

# MedOne



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*Med One To One is a Med One Group publication consisting of editorials, a message from our owners and key stakeholders, testimonials, information regarding our solutions, employee spotlights, and more. Four quarterly issues are produced each year. Issues include the most recent and exciting news from Med One.*

MED ONE GROUP SINCE 1991

**TAILORED FINANCIAL AND RENTAL  
SOLUTIONS FOR HEALTHCARE PROVIDERS**

**11**

# FOOTBALL, FAMILY, AND FUN

## A TALE OF TEAMWORK



Written By **Troy Tait**  
SVP Marketing and Technology

**A**t the time of writing this, the Philadelphia Eagles just defeated the Kansas City Chiefs in Super Bowl 59. We had a watch party at my house with family, and it was fun to see how everyone responded to the game. My family members, who were Kansas City fans, did not have much fun. They were a lot more stressed throughout the game and quite miserable, apart from a few brief moments. Those cheering for the Eagles were upbeat and positive, though they still had a little stress because they didn't want to be the team that gave up a big lead.

One of the benefits of being a fan of the Dallas Cowboys is that I get to sit back and have a stress-free time watching because I really didn't care who wins. Unfortunately, I have had stress-free viewings of the Super Bowl for the last 30 years. Regardless of who is playing, one of the things I love the most about football is the teamwork that is required to be successful. I know that can be said about most sports, but I think teamwork is vital in football. Very rarely is one person able to impact a game on their own. Success is usually determined by the effort of many, not one.

With the football season over, I started watching some old family videos. That is always better than anything else on TV. As I was watching, I came across a video of my two youngest – TJ and Kenzie. They are twins and in this video they were about 3 or 4 years old. As I watched, I was amazed at the level of teamwork that they showed – almost to the same level that I had just watched in the football game.

We had a black lab named Lucky. He was a big, strong dog weighing just over 100 pounds. TJ and Kenzie were not quite as big as Lucky—maybe a third of his size. In this clip, they were taking turns trying to “ride” Lucky. I guess they figured he was like a smaller version of a horse. They would take turns climbing on Lucky, grabbing hold of his collar, and then trying to hang on. It was very entertaining to watch, and all three, TJ, Kenzie, and Lucky, were having a great time.

As they progressed, TJ and Kenzie learned that as they worked together, their experience improved. One would try to distract Lucky while the other climbed on. Once one was “in the saddle,” the other would run, and Lucky would chase—creating the ultimate riding experience. This brief ride was exhilarating, and they laughed as they flew off Lucky's back.



Eventually, just running around the yard wasn't challenging enough, so they took it to the next level. One of them would get in Lucky's kennel, and the other would stand outside by the gate. When the person inside was on Lucky's back, the person outside would swing the gate open, and Lucky would take off – much like a bull rider in a rodeo.

Reflecting on these moments, I realize whether it's a high-stakes football game, simple backyard adventure, workplace activities, or any other aspect of our day to day life, the essence of teamwork remains the same and can be a key element to obtaining the success we desire. It's about coming together, supporting one another, and creating memories that last a lifetime. As we move forward, I look forward to more stress-free Super Bowl viewings and countless more family moments that remind me of the joy and importance of working together.

**THE ESSENCE OF TEAMWORK REMAINS THE SAME AND CAN BE A KEY ELEMENT TO OBTAINING THE SUCCESS WE DESIRE. IT'S ABOUT COMING TOGETHER, SUPPORTING ONE ANOTHER, AND CREATING MEMORIES THAT LAST A LIFETIME.**

*The Paradox of Entrenched Success:*

# Embracing Vulnerability for **Lasting Growth**



**2024** stands out as one of the best overall years in Med One's history.

Exceptional performance and final results certainly call for celebration, and we should rightly be high fiving each other! After a solid year, our focus now turns to building on the momentum we've created. As we proceed into 2025, we look to create even greater success by building on the strong foundation we've built.

In my office I have a placard with a quote by George Romney that reads:

**"Nothing is as vulnerable as entrenched success."**

These seven words are to me a constant reminder to not become complacent in success, but to always be forward-thinking and actively prepare for the challenges and threats we face—whether in business or in our personal lives. When we're well-prepared, challenges can become opportunities that propel us to the next level of growth we are seeking.

**“Vulnerability, in this context, is not about weakness or fragility. Rather, it’s about acknowledging that no amount of past success guarantees future security. It also means having courage to question assumptions, to experiment, and take calculated risks in pursuit of continuous growth.”**

“Nothing is as vulnerable as entrenched success.”

At first, the notion that success is vulnerable may seem counterintuitive. After all, success is widely viewed as the ultimate goal for any business. It symbolizes mastery, security, and stability. A

result earned through hard work, innovation, resilience and certainly a measure of good luck. Success is what we strive for, celebrate, and often view as a shield against failure and uncertainty. This sense of security though, can be misleading. Without constant vigilance, the very success we work so hard to attain can unravel all too quickly.

In ancient times, the Babylonian Empire was undeniably powerful and influential, particularly in terms of its contributions to culture, science, and military might. With massive walls and considerable defenses in place, the Babylonians grew accustomed to their dominant position. Their dominance led to hubris, complacency, and failure to adapt to new military strategies and defense preparations. Ultimately, when

Cyrus the Great of Persia invaded, his armies did so by diverting the Euphrates River which ran under the city walls, then entering unnoticed leading to a quick and bloodless conquest.

The fall of Babylon is a prime example of how entrenched success—marked by overconfidence and a lack of responsiveness to external and internal challenges—can lead to an empire’s downfall.

As with Babylon, any sense of invulnerability for a business is a false reality. Success, when it becomes entrenched, can foster a sense of we’ve made it that stifles innovation. When we focus on maintaining our current position, we can become resistant to taking risks, trying new ideas, or exploring new avenues for fear of losing the ground we’ve already won. We then find ourselves simply holding on rather than actively pushing forward.

Success can become a dangerous paradox because it is often seen as the end goal, but the more entrenched it becomes, the more difficult it is to change. Ironically, this resistance to change—the very thing that often comes from a place of wanting to protect success is what makes it increasingly vulnerable. Without adaptability, even the most solid achievements can crumble in the face of unexpected shifts or disruptions and inadvertently set the stage for failure.

So, with this hidden danger called out, what can be done about it?

The answer lies in actually embracing vulnerability as a source of strength rather than allowing it to become a threat.

Vulnerability, in this context, is not about weakness or fragility. Rather, it’s about acknowledging that no amount of past success guarantees future security. It also means having courage to question assumptions,



Fall of Babylon by Cyrus II, 539 BC

to experiment, and take calculated risks in pursuit of continuous growth. It's understanding that the future is unknown, and that adaptability is just as important—if not more so—than past achievements.

