

Complementary Equipment

Versatility is key for business equipment

Thinking about how equipment can fill process gaps and serve up a better customer experience is integral to your success.

Customer Experience

How often do we say that the customer experience is what truly matters?

Companies deliver on that expectation unevenly, but from the largest medical supplies company to the smallest sandwich shop, we either make our customers happy or we probably aren't long for the world of business.

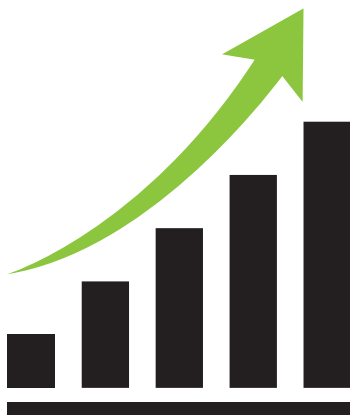
Sometimes, a major part of providing that high-end customer experience is having the equipment on hand to do so. The question is whether the equipment you have is versatile enough to fits your needs and the needs of your customers, and that's the thought we'll ponder together in this eBook.



Not all equipment is created equally

Let's circle back to our small business example from earlier on.

You run Dave's Dagwoods, a sandwich shop and convenience store, and you start out with a deli meat and cheese slicer, refrigeration for drinks and your own stock of supplies, and a cash register. All of this is essential equipment, but in the first weeks you're open, you start to see the gaps and cracks in your customer experience.



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Dozens of people want toasted sandwiches that you can't provide without an oven. Others come in and wish you had ice cream available for dessert. Still others want to pay by card but can't because you don't have a terminal. It doesn't take long for you to see the lost revenue opportunities and minor but real frustrations your customers are having at Dave's, which has long-term implications for your business.

What you need, then, is complementary equipment. This could be anything that fills a gap in your current offerings, like the oven for the sandwich shop or medical equipment that has the versatility to allow you to offer multiple treatments as a medical aesthetician. What you quickly find is that the essential equipment that powers your business is critical for getting off the ground, but growth depends on adding more to fill the varied needs of your customers.

Complementary equipment is the answer.

One-stop shops

The medical industry provides another example that's useful here. Increasingly, especially in the field of medical aesthetics, patients are looking for one-stop shops for treatments they want. If you can't provide everything they're looking for—perhaps laser hair removal, laser skin resurfacing, and more—In a single place, you are set to lose business to practices that do. Even falling short in just one area can cause you to lose patients, and that's an issue that's easily remedied by complementary equipment.

Practices who do make this investment realize obvious benefits in terms of revenue and customer satisfaction, which often go tightly hand-in-hand. But it can also help you attract new customers, something Harvard Business Review contends can be 25 times more expensive than retaining a current one, if someone out there is looking for a broad band of services from a thoughtful provider and you're able to offer it. Your online presence can be terrific, your staff wonderful, and the equipment you do have can solve one or more major needs for a potential customer, but they may never look your way until you have the equipment to solve all their needs.



**REVENUE &
CUSTOMER
SATISFACTION
OFTEN GO
HAND-IN-HAND.**

The bottom line is **simple**:

Your customers are busy and they want what they want, when they want it.

They're not going to readily absorb additional costs, extended deadlines, or the absence of what they want entirely because you don't have the equipment necessary to fill their needs. They're going to go someplace that does.

Sorry, we're into the hard truths portion of our eBook.

Getting ahead of the curve

We're not expecting you to jump out of your chair and go get equipment, but if anything here has resonated for you, chances are you'll be shopping for it sooner than later. If that's the case, here's what you really need to keep in mind.

- ✓ Complementary equipment should address as many needs for your business and customers as possible in one (or two, or three, depending) fell swoops. **Start by jotting down what you offer today and what you'd like or need to offer in the near future and you'll work toward figuring out the correct equipment.**
- ✓ The value you add should outstrip your costs in relatively short order. **Determine what timeline makes sense for you to realize return on investment and define the value of your customers, not just now but for a lifetime.** If you can offer everything they need today by purchasing new equipment, the revenue windfall can obviously be massive, and you'll find it easier to retain those customers in the future.
- ✓ Once you know what equipment makes sense for your business and your customers, it's time to actually purchase it. **This is where it becomes critically important to vet a broker.**



Let's back that one out for a moment:

What does that vetting look like?

Ask your potential broker who they work with, as they should have connections to top vendors and manufacturers to get you the equipment you need. Ask them about terms, rates, and timelines for repayment to ensure you won't be squeezed during that initial time after the purchase when funds may be tight. And above all, try to determine if this is someone you'd feel comfortable working with the new time you have a need for equipment to help you expand your business offerings, because you should only need to go through a comprehensive vetting process once.

Remember, when it comes to equipment you want the right **fit.**

With your equipment, you want to look for complementary solutions that fit the versatile needs of your business and your customers alike. The alternative is not having what you need when you need it, and that's really no alternative at all.

Here to help
you **grow.**

Talk to us today:
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