

Project Spotlight

Our sales team uncovers an ongoing opportunity, and a customer's special requests give us the chance to shine.



ABOUT THE PROJECT

A key takeaway from the team's initial meeting with California State University, Fresno, was the underscore of an essential sales principle: the prospecting call is the work of uncovering a need and an opportunity; stay open, curious, and never dismiss an account's potential *before* the sales call.

With California's budget woes a daily national headline, Northern California Regional Manager Deanna Zimmerman and Sales Representative Greg Helms anticipated that their initial visit with the university might prove less than fruitful. However, with InFlex and Focus samples in tow, they introduced SitOnIt Seating and IDEON to the facility planner in charge of campus furnishings and quickly identified a restandardization opportunity.

The team discovered that the school had a renovation budget and an immediate need for tablet seating. Though the buyer was dazzled by InFlex, a slight wrinkle came when they wanted left-handed, oversized tablets, which we didn't have at the time — we offered only right-handed, oversized InFlex tablets. This was the moment for SitOnIt to spring into custom-order, quick-ship-hero mode.

WHAT MADE THE DIFFERENCE?

Key buying motivators were the chair's looks, flex design, and promise of durability in a high-abuse application. The exclamation point came with our willingness and ability to meet their special requirements in stride, and deliver in a heartbeat for a nominal upcharge. To accommodate, we were able to:

- make a custom, oversized, left-handed tablet version of InFlex;
- switch to Wilsonart grey nebula laminate (from our standard black laminate);
- modify the tablet edge molding;
- utilize the TCPN contract which was both price-competitive and an approved piggybackable contract;
- deliver a beautiful product on schedule in great condition.

Also working in our favor was the school's preference for a California-based company to help meet state funding terms, and provide better service based on proximity.

We "hit a home run" with the university, according to the facility planner. This captured an excellent reference for us and an entrée into other higher education targets.

WHAT'S NEXT?

The university followed their initial 600 unit order in August 2011 with several additional orders totaling over 1800 units, initiating the conversion of their classroom standard. We recently secured over 100 Focus Work chairs and a \$25K IDEON Visit order. Visit is being evaluated as a potential new standard for soft seating on campus, due in part to durability concerns arising over a recent, large installation of a competitive product. Our relationship and the school's satisfaction with our product, price, and service are growing.

Facility Designs, the local dealer, has been an excellent partner, working closely with the sales team throughout the process.



California State University

Fresno, CA

INSTALL FACTS:

Sales Rep: Northern California SitOnIt/

IDEON Sales Team

Dealer: Facility Designs, Fresno, CA

Time Frame: March 2011 – Ongoing

Product: InFlex Tablet Arm Chair, Focus

Task, IDEON Visit