One key aspect of embracing vulnerability is fostering a culture of continuous learning. Whether it's through professional development, staying curious about emerging trends, or actively seeking feedback and new perspectives, those who embrace vulnerability are always evolving. They understand that success is not a final destination, but an ongoing journey of growth, reinvention, and self-improvement.

A growth mindset leads to a culture of curiosity and continuous improvement that helps everyone stay engaged in constant innovation.

On a personal level, vulnerability could mean pushing beyond the comfort zone of established expertise or redefining your own concept of success. It could involve seeking new opportunities, learning new skills, or even stepping away from established routines to explore unfamiliar territories. A willingness to remain humble in success and hungry for growth ultimately fuels long-term resilience.

A regular practice of challenging the status quo and evaluating current strategies is also useful. In our various roles we should ask ourselves, and each other, what is working well, and what is not. Are we keeping up with industry trends? Are we meeting and exceeding the needs of our customers? Regular self-assessment and honest reflection are key to preventing stagnation.

“One key aspect of embracing vulnerability is fostering a culture of continuous learning.”



“A growth mindset leads to a culture of curiosity and continuous improvement that helps everyone stay engaged in constant innovation.”

True success, the kind that endures and evolves over time, is built on the ability to remain adaptable and open to change. The most successful individuals and organizations are those who don't shy away from vulnerability but embrace it as a key component of their journey. They understand that success is a dynamic process that requires continual effort, openness to new ideas, and the courage to change direction when needed.

Ultimately, entrenched success becomes most vulnerable when it becomes rigid and stops evolving. By acknowledging vulnerability and choosing to actively engage with it, we open ourselves to the possibility of deeper, more enduring success that pushes well beyond mere survival and creates thriving conditions in an ever-changing world.

The paradox of entrenched success is a reminder that success is not a destination but an ongoing process. To continue thriving, companies must avoid this trap and ensure that they remain agile and innovative. This doesn't mean abandoning the principles that made them successful in the first place; rather, it's about maintaining a delicate balance between preserving what works and embracing the need for constant evolution.

The challenge we all face in this success paradox is staying mindful and vigilant of the tendency to become complacent when we achieve success. While we should rightly celebrate our accomplishments, a best practice for all of us is to always keep pushing forward.



LEASING / RENTAL / SALES / SERVICE

# Sales

## Meet The Sales Team

*Our Sales Team is comprised of experienced professionals for the specific purpose of Making Medical Equipment Available for hospitals and healthcare facilities across the U.S. We also work with the largest equipment manufacturers in the healthcare industry. Our sales reps are experts in equipment finance, rental, and sales.*

**WWW.MEDONEGROUP.COM**

### EQUIPMENT LEASING



**Robb Stevens** President / Chief Executive Officer  
Robb Stevens began his career at Med One in January 2002 as part of the leasing sales group and was appointed as SVP and Director of Equipment Leasing in 2012, and then as COO in 2024. He has been a top contributor to lease originations, vendor development, creating strong relationships with customers, and successfully blending all aspects of the leasing sales process to maximize returns.



**Doug Green** SVP / Director of Corporate Development  
As SVP - Director of Corporate Development, Doug is active in finding and developing new vendors for our leasing division and developing opportunities for rental with new and existing customers, organizations, equipment providers, and manufacturers. He is also looking for additional opportunities in our equipment sales area as well as exploring new markets and revenue-generating capabilities for the company.



**Dal Holman** Vendor Portfolio Manager  
Dal Holman joined Med One in 2019 as part of our equipment leasing team. He graduated from Weber State with a BS in technical service and sales. Dal has 15 years of experience in sales and finance and has worked for companies like Wells Fargo Bank and the Utah Jazz. Dal enjoys developing meaningful relationships and providing solutions to his clients needs.



**Josh Lampropoulos** Regional Sales Director - Leasing  
Josh joined the Med One team in October of 2019 and has worked in almost every aspect of healthcare - from devices to health technology to now leasing. His favorite part about working in the industry is knowing at the end of the day, he is helping someone receive better care because of the equipment and technology Med One has placed in doctors' hands. After work, Josh can be found golfing and fly fishing.



**Carter Allen** SVP / Director of Equipment Leasing  
Carter Allen has been in the financial industry for more than 20 years and has been with Med One Group since 2002. He appreciates the opportunity to provide solutions for hospitals that allow them to gain access to much needed equipment. Carter manages strategic accounts that are essential to Med One's success. His experience with healthcare leasing provides customers with valued solutions.



**Spence Tueller** Vendor Portfolio Manager  
Spence Tueller is a part of the Med One equipment leasing team. He works with and manages some of Med One's top medical equipment manufacturers and vendor partners. He has extensive experience developing custom finance solutions and vendor programs to help our valued customers close more business. Spence graduated from BYU with a degree in health science and business administration.



**Al Mugno** Regional Sales Director  
Al joined Med One in 2017 as part of our equipment finance team. Al graduated from Iona College with a bachelor's degree in business administration, majoring in marketing. Al has worked as a sales executive in the healthcare industry for over 25 years and has an extensive medical device and healthcare IT background. Al enjoys golfing and spending time with his wife and two sons.



**Marianne Angarone** Territory Sales Manager - Leasing  
Marianne Angarone graduated from University of Illinois, Chicago, with a BA in communications before joining Med One in 2024. She joined with over 20 years of experience in capital equipment leasing and financing, focusing on the dental, private practice, and surgical center industries. Marianne enjoys being a part of providing the technologies that are necessary to quality patient care. During her spare time, she enjoys traveling and experiencing other cultures.

### INTERNATIONAL SALES



**Susan Mingle** Director of International Sales  
Susan Mingle joined Med One in 2017 as a Director of International Sales bringing 14 years of medical/capital sales experience, with previous experience at BD and Abbot Labs. Susan has a degree in both education and nursing. Her nursing focus was Neonatal Intensive Care. She is passionate about Georgia football, gymnastics, and enjoys traveling and spending time with her daughter and two grandchildren.

# Sales

## EQUIPMENT RENTAL & SALES



### Brad Johnson SVP General Manager Rental Division

Brad Johnson is the General Manager of the rental division and has been working at Med One Group since 1994. He oversees all equipment purchases and works with senior management in opening new rental locations. Brad graduated from the University of Phoenix with a bachelor's degree in business and accounting. He enjoys playing golf, fishing, hunting, and spending time with his family.



### Skip Horton Territory Sales Manager / Carolinas

Skip Horton joined the Med One Rental Division as a Territory Sales Manager in June 2017. He brings over 30 years of experience in the healthcare industry, with previous experience at Eli Lilly, DuPont, and BD. Skip graduated from East Carolina University with a bachelor's degree in life science. Skip enjoys working skiing, snowboarding, and mountain biking when not helping his customers.



