



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: Missionary Sales in New Product Development

A national manufacturer was having trouble launching a product that had never been packaged and sold to national account decision-makers. The generic marketing message did not resonate with facilities managers in various different industries because each group of facilities had slightly different needs. Consequently, the salespeople had trouble selling the product, a problem further compounded by the lack of selling experience in this type of “missionary sale.”

After frustrating delays, the manufacturer called on AllFacilities to review the offering without revealing to us the results of a consulting study (see SIDEBAR). Using existing data on the vertical sectors and our in-house experts on facilities

AllFacilities found a high level of interest among three of five targeted sectors. Total program cost was less than \$50,000.

customers, we developed ten targeted types of facilities that might have interest in the product. Working with our client, we developed marketing materials and a selling approach more targeted to each sector. Over the next six months, we tested the packaged offering scientifically across each sector. Our database experts used calling data combined with our existing facilities information to analyze responsiveness to the offer, number of leads, value of

the opportunities and differences in the targeted facilities.

After six months we determined that five of the ten target vertical sectors measured low response to the offer, and we uncovered the list of valid reasons these sectors were not interested in buying from our client. We also found a high level of interest among three of the five remaining sectors. By handing off potential opportunities to the client’s salesforce and then integrating their close rates and comments into our database, together we helped identify additional opportunities in these sectors. As the project progressed, our inside sales efforts and our client’s outside sales efforts built a valuable proprietary database for the client on each of the three most lucrative segments of potential customers.

Total cost of our program was less than \$50,000. Our client ultimately commented, “You came to the same conclusion as the consulting firm, but for about \$950,000 less.” The program generated millions in new business and improved the knowledge of the client’s salespeople on the target customers.

SOLVING THE INTERNAL CREDIBILITY GAP

Our manufacturer client hired a major consulting firm who completed a \$1 million research study to analyze the problem. The study concluded that the product would fit best with five vertical market sectors, and the consultants recommended product improvements. Management at the manufacturer shelved the study’s results because lack of sales input and “real world” proof called into question the consulting firm’s findings.

“We often find that management is skeptical of market research that lacks real world implications,” says Anita Brattina, CEO of AllFacilities, Inc. “Part of the advantage of working with an outside vendor that combines data intelligence with sales knowledge is higher confidence in the final results of an investigative trial.”

AllFacilities can combine an initial test market with a disciplined process of determining our client’s most effective markets, often for much less than the cost of the research alone with an outside provider. Call us to find out more about bridging the credibility gap with your own executives.