

NEWSwheel



Wheels are Turning - Even in Winter!

Year-around advantages of a STRONGBACK Wheelchair

Cold and snowy weather can be deterrents for not leaving the house, especially when you need additional mobility assistance. That's where Strongback Mobility can help. Because our chairs are so light, easy to maneuver, and transport, it opens the doors of opportunity to do more!

For more ideas on how to get out and about during this winter season, check out our latest blog post: <u>Tackling Those Winter Blues with Strongback Mobility.</u>

The HUB

News and information you can use this quarter on The HUB!

If you haven't heard the news, Medtrade East and Medtrade West have combined into ONE SHOW for the foreseeable future. This inaugural show event will take place on March 28-30 in Dallas. Texas!

2023 is gearing up to be an exciting year for Strongback Mobility! New products are on the horizon, and having the ability to showcase them to you LIVE is always a team favorite.

SITTING IS BELIEVING!

The new location of the show has already generated excitement, and the number of exhibitors in attendance has already outpaced last year's shows.

If you are planning to attend, come visit us at Booth 960!





March 28-30, 2023 Kay Bailey Hutchison Convention Center Dallas, TX

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 **Rod Phelps**. Rod has 25 years of experience in the DME market space.

His first-hand knowledge in the industry is a welcomed resource for the STRONGBACK dealer locations he supports.

Tell us a little about yourself and what areas you support.

North Carolina is home for me and also the region that I cover. It's a great place to live and also work.

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

"Sitting is Believing" is the STRONGBACK motto for a reason. Having a wheelchair or transport chair in stock so that

your customers can try one out and compare it with other brands - it sells itself. The back support is amazing.

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

There are many reasons I like selling the STRONGBACK wheelchairs. Being lightweight is one of the main selling points. The ability to transport and fold the chair makes it very easy for the caregiver. The quick-release wheels are simple to use. Ergonomically, it can't be beaten. This feature makes it that much more comfortable.

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

When I am not working, I like to exercise and play sports. You will also find me listening to classic rock and roll. I love it!

In the North Carolina area and looking to add Strongback Mobility's line of wheelchairs and transport chairs to your product line? Here's how you can reach Rod.



Rod Phelps

rodgrns@aol.com

Wheeling Around

Premier Dealer Program

Last quarter, we launched our Premier Dealer program.

The most direct experience with STRONGBACK occurs at the local medical supply retailer level. Strongback Mobility's Premier Dealer program recognizes those retail locations that excel in providing customers with the total STRONGBACK ownership experience.

Premier Dealers receive window stickers along with a BLUE location marker in our Store Finder on StrongbackMobility.com.

You can find the full details here: STRONGBACK Premier Dealer

Interested in becoming a STRONGBACK Premier Dealer?

Reach out to your local sales representative or contact us at usa@strongbackmobility.com today!



Above: Window Sticker and Location Marker





Become part of the Strongback Mobility family!

Call 757-349-7790
or email
usa@strongbackmobility.com
TODAY!

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

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!