### Lisa Woods Territory Sales Manager / Southern California

Lisa Woods graduated from the University of La Verne with a degree in business accounting. Prior to Med One, she worked in sales and marketing for about 25 years traveling all over the world as an international buyer. Lisa was the Director of Sales and Merchandise overseeing 3 sales divisions before switching industries into the medical equipment rental field. She likes to spend her free time with friends and vacationing.



### Victor Garcia Territory Sales Manager / Southern California

Victor graduated from the University of Southern California in 2015. Before joining Med One, he spent five years working in medical device sales, focusing on orthopedics. Victor enjoys being part of the healthcare industry and being able to facilitate solutions to issues our healthcare professionals face every day. During his time off, he enjoys spending time with his family and being outdoors.



### Jeremy Quick Territory Sales Manager / South Central

Jeremy Quick joined Med One in August 2009 with an extensive background in sales and marketing. He is a graduate of the University of Utah with a degree in healthcare. Jeremy's responsibilities include the rental and sale of medical equipment to hospitals, clinics, nursing schools, EMS companies, and research facilities. He enjoys spending time in the outdoors, including skiing, mountain biking, hiking, golfing, and running, along with watching his favorite sports teams.



## CONTINUED...



### Mike Daniels Regional Sales Manager / West

Mike Daniels has over 30 years of experience in sales and management, marketing a variety of medical equipment from movable medical equipment to specialty support surfaces — both medical equipment rentals and capital sales. During his off time, he enjoys spending time with his family, church, surfing, and any outdoor activity.



### Jay Cantiberos District Sales Manager / Northern California

Jay Cantiberos graduated from the University of Arizona with a bachelor of science degree and an associate degree in respiratory therapy. Jay joined the Med One team in 2019. He brings over 20 years of experience in the medical device industry as well as a clinical background. He enjoys that every day at Med One is new and exciting.



### Kyle Smelser Regional Sales Manager / East

Kyle Smelser joined Med One in 2018. He graduated from Indiana University with a bachelor's degree in finance and brings 10 years of experience in Equipment and Rental Sales. Before Med One, he most recently worked to provide hospitals and surgery centers rental solutions for cataract surgery. Kyle enjoys lifting weights and playing board games.



### David Coulter Territory Sales Manager / Arizona & Nevada

David has nearly 30 years of experience in branch operations and medical equipment/support surface rentals and sales, focusing on superior customer service and solutions to ensure his customers can provide the best outcomes for their patients. David has been married for over 31 years and has one daughter. He enjoys traveling with his family, attending baseball games, and off-road driving adventures.



### Brian Smiley Regional Sales Manager / Central

Brian Smiley has been a part of the Med One team since 1999 and serves as a Regional Sales Manager focused on equipment rental. He received his bachelor's degree in finance from the University of Utah and is also certified on the CareFusion and Smiths Medical equipment that Med One works with. He enjoys spending time with his family and working in his yard and garden.



### Bryan Dabney Territory Sales Manager / Georgia

Bryan Dabney has over 30 years of experience as a respiratory therapist. Bryan was born in California and lived there until advancing his schooling at Ricks College. Bryan finished his schooling at Weber State University and graduated with his bachelor's degree in respiratory therapy. Bryan loves traveling, camping, fishing, and water and snow skiing with his family.



### Garrett Wetsel Territory Sales Manager

In 2023, Garrett joined Med One as a member of the lead gen team before moving to the Rental & Sales division. He has over four years of experience in sales and management and has enjoyed working in this industry. What he finds most fulfilling about working for Med One is the opportunity to provide products that make a difference in patient care. When not at work, Garrett enjoys hunting and being outside.



### Tyler Lawrence Territory Sales Manager

After attending Southern Utah University, Tyler Lawrence joined the Med One Team in March of 2023. With over 9 years of sales experience and 3 years in medical sales, he has a passion for working and communicating with people. He finds solutions and creates value in anything he does. In his spare time, Tyler enjoys sports, hunting, coaching high school basketball, and spending time with family.



### Andres Regalado Territory Sales Manager / Northern California

Andres Regalado attended DeAnza Community College and then began at Med One in April of 2023. He has over eight years of sales experience, with a recent focus in the medical field. Although the industry is relatively new to Andres, he is excited to learn more and gain experience while helping customers obtain the equipment they need. Outside of Med One, his interests include ultra-running, power lifting, and studying nutrition.



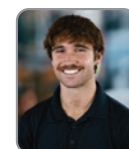
### Tracy Neskoriak Territory Sales Manager

Tracy Neskoriak graduated from Georgia Southern University and has been in medical equipment rentals and sales for over 30 years. His favorite part of working in the industry is knowing that the services we offer make a difference in the quality of patient care in facilities throughout the country. Outside of work, he enjoys golf, duck hunting, gardening, and spending time on his farm.



### Shawna Oliver Territory Sales Manager

Shawna attended Humboldt State University and has over ten years of medical device sales experience as well as a nursing background. Before moving into sales, she worked as a wound nurse at a skilled nursing facility. Her favorite parts of working in the field are finding solutions and building forever relationships. Shawna's hobbies include oil painting, raising chickens, and spending time with family and friends.



### Aidan Francis Territory Sales Manager

Aidan joined Med One in 2023 with over three years of sales and account management experience. He enjoys working in this industry and connecting with a diverse range of people while building meaningful relationships and setting and accomplishing goals. In his spare time, he loves nothing more than rock climbing up a canyon and riding motorcycles.



### Zack Poray Territory Sales Manager / Carolinas

Zack is a graduate of CSU San Bernardino and has been with Med One for over four years. Previously, Zack managed and trained employees in several Med One offices throughout California. As a Territory Sales Manager, he enjoys exceeding customer expectations and easing their chaotic demands. In his spare time, he enjoys carpentry, construction, outdoor activities, and weight lifting.



### Mike Wiltsie Territory Sales Manager

With over fifteen years of experience in sales, Mike Wiltsie joined Med One in 2024. He graduated from San Diego State University in 2007 and has since enjoyed helping customers find solutions that take the burden off of them and their patients. Mike's hobbies include snowboarding, traveling, attending concerts, and spending time at the beach.



### Lauren Pierson Territory Sales Manager

Lauren started working for Med One in July of 2024 as a Territory Sales Manager. Before working at Med One, she worked in software sales as an account manager. Her favorite parts about working in the medical equipment industry are meeting new people and learning about the equipment and how it can help patients. When she's not working, she enjoys hiking, finding new lakes with her dog, trying new local restaurants, and playing board games.



### Stuart Motley Territory Sales Manager

Stuart joined the Med One team in July of 2024. Prior to working with Med One, he worked in surgical sales, as well as software sales to help hospitals manage their electronic medical records to automate workflows. His favorite parts about working at Med One are meeting new people each day and solving problems to help improve patients' lives. Outside of Med One, his hobbies include hiking, camping, exercising, reading, and exploring new places.

