

## Dauntless Solutions Enables Pursuit Athletic Performance to Quadruple their Customer Base

PursuitAthleticPerformance.com

- Holistic strength training facility specializing in injury prevention
- Needed website integration between multiple applications
- Frustrated chasing their tech provider for basic answers
- Website was holding them back and preventing growth
- Hired Dauntless.Solutions to integrate their website applications
- Resulting in a broad range of site integration and functionality
- Competent technology advice and long term solutions
- Enjoy clear, timely communication in a low stress work relationship
- Increased business sustainability and growth



### BACKGROUND

Pursuit Athletic Performance (Pursuit) is a holistic strength training facility. They specialize in personal training programs that help athletes overcome injuries and perform at their optimal level. Founded in 2011 by Coach Al Lyman and Dr. Kurt Strecker, the company focuses on helping athletes stay injury free. Both men bring years of experience to the table enabling their work to reflect cutting edge thinking from the physical training, movement training, and human anatomy points of view.

### CHALLENGE

“We had a new business,” said Kurt Strecker, “So there were plenty of times where we had to change and go in another direction and say, ‘Hey, wait! That doesn’t seem like it’s going to work.’ Each time we shifted direction as a company we needed the website to follow. The website is our sales platform. It’s our store. It’s our communication platform. It has so many jobs in our business that everything has to work. It’s always fluid. It’s always moving.”

Because of Pursuit’s specialization and success helping individuals overcome sports injuries, they serve athletes from across the country and beyond. As Coach Al Lyman puts it, “We needed an online presence to not only represent

ourselves to the global marketplace, but also to convey information. Our business is unique in that we have a lot of content that we are sharing with our customers.”

### Incompetent Provider

According to Coach Al, “Our first technology provider was incompetent and unable to make the integration and functionality happen the way it was supposed to. Because of their lack of skill they were not able to provide us with the correct information about what path was best, or what technology solution we should use. Our website became a mess in no time flat.”

### Inability to Grow

“The impact this had on us was very simple,” continued Coach Al. “First, it prevented us from being able to grow and growth is critical for our success. Second, it resulted in a huge waste of our resources and by that I mean our time and our money. We were paying someone to provide bad solutions or no solutions and we were wasting a lot of time trying to resolve issues on our end because they were not getting resolved on their end. Then there was the mental and emotional anguish associated with feeling like you’re throwing money away and problems aren’t getting resolved.”

According to Kurt each new feature or necessary fix inevitably turned into a huge project with Pursuit having to “chase our providers” to try to get results. “Nothing was really working right.” Instead of getting answers they got long involved emails that confused everyone; adding instead of fixing problems.

## SOLUTION

Pursuit was just entering their second year of business when Zechariah, one of Dauntless Solutions’ programmers, came to Pursuit for injury therapy. As Coach Al said, “Without question our initial reaction in the first communication that we had with Zechariah was one of direct, honest, intelligent, and competent communication and skill. I think that was probably the most important aspect that prompted us to move forward at that time.”

“From our point of view,” said Coach Al, “the variety of systems that we had in place, whether it was PayPal, the membership-management elements, or the social media aspects, were all very complex. We had very little understanding of how it all needed to work together.”

“At the outset the Dauntless team simply started to look at the most basic and fundamental elements to make sure that there was integration where it needed to be. There was a lot of problem solving for them, fixing things that were not set up properly or working as they should. The team worked to limit steps to any processes that were unnecessary; and even shifted a little bit in terms of what products or systems we were using to something which would ultimately work better.”

“The website has so many jobs in our business,” said Kurt, “everything has to work. It’s very challenging to be able to stay on top of all that and the Dauntless team does a wonderful job of it.”

## RESULTS

### Competent Provider

The results of changing to Dauntless Solutions materialized quickly. According to Kurt, “Now we’re not chasing. With our other tech, it was always us running around, saying, ‘When are you going to get this done? When is this going to be online?’ I can’t even express how important that has been to us to have this team finish things. We send an email, and I get a one-word email back from them, ‘Done’. Al and I have no clue regarding the technical side, so when we say, ‘We want to try to do this’ and they say, ‘Yes. All set. Done.’ Hands down, there’s no better way to describe what they’ve done for us.”

“The Dauntless team are very well versed,” Kurt continued, “they understand all of the pieces that have to fit into the puzzle. That’s really the big deal for us; being able to get things done in a timely fashion, and for a fair price. I mean, the Dauntless team might be the only ones that we’ve ever dealt with in the world of web who are so refreshing in all of the areas.”

### Greater Growth

“The work that the Dauntless team has done for us has permitted us to stay in business and grow,” said Coach Al. “Without them we wouldn’t have the growth and success that we’ve had at this point in time.”

Looking at their growth over the past two year things look bright for Pursuit. Kurt tells us that, “From the time that we brought the Dauntless team on board, I think our membership has probably quadrupled. That’s huge for us!”

All those new clients are using the website to access their training materials. With it working effectively Pursuit will be able to continue to grow for a long time to come.

### Communication & Trust

“One of the most valuable aspects of Zechariah and Jeremiah’s communication skills,” said Coach Al “Is the direct way in which they communicate. That is really helpful from our point of view.”

At Pursuit they were sick of having every question they asked turn into a mountain. “As an end user I’m looking for solutions,” said Coach Al. “That’s what the Dauntless team is good at providing.”

“They really have been wonderful at having yes as their answer all the time” said Kurt. “They give us a list of choices. They say, ‘Look, we can do this and this is what it’s going to cost, or we can do that and that’s what that’s going to cost.’ And you know, they’re always true to their word. In my book, there’s no bigger issue in business.”

### Low Stress Work Relationship

According to Coach Al, “Working with the Dauntless team has been easy. It’s seamless, its low stress. Communication is clear and timely and that’s essential for us. When all of those aspects have been counted they’ve positively impacted us as a business.”

“There’s nothing else that my money and business wants than to have somebody who’s, hired to do a job, do the job faster than we expect and better than we expect,” said Kurt. “Like I said, the Dauntless team make us smile every day. We sleep better at night knowing they are taking care of the technology side of our business.”

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If you are tired of throwing time and money away chasing your technology provider without getting the results you need and are ready to let someone else take care of the headache of your web presence then check us out at <http://Dauntless.Solutions>

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Coach Al Lyman  
Co-Owner of PursuitAthleticPerformance.com