



Connecting our Bodypoint® community to strengthen your position®

May 2015

BP News

Dear Bodypoint Partners,

In April, I learned about the power of speaking up, personally, locally and nationally. If I want something to change, I need to take action, because others may not. On April 23, Bodypoint lobbied U.S. Congress among other manufacturers and advocates to pass a bill that will guarantee access to modern technology for wheelchair users. The legislators who heard from their constituents were well-informed. However, no one told the story quite like the wheelchair users themselves.

We know you work hard to protect the rights of wheelchair users in your markets.

Thank you from Bodypoint for this important work.

Nicole Muehlenhaus, Director of Marketing and U.S. Sales

Product News

“Bodypoint is expensive!”

Have you heard this or perhaps thought this yourself? If so, consider how your customer is buying. For example, does the customer really need a FrameSaver™ Clamp? If not, simply by changing their buying habit from -A1 attachment option to the -B1 option, the customer saves 2.50 USD off the dealer price on each Bodypoint belt. In fact, we often see the FrameSaver™ Clamps end up in warehouse storage bins.

Our competitive analysis shows that the price of -B1 belts is comparable to other products on the market. If this is not true, [we need to hear from you.](#)

Why Positioning Matters



Measure twice, fit once

Luke arrived at Bodypoint wearing a competitor's chest support that was too big. Slumped over in his wheelchair, you could slide your hand in between his chest and the support. Luke's family (and the wheelchair technicians) tried to tighten it, but because of the buckle and pull placement, the upper and lower straps were not adjustable. They were as tight as they could go.

After a mat assessment, Luke's seat depth and back height were adjusted to accommodate his growing body. But, one thing he hadn't grown into was his harness. Using our hands as our guide, support at Luke's shoulders allowed his body to relax. His respiration improved. He smiled, even laughed. Physically, he

The Flat-Mount™ helps you save



Tips & Tricks

Creative selling technique - Universal Elastic Strap



We love creative ways to sell our products. This tip comes from Stephane Auger at Advanced Health Care in Canada. To demonstrate the strength of the velcro attachment on the Bodypoint Universal Strap, he challenges them to a tug-o-war.

How it works:

1. Attach the Universal Elastic Strap together.
2. Have a therapist, technician, or family member grab one end. You or another teammate grab the other end.
3. Pull as hard as you can.

Evidence shows that active, participatory learning is more effective than passive learning. To quote an Asian proverb, "I hear, and I forget. I see, and I remember. I do, and I understand." This interactive selling technique is fun, creates a lasting impression, and drives home the strength and durability point.

Have your own creative selling technique to share? [Email jillalm@bodypoint.com](mailto:jillalm@bodypoint.com).

was more comfortable.

This discovery led to the next step of measuring. First we measured his shoulder width to determine the appropriate harness size. He measured for a small, but even us Bodypoint folks, decided to try the next size up. Sure enough, we tried the medium and it was too big. When we matched the size based on the sizing chart, what do you know? It fit. The [PivotFit™ Shoulder Harness](#) attached snug to Luke's body. The comfortable fit improved his breathing and head control. He could now look us in the eyes.

Check it out!

Sharing the love

[This photo got 1400+ likes on the Bodypoint Facebook page](#). Since smiles are contagious, it's now available. [Sign in](#), go to Partner Asset & Image library, click *Images* > click *Lifestyle*.

New Bodypoint ad

[Look for this ad in industry publications.](#)

Positioning around the world

BP Clinical Consultant, [Bart Van der Heyden](#), lectures around the world on wheelchair positioning. His recent travels took him to [Denmark with V.Guldmann A/S](#). In Sweden, at the Live and Function Exhibition, [Bart's presentation drew twice as many attendees as other presentations](#) at the exhibition.

Out & About

Trade shows

Canadian Seating & Mobility Conference | Toronto, Canada | May 6-7, 2015

Assistive Technology Suppliers Australia | Sydney, Australia | May 13-14, 2015

National Seating & Mobility Symposium | Nashville, TN | July 12, 2015

Posture & Mobility Group (PMG) Conference | University of Leeds, UK | July 13-15, 2015



STRENGTHEN YOUR POSITION

558 1st Avenue South, Suite 300
Seattle, WA 98104
USA

Phone: 800.547.5716 or 206.405.4555
Fax: 800.767.3828 or 206.405.4556

www.bodypoint.com

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