Written By **Sheri Thomas**  
Board of Directors



# EMBRACING CHANGE

## A JOURNEY OF GROWTH AND OPPORTUNITY

**W**hen people ask me where I am from, I always hesitate. My dad was a colonel in the Air Force, and our family moved every three years. I lived in Asia, Europe, and across the United States, from the west coast to the east. With each move, the change was heartbreaking and exciting at the same time. Saying goodbye to close friends was painful, and the uncertainty of making new ones was daunting. The idea of calling one place home and growing up with the same familiar faces seemed so foreign yet appealing. I often felt I was “missing out.”

“GENIUS IS 1% INSPIRATION AND 99% PERSPIRATION.”

Years later, as an adult, I was able to look back and see the benefits of all this change. I learned to adapt quickly and make friends easily with people from diverse backgrounds, and beliefs. With each move I learned about the history and the culture of the new area in more ways than I would have just as a tourist. In some places, I even learned a foreign language. While I once complained about having to move so often, I recently sat with my aging father and thanked him for showing me the world. Looking back, I came to appreciate how much all that change shaped me for the better.

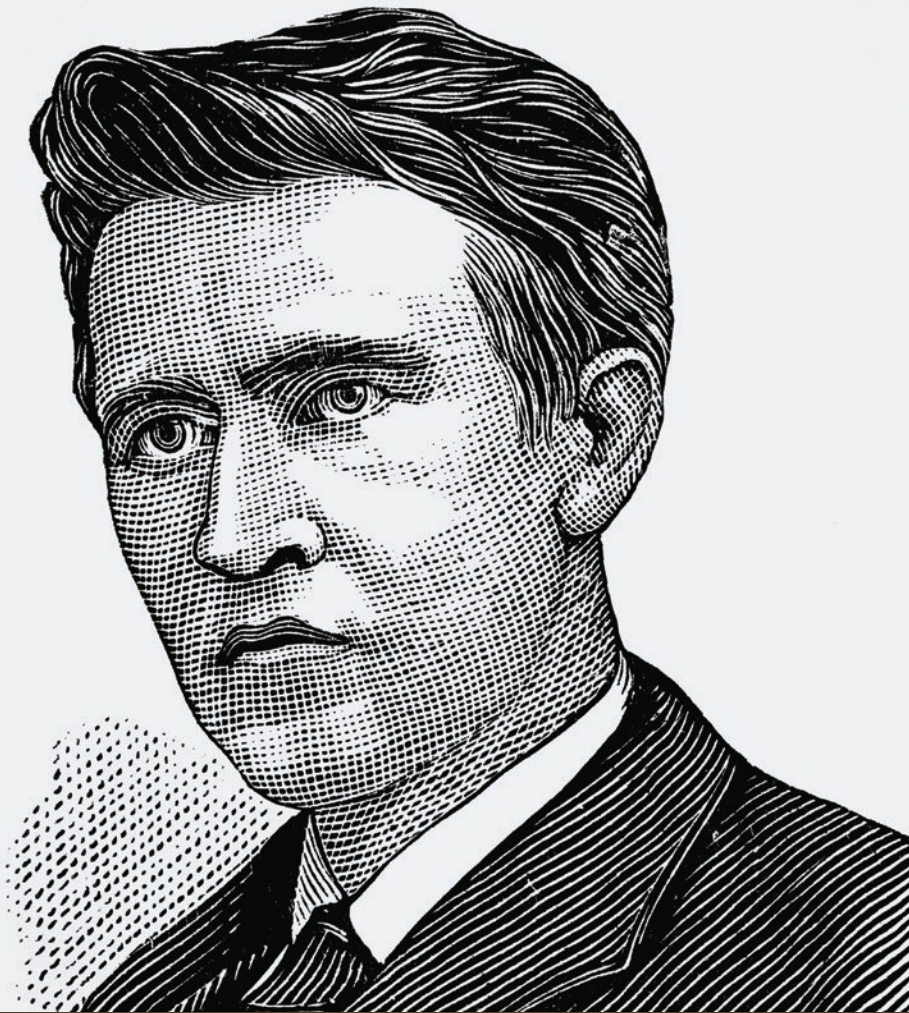
As I reflect on this past year for Med One, the word “change” stands out. The company has navigated significant change that facilitated extraordinary growth and success. Charles Darwin once said, “It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.” This sentiment holds true for individuals and businesses alike.

One of the most notable changes at Med One has been the appointment of new leadership. As a board member, I had a front row seat to this change and witnessed its effectiveness. While these leaders may have faced challenges, their impact has been invaluable. They bring a fresh energy and perspective in support of the company’s goals. Each one also embodies a unique blend of skills and vision strengthening the company’s position for the future. Med One is in good hands!

On a broader scale, the past year has brought significant economic changes including a rebound from the pandemic lows, strong job growth, rising inflation, supply chain disruptions and a gradual shift toward stability. Through all this change, Med One has not only weathered the storm but thrived, emerging stronger and more resilient.

An inspirational story of change in history comes from Thomas Edison, the man who revolutionized the world with his inventions including the light bulb. His journey teaches us the power of persistence and innovation. He believed positive change was possible despite setbacks, “I have not failed. I’ve just found 10,000 ways that won’t work.” Edison’s example of relentless effort was summed up in another famous quote, **“Genius is 1% inspiration and 99% perspiration.”**

Like Edison, we too can view change as an opportunity rather than an obstacle. The future will undoubtedly bring more shifts, but instead of fearing them, we should embrace them. One day, we will look back and realize that change led us to a world of success. Perhaps our guiding principle can be best captured by John D. Rockefeller, “Don’t be afraid to give up the good to go for the great.” Let us resolve to move forward with confidence, embracing change as the catalyst for something even greater.



IT IS NOT THE STRONGEST OF THE SPECIES THAT SURVIVE, NOR THE MOST INTELLIGENT, BUT THE ONE MOST RESPONSIVE TO CHANGE.







# EMPLOYEE

ARTHUR  
DAVIS

WAREHOUSE MANAGER



I came to Med One 2 years ago and I love the atmosphere. Being part of an industry that bridges the gap between technology and patient care is fulfilling. Knowing that our daily contributions help healthcare providers deliver better care is a powerful motivator.

I was born and raised in the vibrant heart of Sanford, Florida, where life was always simple but full of energy, largely thanks to my amazing family. Growing up with my sister and brother in a single parent home, and countless cousins around me, I learned early on the value of resilience, community, and endless support.

After high school, I joined the United States Marine Corps, an experience that shaped me into the person I am today. Serving in the 1st Battalion 6th Marines unit and as part of the 22nd Marine Expeditionary Unit, I proudly earned my stripes as a two-time combat veteran during both Operation Iraqi Freedom and Operation Enduring Freedom. It was challenging, rewarding, and deeply transformative.

