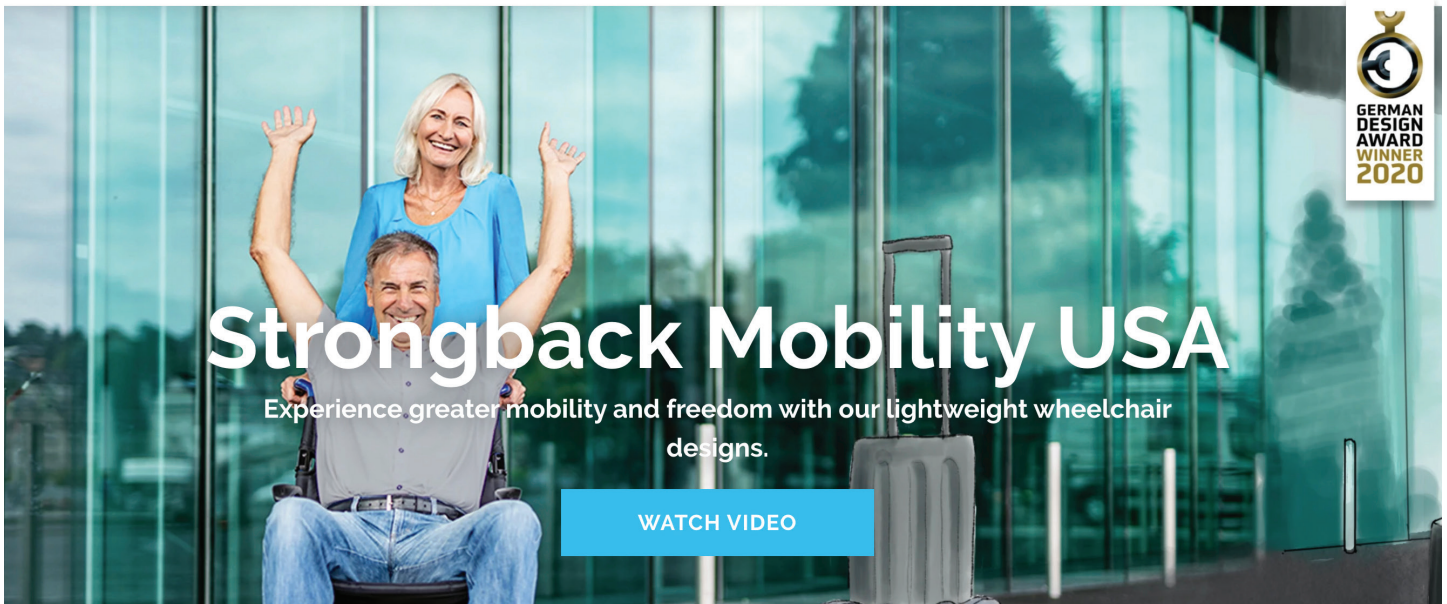
We couldn't be more proud to count you among our customers, partners, and ultimately, friends.

In this spirit, we wish you and your loved ones a reflective and relaxing holiday season. May the coming year bring patience, courage, and fun in trying new things.

All the best and be good to your back!

The Strongback Mobility Team





Strongback Mobility USA

Experience greater mobility and freedom with our lightweight wheelchair designs.

[WATCH VIDEO](#)

New Website - More Opportunity!

We are pleased to announce the launch of our brand new website, [StrongbackMobility.com!](#) After several months of hard work and dedication, we are delighted to officially announce the launch.

Along with the new look, we've added a page dedicated to our B2B business partners and also included a downloads section on our home page. Here you will have access to product images and marketing materials for use on your website and social channels.

We hope you find our new website with a fresh look, easy to access. Our goal is that this portal will be a valuable source of information for you and your customers for years to come.

Wheeling Around

Blog post updates!

Need some help when it comes to directing your customers to the right type of wheelchair? Check out our latest blog post: [The Ultimate Wheelchair Buying Guide](#)

New Product Announcement

This quarter also brings the launch of a new product at Strongback Mobility.

