



Business development services for manufacturers and service providers who want to reach the commercial real estate and construction marketplaces—we help you find the right facilities management prospects faster, easier and more cost-effectively.

## **AllFacilities CASE STUDY BRIEFS**

### **National Contractor Case Study: Searching for Green Opportunities**

A national contractor specializing in green building needed additional sales resources to respond to a regional tax incentive in New York with a short timeline until it expired. This contractor recommended that we target three segments—Commercial Office, Corporate Accounts and Headquarters, and Hospitality—but our past experience suggested better results in the Government and Higher Education segments. With a limited budget, we piloted a project for thirty days. Our experience paid off as we rapidly focused on “socially responsible” large companies in the client-recommended segments and demonstrated significant interest in our recommended segments. Rapid deployment gave the client time to re-tool their offering and to concentrate on the vertical sectors recommended by AllFacilities, Inc.

### **Global Manufacturer Case Study: Event-Triggered Customer Acquisition**

Our client had heard about a state agency distributing American Recovery and Reinvestment Act (ARRA) funding, but their salesforce had no way to determine which potential customers would receive funding. We polled regional buyers in the Higher Education, K-12 Education and Healthcare vertical sectors. In just four weeks, we identified some of the largest institutions set to receive funding in the state, screened the opportunities, determined which potential customers wanted to meet with our client, and set up in-person appointments.

### **Global Manufacturer Case Study: Complete Inside Sales Outsourcing Solution**

Challenged with cutbacks and reductions in force, our client outsourced their entire fulfillment and inside sales function to AllFacilities, Inc. We rapidly provided inbound toll-free call handling with live operators; lead management; source code reporting; inquiry data management; fulfillment of samples; literature and direct mail handling; project management and printing for a monthly fee competitive with their previous internal costs.

### **Global Manufacturer Case Study: Integrated Vertical Sector Marketing and Business Development**

Our client made a strategic decision to concentrate on the Education and Healthcare vertical sectors, but their salespeople were not skilled in acquiring new customers in these segments. We helped the client understand these vertical markets and built an outsourced inside sales solution. AllFacilities now uncovers 200 to 500 new business opportunities per year within these sectors as well as building a comprehensive, proprietary database of leads and facilities information that can be used by our client’s sales, marketing and product development departments.