Now, when it comes to hobbies, I'm the "World's Best Kayak Fisher" of Sanford, Florida, or so I like to say! Whether gliding through Florida's waters or battling nature's elements for the catch

of the day, kayak fishing has become an exhilarating blend of adventure and peace. It's my escape and connection to nature's grandeur in one swoop. Additionally, my prowess extends from the water to the flame. I hold the esteemed title of Sanford's undisputed grill master! Whether whipping up succulent barbecue or organizing epic cookouts for family and friends, you can catch me on the grill!

I discovered a new passion that reignited a spark within me—exotic animals. I took up breeding as a hobby, specializing in pythons, tarantulas, scorpions, and large monitors. There's something satisfying about caring for these unique creatures and sharing my enthusiasm with fellow enthusiasts. Fitness is another cornerstone of my life. I am a self-proclaimed gym rat, love competitions, and continuously push myself to new limits. Whether it's through weightlifting or cardio challenges, I'm always up for a chance to test my boundaries and exceed them.

When I'm not surrounded by reptiles or burning off energy at the gym, you'll find me at home, where I truly love to be. Family means everything to me, and I relish in every opportunity to engage in playful antics and lighthearted "aggravation" with those closest to me.

“

LIFE'S BEEN QUITE THE ADVENTURE SO FAR, FROM THE BUSY STREETS OF SANFORD TO BATTLE ZONES FAR AWAY, AND EVERYWHERE I GO, I CARRY WITH ME THE SPIRIT OF CAMARADERIE AND PASSION FOR LIFE THAT MY BEGINNINGS GIFTED ME, EMBRACING EVERY NEW DAY WITH A FISHING POLE IN ONE HAND AND A SPATULA IN THE OTHER!

”

# SPOT- LIGHTS

STUART  
MOTLEY

TERRITORY SALES MANAGER



I was born and raised in Greensboro, North Carolina. My parents have been married for 55 years. I have three brothers, (I am the youngest of them). All my family still lives in the Southeast. I attended and graduated from the University of North Carolina at Wilmington. I majored in Psychology.

I enjoy hiking and try to camp as much as possible I like spending time with friends and trying new restaurants. I also enjoy exercising and staying active.

In my sparetime, I like to read, watch movies, take day trips on the weekends, go to sporting events and concerts, and play soccer.

I am a Territory Sales Manager for Med One in Northern California. I enjoy the process of meeting new customers and getting equipment into the hands of healthcare professionals that can help assist in making sick people well.



# CYDNEE JOHNSON

RECEPTIONIST

I was born and raised in Sandy, Utah, where I live now with my husband, my mom, and our three dogs. I graduated from Hillcrest High School and Utah Career College, then attended Kaplan University online and earned a bachelor's degree in nutrition science. I have also lived in Pinedale, Wyoming, where I was a middle school secretary for many years.

We have a bunch of kids and grandkids and some chickens that we sometimes pretend are ours. Most days you will likely find me in the kitchen trying a new recipe or in the sewing room upcycling a pair of old cargo pants, altering a dance costume or making a quilt. I might be hanging with my hubby in the yard, painting rocks with the grandkids, or on the sofa with all the dogs (binge watching the news). I am learning to handweave "visible mending" patches and am practicing sashiko - a traditional Japanese stitching method used to repair and strengthen fabric while exemplifying the beauty in the incomplete and imperfect. I also think I could probably whittle a stick into a pretty cute little gnome one of these days. In the future I'd like to volunteer at a pet rescue farm or be a teacher at an art camp for kids where I would teach improvisational home ec, mixed media art techniques, and hopefully some basic common sense and gratitude.



Fun things I like to do: play with clay, paint, or glue, read anything about US history, imagine I am winning on Jeopardy, scroll Google maps, thrift shop, sing along to old hymns and/or classic rock, daydream of having my own boutique, make Christmas ornaments in June, go camping, try to fish, recite all 50 states in alphabetical order and the pre-amble to the constitution. Although I am a homebody, I do enjoy traveling and have been to Mexico, Europe, South Africa, and have driven across our beautiful country twice.

I have worked part time for Med One as a receptionist in the Sandy office for one year. I enjoy the friendly and upbeat atmosphere and admire my co-workers for their work ethic and their courageous commitment to our core values and goals. We have a fun staff here and someone is always doing something that makes me smile. I also work and volunteer part time at Cedarwood Senior Living of Sandy serving breakfast to seniors and spending time visiting with them as often as I can.

“  
WHAT I AM MOST GRATEFUL FOR AND INSPIRED BY IN LIFE: FAMILY, PETS, FRIENDS, NATURE, MUSIC, ART, FREEDOM, EXPRESSION, CREATIVITY, LEARNING... AND SNACKS!  
”



# JAKE SHORT

REGIONAL OPERATIONS MANAGER

Hi, I'm Jake! I am a Regional Operation Manager who oversees the Salt Lake, Denver, and Phoenix offices. This is my third year at Med One, but I have been in the medical equipment field for 15 years.

I was born in Sandy, Utah and am still here. I have a wife, 3 kids, and a dog that like to keep me busy. We love to play games, do projects, go on adventures, and check out cool places in our camping trailer.

I am a lover of the outdoors, this introvert thrives in nature, whether I'm camping, boating, river rafting, hiking, or exploring new places. Some people consider me a fish as I love to be in the water whether it is swimming, water skiing or kayaking. People beg to be on the boat when I am driving because I know how to make it fun!

As the sixth of seven kids, I learned the value of hard work. My dad always took time to teach me and my brothers how



“  
AS THE SIXTH OF SEVEN KIDS, I LEARNED THE VALUE OF HARD WORK. MY DAD ALWAYS TOOK TIME TO TEACH ME AND MY BROTHERS HOW TO BUILD AND FIX THINGS. I GAINED SKILLS IN CONSTRUCTION AND WORKMANSHIP, WHICH HAVE MADE ME QUITE THE HANDYMAN.  
”

to build and fix things. I gained skills in construction and workmanship, which have made me quite the handyman. I have been able to fix and build a few things in my own house! I may or may not have OCD, but my need for organization and precision has helped me in all parts of my life. In my current position, I was able to assist in writing new processes for Med One and curating an inventory system.

Though I may be more reserved, I enjoy traveling with my wife. She does a great job at planning and making sure we get the most out of our trip. We have created some unforgettable memories in places like Italy, Alaska, Hawaii, and Costa Rica. My dream destinations include Israel and Germany - places that inspire my curiosity for history and culture. Sometimes, we take the kids, and I love to watch them make sense of the world around them and have fun!





