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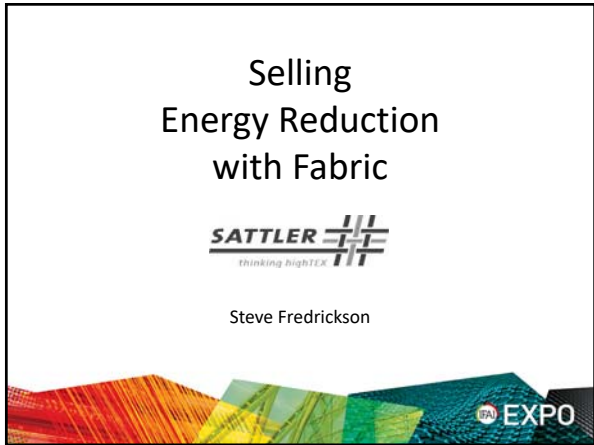
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**It's an Evolution**

- Like a recipe – many ingredients, some time, some mixing, and then some more time...
- Outside the box thinking – You can't do the same as everyone else & expect results...
- But First – Who are the cast of characters in our saga?

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**New or Existing Facility**

<p><b>New Facility</b></p> <ul style="list-style-type: none"> <li>• Architects/Designers</li> <li>• Developer</li> <li>• Local Franchise</li> <li>• City Officials (Plans/FD)</li> <li>• Ownership/Facility Manager</li> <li>• Designers</li> <li>• GC</li> </ul>	<p><b>Existing Facility</b></p> <ul style="list-style-type: none"> <li>• Architects</li> <li>• Developer</li> <li>• Local Franchise</li> <li>• City Officials (Plans/FD)</li> <li>• Management Group</li> <li>• Designers</li> <li>• GC</li> </ul>
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**WHO MATTERS???**

**ALL OF THE ABOVE**

Not only will they have a role in the project but in some cases be more upset and block you if they are skipped over

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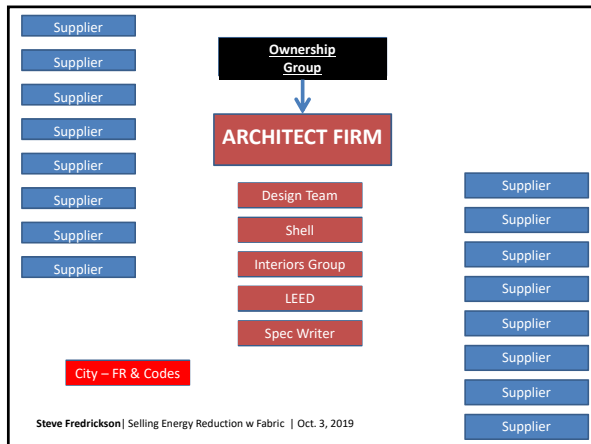
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### How do you stand out then?

- Brand name – doesn't hurt...
  - But in todays world ask Blockbuster or Kodak how that helped them...
- “We’ve done it before...”
  - Congratulations...#theydontcare
- Architects “BILL BY THE HOUR”
  - If you have a discussion and allow them to bill someone...then they care!

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### Planning

- Most things worthy of attaining require planning; so don't “wing-it”
  - What does your product do
  - What does your product solve
  - What does your product cost
- How does your product relate to the party your talking with – as each will have different need sets

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## Planning

- Once those things have been answered –
  - Then have the data to back it up.
    - Warranty
    - Proof of prior usage
    - Proof of performance
    - Appropriate approved testing

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## Planning

- Once all of these things have been collected
  - Data, Performance, etc
- You most likely will only have 5 minutes maybe with the first gate keeper...
- Planning ahead, planning multiple presentations and need analysis in advance is because of these gatekeepers

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## Presentation Time

- This is the concept group
- They like new, innovative, first
- They want to push boundaries, but slowly
- They are the primary that deals w Owners



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### Presentation Time

- Just the exterior group
- They are going to be primary for this seminar along with Design Team
- Focusing on energy and look



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### Presentation Time

- Everything inside
- Common now for very “green” products
- Reliability/Performance
- Colors & Options are a must



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### Presentation Time

- Not enough time in the day to discuss LEED
- But – very important if you want to claim it then have the data and approved testing done
- No quicker way to get tossed than green washing



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## Presentation Time

- Do you have all your CSI doc's ready?
- They put together what is called the construction doc's.
- Doc's are a legally binding document, once in – switching and changes not well received

Design Team

Shell

Interiors Group

LEED

Spec Writer

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HOW DO WE GET TO THIS POINT  
WHEN NOTHING IS HERE?

WHEN NOTHING IS HERE?

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## Selling It

- Once you have collected everything; you are now ready to proceed
- My personal favorite method has been an ROI Study in that field or application
- Patio's – Restaurants
- Facades – Commercial Applications

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### ROI - Restaurants

- When are they open?
- Lunch v Dinner sales?
- Number of added seats/tables?
- Visual Impressions?



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### ROI - Restaurants

- When are they open?
  - 7 days; 11 - 11
- Lunch v Dinner sales?
  - 35% v 65%
  - \$14/ v \$29/ person
- Number of added seats/tables?
  - 40/10
- Visual Impressions?
  - Open Beach/Pool/ Main Road



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### ROI - Restaurants

- Lunch v Dinner sales?
  - 35% v 65%
  - \$14/ v \$29/ person
  - $14 * 40 * 1.5 = \$840$
  - $29 * 40 * 3 = \$3480$
  - 4320/ day added sales
  - 25% margins = \$1080/day
- Longevity - 10+ years
- Cost - \$ 50,000
- 46 days...6 weeks...



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### ROI – Facades – Existing Construction

- What is the current rent?
- What are current energy costs?
- Where is the project?



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### ROI – Facades – Existing Construction

- What is the current rent/ occupant?
  - Very low; piano lessons,
- What are current energy costs?
  - Old HVAC System – Very High
- Where is the project?
  - High traffic area – High Income



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### ROI – Facades – Existing Construction

- What is the current rent?
  - Occupant changed, increased value to tenants = income
- What are current energy costs?
  - Ownership evaluated energy cost before and after
  - Savings/ difference used to create final ROI
- Façade pays for itself in less than 3 years



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**ROI Database**

- Once you have created local studies
- Equip the sales team
- Promote locally
- Continue to grow database
- Work with all parties in the industry
  
- Otherwise we will continue to have issues

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**Closing Thoughts**

- Fabric is a viable building material; but warranty does not equate to Longevity.
- Cheaper is generally for a reason – working with designers and architects...not a word we want to use EVER.
- Prepare – Prepare – Prepare
- How does it save; generate; last; - not cost

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**Steve Fredrickson**  
Sales Director  
Sattler Corp

**Thank You**



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