

Natural Running Store

Stay Connected on the Go



[Natural Running Store](#) is an online store that offers shoes and equipment that allows you to run more naturally.

Natural Running Store's mission is to promote the importance of running technique over buying something your body is more than capable of doing. They are dedicated to empowering willing athletes of all abilities through education, support and tools (See [this great review](#) from one of their customers)

The Problem

As a new business, Patton Gleason knew his company needed to stand out from the competition. However, as the president of Natural Running Store, he was often on the go. There were meetings with vendors, customers, [presentations](#), etc. and he needed to stay connected.

The Solution

Communication with vendors and customers is crucial to Natural Running Store's success. Using Grasshopper enabled Patton to develop relationships with vendors and customers anywhere, and at any time.

The Results

Patton was able to stand out in his industry by establishing and maintaining a personal touch with his vendors and customers that just couldn't be done with your standard phone system.

Link: <http://www.naturalrunningstore.com/>