MEDICAL EQUIPMENT / FINANCING / SALES / SERVICE

Med One Group exists for the sole purpose of making needed medical equipment available to the healthcare industry. Med One's expertise ensures each customer receives the very best option for them. Med One Group offers exceptional customer service while operating with integrity. Our three pillars include Creativity, Simplicity, and Responsiveness and are guiding principles in helping our customers achieve positive patient outcomes.

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**33+** Years in Business

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**5,000+** Healthcare Customers (all time)

**\$1.2+ Billion** in Leasing (last 10 years)

**50,000+** Units of Rental Equipment

**\$100+ Million** of Rental Revenue (since 2015)

**100,000+** Deliveries and Pickups (since 2015)

**100+** Vendor Finance Partners

**30+** Field and In-House Sales Reps

### SAN JOSE, CA

2365 Paragon Drive, Ste F & G  
San Jose, CA 95131

### CORONA, CA

210 Lewis Court  
Corona, CA 92882

### LA MIRADA, CA

13955 Valley View Ave.  
La Mirada, CA 90638

### SACRAMENTO, CA

4045 N Freeway Blvd.  
Sacramento, CA 95834

### FRESNO, CA

453 W. Bedford Ave.  
Fresno, Ave. Fresno, CA. 93711

### HAYWARD, CA

1766 Sabre Street  
Hayward, CA 94545

### BURBANK, CA

2521 North Ontario Street  
Burbank, CA 91504

### EL CAJON, CA

1027 N. Marshall Ave  
El Cajon, CA 92020

### SANFORD, FL

576 Monroe Rd., Ste 1336  
Sanford, FL 32771

### FT. LAUDERDALE, FL

6600 NW 12th Ave. #214  
Fort Lauderdale, FL 33309

### TEMPE, AZ

3120 S. Potter Drive, Suite 2  
Tempe, AZ 85282

### WOODSTOCK, GA

105 Smokehill Lane, Suite 100  
Woodstock, GA 30188

### AURORA, CO

3449 Chambers Road, Suite D  
Aurora, CO 80011

### RALEIGH, NC

3811 Tarheel Drive, Suite 109  
Raleigh, NC 27609

### SANDY, UT (Corporate)

10712 South 1300 East  
Sandy, UT 84094

# JOY IN THE JOURNEY



Written By **Kyle Winther**  
Senior Underwriter

*Each day is a new adventure.  
Despite the often mundane  
nature of our daily routines,  
if we make the conscious  
decision to be happy, we can  
find a great amount of Joy  
in the Journey! I promise.*

Several years ago, when I was a young father, working full time, and finishing graduate school, I remember longing for happier times. At the time, it seemed to me as though happiness had to be delayed while I slugged my way through that part of my life. Many times, I would say to myself or others that, “As soon as I finish school, then I can be happy.” Then I would say, “As soon as I get a good job, then I can be happy.” Sometime later, that statement would be followed up by something like, “As soon as I get a good raise and start earning better money, then I can be happy.” For me, the cycle continued, one “barrier to happiness” quickly being replaced by another.

Have you ever said to yourself, “I will be happy when...(fill in the blank)?” If so, stick with me for a few minutes.

Over time, it became apparent to me that happiness doesn’t work that way.

It took me many years, but gradually, I was able to realize that if I wanted to be happy, I had to be happy regardless of the situation that I was in. No matter what we pursue in life, we will always have challenges. And if we allow them to, we will find ourselves continuously kicking the proverbial happiness can down the road to some future elusive better time.

A religious leader whom I have great respect for made the following statement which has had a tremendous impact on me:

“So often we get caught up in the illusion that there is something just beyond our reach that would bring us happiness: a better family situation, a better financial situation, or the end of a challenging trial. We shouldn’t wait to be happy until we reach some future point, only to discover that happiness was already available—all the time! Life is not meant to be appreciated only in retrospect.”

## WHAT WOULD HAPPEN IF WE SPENT MORE TIME DEVELOPING OUR OWN TALENTS INSTEAD OF WATCHING OTHERS DEVELOP THEIRS?

Now don’t get me wrong. It’s not that I float though life continuously humming and singing, because I don’t. But I can tell you that my perspective has changed, and it continues to change each and every day.

I remember listening to a motivational speaker once where the question was presented: “What would happen if we spent more time developing our own talents instead of watching others develop theirs?”

That thought-provoking question eventually led me to try something that I had always thought about doing someday. For many years, I had casually enjoyed Bluegrass music, and in particular, the banjo. Now, I am anything but a musician, trust me on that. Growing up, I never learned to play an instrument, nor did I ever learn to read music.

About eight years ago, I went online and found a beginning banjo class being taught through a local Community Education program. I signed up for it. I bought me an inexpensive banjo on Amazon (I love Amazon!), and I went to class. At the class, I became friends with my instructor, and since that time, I have taken multiple classes from him, over several years. I eventually even bought a much nicer banjo from him, thinking that I deserved a better instrument.

I am not proficient at the banjo by any measure. But playing it has become an important part of my day. Instead of sleeping in and watching television before work, I get up early, I take my dog for a walk, I go for a run, and then I practice my banjo. It is amazing how much that simple routine has impacted the way I feel each day. I only wish I had discovered that earlier!

My experience with the banjo gave me greater personal confidence. It also gave me more motivation. That motivation has led me to be more curious about things, and I find that I really enjoy learning new things. Which brings me to my latest new hobby—beekeeping.

I have become fascinated by bees. A relative of mine once told me that if bees ceased to exist, humans would cease to exist. Whether that is entirely true or not, I honestly don't know. But a few weeks ago, a friend of mine asked me if I would have any interest in his used beekeeping equipment. Perfect timing!

I have checked out the local regulations, and I have found that I can keep bees in my yard (I do need a license). So I started reaching out to others to learn more about beekeeping. It is amazing how many people know about beekeeping! Once again, I got on Amazon, and I ordered me the “Beekeeping for Dummies” book. I was told that it would be an excellent resource. There are also literally thousands of hours of YouTube videos talking about the amazing process of beekeeping.

I ordered 3 lbs. of bees complete with the queen! Fresh honey later coming this year!

In addition to developing talents and hobbies, I have found a few other guiding principles, which when I apply them, they help me to be happier each day. A few of those principles that I highly recommend are the following:

*Stay curious*

*Stay connected or reconnect with friends and family*

*Don't intentionally waste time*

*Volunteer some of your time*

*Take care of yourself physically, spiritually, and emotionally*

*Have no regrets*

Each day is a new adventure. Despite the often mundane nature of our daily routines, if we make the conscious decision to be happy, we can find a great amount of Joy in the Journey! I promise.

*Stay curious*

*Stay connected or reconnect with friends and family*

*Don't intentionally waste time*

*Volunteer some of your time*

*Take care of yourself physically, spiritually, and emotionally*

*Have no regrets*



C

## CREATIVITY\*

Doing one thing very well - “whatever it takes”



O

## OBSERVANT LISTENING

A unique philosophy - what does our customer really need?