The Wheelchair Travel/Storage Bag (Transport and Wheelchair). This item makes a great companion sell to any wheelchair or transport chair. To add this product to your available product line, reach out to your representative or email us at usaorders@strongbackmobility.com and we will be happy to help!



Above: Travel/Storage Bag



Between the Spokes

Team Recognition

Strong spokes are the foundation of any wheel. Here at Strongback Mobility, we want to recognize those who are important spokes on our team. We would like to introduce you to Joni Moore. Joni's passion and outlook on life make her an outstanding member of our Strongback Mobility sales representative team. Joni supports retail locations in Southern California.

Tell us a little about yourself. Where are you from and what areas do you support?

My name is Joni Moore. I live 30 miles east of Los Angeles and have been in the home care industry longer than I care to admit. I have been a manufacturer's representative for 29 years. The territory I cover for Strongback Mobility is Southern California.

What fuels your passion for selling Strongback Mobility?

I am enthusiastic about the STRONGBACK wheelchair because it is a piece of art. It is a beautiful chair that allows the home care dealer to make a decent profit in a struggling industry while offering the end-user a quality chair for a fair price. The home care supplier does not have to worry about losing the sale to an online retailer because of price discounts. STRONGBACK does not allow selling below MAP pricing.

Do you have any advice for retail stores or other representatives?

The best advice I can suggest is to walk into the prospective dealer with a wheelchair. Hold off on discussing the price until you have shared the details. The first thing I do is ask them to sit in the chair and say, "How would you like to supply an amazingly comfortable chair to your customer and not worry about being undercut by an online retailer."

Next, I showcase the chair and discuss how lightweight the chair is, the ease of popping the wheels off, and how quick folding down the wheelchair is for transport and storage. The second most important suggestion I have is following up after the sale. Between 30 to 60 days, I revisit the dealer to see how things are going and to discuss any pain points. If the wheelchair has not sold, I offer to observe, if the opportunity arises, how the staff reacts when someone comes inquiring to buy a wheelchair. The staff usually heads to the economy chair first. I recommend the staff start with the STRONGBACK wheelchair first and work down to the economy chairs. Always have the customer sit in the STRONGBACK wheelchair. It's like the company motto says - Sitting is Believing! The key is to get the STRONGBACK into as many stores as possible. Several new home care stores open accounts because their competition is selling the STRONGBACK wheelchairs, or their customer came in asking for STRONGBACK. A wheelchair this great finds opportunities.

Deciding on a wheelchair type is not as easy as it sounds. What features of a Strongback Mobility chair help make that a confident decision?

The most important question is to ask is, "Who is the wheelchair for, and who is the caregiver?" I listen for clues that indicate problems and concerns. The STRONGBACK wheelchair is a problem solver. STRONGBACK resolves the problem of back pain from sitting in a wheelchair for any length of time.

Continued...

For the caregiver, the lightweight aspect of the wheelchair provides ease of transporting the chair. For the home care company, they have an opportunity to sell an outstanding wheelchair and make a good profit along with creating happy, returning customers.

What's your favorite thing to do when you are not working.

I love to craft anything, the outdoors, and hanging out with friends and family.

To connect with Joni, please email her at jmoore8296@aol.com.



Joni Moore

jmoore8296@aol.com



Become a Strongback Mobility Retail Dealer

In addition to strong adherence to MAP pricing, we pride ourselves in providing our dealers with these additional benefits:

- A lucrative business model with strong adherence to MAP pricing
- A strong brand presence through our comprehensive marketing support
- A reliable order-to-delivery process
- Assured availability of stock even with small order quantities
- Complaint resolution that is rapid, courteous, and effective

Become part of the Strongback Mobility family!

Call 757-349-7790

or email

usa@strongbackmobility.com

TODAY!

The Squeaky Wheel

Input/Questions/Suggestions

Here's where you get to ask the questions.

- Tell us what you need.
- Share a story.
- How can we better serve you?

Email us at usa@strongbackmobility.com today!

We would love to hear from you!