U

## UNITED TEAMWORK

It takes all of us to make a happy customer



R

## RESPONSIVENESS\*

Unprecedented service builds customer loyalty



A

## ABOVE & BEYOND

Taking pride in going the extra mile



G

## GENUINE RELATIONSHIPS

A huge secret to getting repeat business



E

## EVERYDAY — DO IT RIGHT

The first time, and every time



O

## OUTSTANDING INTEGRITY

The principle upon which Med One was built



U

## UNIQUE PATIENCE

Perseverance — we will never give up



S

## SIMPLICITY\*

Making it easy for a customer to do business with us



L

## LEARNING & GROWING

Learn, grow, and understand the evolving needs of our customers



Y

## YOU'RE THE DIFFERENCE

The Med One Way does not happen without you

# DISTRACTED DRIVING

## SCAN FOR AND OBSERVE TRAFFIC SIGNS



Written By **Cayden Love**  
Help Desk Technician

**D**riving—getting behind the wheel and hitting the road is what most of us in America do on the regular. More precisely, in 2022, 94.5% of US residents over the age of 16 drove occasionally at minimum, which is roughly 255 million drivers on the roads. With such a large driving population, the unfortunate reality is that accidents are bound to happen, but there are ways to make sure that we don't become the unlucky individual that causes an accident.

By now, I'm sure that you have been hounded to death about cell phone use while driving, and for good reason. Cell phone use while driving is certainly dangerous, and it is usually at the forefront of many driver safety courses and websites drilling in that information into our brains. Because of this, it appears that some other key issues have been a little overshadowed. One of these overlooked issues in fact causes even more accidents than texting while driving. This culprit I would like to bring to your attention is daydreaming.

Becoming lost in thought is an easy and entirely human thing to do. There always seems to be something to worry about. Whether it be something such as what you will be cooking for dinner that night, or perhaps even thinking about that thing you

absolutely didn't forget to do at work...though still running through the mental checklist of what you did that day just to be sure. Whatever train of thought is currently rolling through your head, it is easy to become absorbed in it and pay less attention to what is going on around you. It is no different while you are behind the wheel.

To put this claim into perspective, a study in 2022 concluded that *roughly 8% of all fatal car accidents are classified as "distracted driving"*. Of that 8%, a staggering 63% of those accidents were caused by daydreaming; the second highest cause of accidents in that category was cell phone use at only 12%. Recalling personal driver training and public safety announcements that I have seen, it's clear that warnings about cell use vastly outweigh the reminders about daydreaming while driving.

With daydreaming being such a significant contributor to accidents, you might be wondering: how can we reduce our risk of drifting off mentally while driving? Fortunately, there are several strategies.

There is more than one good way to limit daydreaming while behind the wheel. One of which way is to scan for and observe traffic signs. By design, traffic signs are not meant to be studied for long; they offer quick and accurate information that is entirely understood with just a glance. This was achieved by the efforts of Theodore Forbes in 1948. Forbes designed the font called "Highway Gothic" with the sole purpose of creating road signs that could be read at high speeds during any time of the day as well as in any weather.

With how quickly road signs can be read and processed, they make for perfect markers to keep your eyes scanning over the whole road and your brain focused on the task of driving.



# COURAGEOUSLY CAMPAIGN

- C CREATIVITY
- O OBSERVANT LISTENING
- U UNITED TEAMWORK
- R RESPONSIVENESS
- A ABOVE & BEYOND
- G GENUINE RELATIONSHIPS
- E EVERY DAY – DO IT RIGHT
- O OUTSTANDING INTEGRITY
- U UNIQUE PATIENCE
- S SIMPLICITY
- L LEARNING & GROWING
- Y YOU’RE THE DIFFERENCE

This year, we launched our **COURAGEOUSLY CAMPAIGN**. Embedded in and through THE MED ONE WAY is the word **COURAGEOUS**—an acronym containing the words and values that drive us everyday.

As the year progresses, we emphasize a specific word that acts as our Med One value to focus on that month. So far, we have spent time recognizing examples of Creativity, Observant Listening, and United Teamwork. Here are a few stories we are thrilled to share.

We are excited to continue the year acknowledging our team members and the ways they embrace The Med One Way.



**DENECE COLEMAN**  
FRONT DESK RECEPTIONIST

DeNece loves to use her creative talents to make a more uplifting environment for our staff and employees here. She tells me about her plans on how she is going to make a holiday celebration here at work a way to celebrate employees and let them know how important they all are. It shows how much this company and the people that work here mean to her. She makes things from the heart for us, and she finds so much joy in doing so. Her decorations and delicious treats she makes all come from a very creative heart!

**ANTHONY DIAZ**  
DELIVERY DRIVER

Anthony Diaz does an amazing job working with our customers as he delivers and picks up equipment. He delivered a bed and mattress recently and a day or two later the customer called and left a message that the mattress was not working...They called the customer back and found out it wasn't the mattress they had just delivered. Anthony and Juan went up and helped the customer solve his problem with another mattress. The ability of Anthony and Juan to go to the facility and listen to the concerns of our customer and their ability to help them goes a long way in making Med One the BEST!

**HECTOR TORRES & KEVIN HUMPHREY**  
BIOMED REPAIR TECHNICIAN

Hector and Kevin took the initiative to visit a machine shop where they collaborated to secure and work on the parts needed to repair a unit. But they didn't stop there! Understanding the importance of mobility for unit functionality, they ingeniously designed and constructed a custom bracket for the wheels.

**DANIEL MORENO**  
OPERATIONS MANAGER

Daniel is a great leader in time of crisis with fires in his area. He creatively leads his team and his drivers that are delivering equipment and being very creative to get the equipment around these fires to help save lives. People we have are amazing! He and his team have found solutions around road closures and continued to make deliveries and adapt as emergency orders occur.

**SCOTT SIMMONS**  
RENTAL DIVISION BUSINESS MGR

Through hard work, Scott consistently leads by example, putting in the time and effort necessary to create a positive impact for his team. Scott takes action on what he learns through listening. He doesn't just acknowledge concerns—he actively works toward solutions, making meaningful improvements and ensuring that those he serves see real results... Scott Simmons embodies the true spirit of Observant Listening, making meaningful connections, fostering collaboration, and inspiring those around him with his dedication, character, and commitment to making a difference.

**SOPHIA WALSTON**  
OPERATIONS SERVICE SPECIALIST

If there's anyone in this company that exemplifies the qualities of being an observant listener, she's the one that easily comes to mind with everything she does on a daily basis. From providing exceptional customer service when answering phone calls every day from all of our accounts to making sure the warehouse is moving along with all of our needs, with office supplies and goodies for our breakroom.



# TRAVEL SMART THIS SUMMER

Written By **LuLu Mecham**  
Senior Marketing Specialist



Soon, my husband and I will be going on a trip out of the country for the first time in several years. We used to be avid travelers, but with the pandemic, it definitely slowed down for us. Now that we are back in travel-mode, I find myself remembering some of the adventures we went on and how to best execute a fun and worthwhile trip while avoiding any big travel blunders.

As the summer approaches, I know more people will be planning trips, whether domestic or international, and we all need reminders on how to make the prep and actual vacation as seamless as possible. While I'm no expert, I have a couple tips that should help you out when planning your next adventure.

## FLIGHTS & BUDGETING

The best tip here is to plan ahead. I like to have rough travel dates chosen and a few options for where I'd like to go. When that's decided, I set up price tracking on Google flights for those places and my desired travel window. You will get emails with available flights when prices are low, and it can save you a lot of money—especially if your dates are more flexible. I also think it's a good idea, if available, to choose an airline that has a hub at your closest airport and consider becoming a member of their frequent flyer program or becoming a cardholder. If you travel often, the rewards are worth associated fees.

If you are a Costco or Sam's Club member, you could also check for discounted vacation packages or save money if your membership covers certain attractions or activities where you are traveling.

## PACKING

When traveling internationally or to smaller or more rural places, it may be smarter to pack lighter. I was once stuck dragging luggage on a tiny dirt road in pastoral Switzerland, and I would advise against it. Even the cows judged me. Remember to check where you are going (you could even find walkthroughs of your destination on YouTube) and think about how you will get your bags where they need to go.

As far as what to pack, I have a packing checklist that I've made throughout the years and categorize items so I can easily find them in my bag. It will depend entirely on your needs, but some things that are often forgotten or overlooked are really good walking shoes that have been broken in, weather appropriate layers, correct adapters for foreign outlets, downloaded maps and translators in case you lose service or WiFi, an international phone plan if needed, copies of tickets for public transportation or other reservations, and a small first aid kit with common over-the-counter medications.

## HEMOCARE & SAFETY

If you are leaving your home for an extended amount of time, make sure you give a trusted person a key in case of emergency. This is especially important if you have children or pets staying back. If you don't have a lot of family in

the area, it's vital to find neighbors, vetted sitters, or bring in trusted family members to take care of children or pets, water any plants or gardens, and do check ins. Even if your house will be empty, it would be worth it to find people or neighbors you trust, so you can rest easy on the trip you took so much time and effort planning.

While you are traveling, be sure to always be aware of your surroundings. It's much easier to become a target in a place you are unfamiliar with. Be sure to use locks, safes, and any other safety measures that are offered to you. Research if there are any areas you should avoid and remember there is safety in numbers!

Before you leave, consider providing a copy of your travel documents to a family member or trusted person in case of loss, theft, or damage. It's also generally a good idea to let people know your whereabouts and location.

There are so many other tips for traveling, and I encourage you to do some research on your specific destinations, but this is a good start. Just remember to be smart, respect new places and

“ ENJOY THE  
ADVENTURE  
YOU ARE ON.

cultures, and enjoy the adventure you are on. Traveling is an amazing way to not only have fun, but to gain perspective and appreciation for all of the unique and beautiful places in the world. I hope you get to go to new places this summer and that you have happy travels!

# IDENTIFYING PAIN POINTS

EARLY STEPS IN SALES DISCOVERY



Written By **Ibby Smith-Stoffer**  
IDN & Health Systems Administrator

Identifying your customers' pain points is something every person in sales has had drilled into them throughout their career. We look for the symptoms and diagnose the cause and hopefully we can offer relief. But, do you know that there are four primary types of pain businesses are trying to solve? Regardless of the product or service the customer provides, they will at one time or another likely experience one or more types of pain.

Customer pain points are specific problems that your prospective or existing customers are currently experiencing. Pain points are essentially problems that your prospect has, such as frustrations, obstacles, threats, and inefficiencies, that limit their growth or success in some way.

It is wise to look deeper and categorize the type of pain to determine if you have a solution that can help them eliminate or at least minimize the pain. Strategic initiatives will often be driven by these various pain types.

## PROCESS PAIN

Customer has issues with their business systems or processes that are restricting them from achieving their desired outcomes. It could be attracting new business, interactions between systems, the ability to have what they need when they need it, or a myriad of similar concerns.

## PRODUCTIVITY PAIN

Customers, like most salespeople, see time as money. Their existing equipment and systems are not efficient or do not optimize their processes. This could be equipment failures, interaction of systems, or even workforce or supply chain shortages or other areas that are taking time away from their primary business initiatives.

## SUPPORT ...OR LACK OF

This one comes both before and after the sale itself. If the customer feels that their current product or services supplier's attention to their issues and needs are not meeting promises, they are often willing to change providers. In fact, studies show that up to 80% of the customers who have a bad experience with a supplier, either before or after the sale, support will change.

## FINANCIAL PAIN

For sales, this can be interpreted as not having or wanting to spend the money for the recommended solution. However, in the customers' world, the financial pain can come if they feel they are overpaying, or that the product or service is too expensive for the same relative value your competitor is offering. What benefit do they receive by choosing your solution?

Knowing the need of your customer includes asking questions around each category of pain using a series of questions throughout the sales and buying process.

Here are some example questions that can help identify the needs and build a strong relationship that is centered on solving the customers' needs and simultaneously leading to a potential sale.

### CURRENT SITUATION:

"What challenges are you facing?"

"What have you tried to overcome those challenges? Did it work? For how long?"

"How does your boss see these issues?"

"If you could change one thing, what would that be? Why did you choose that?"

"What are your short-term and long-term goals?"

"What would success look like? What's the ideal outcome?"

### CHANGING TECHNOLOGY OR SERVICE PROVIDERS:

"What are your buying and success criteria?"

"How does your company evaluate the potential of new products or services?"

"Where would you put the emphasis regarding price, quality, and service?"

"What is the timing that you think it would take to make a change?"

CUSTOMER PAIN POINTS ARE SPECIFIC PROBLEMS THAT YOUR PROSPECTIVE OR EXISTING CUSTOMERS ARE CURRENTLY EXPERIENCING



These are among the many questions one might ask depending on the need you have already uncovered. You can research questions regarding each category for a more definitive list of questions.

While the questions will provide added insights, the act of actually listening, asking for clarification, and demonstrating your desire to help the customer solve their problems as much, if not more, than you wish to make a sale is critical.

If through your discovery and diagnosis, if you cannot help to solve the issue, concern, or need it is imperative that you be honest and tell them that and why you can not help. You never know if in the future you can help, and honesty helps the customer trust and respect you.

Your honesty leaves the door open to working with you in the future and leaves the customer reflecting on your integrity and wanting to find a way to work together in the future.

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