

## **Executive Conference Rooms Case History**

### **Background**

Modern communications and presentation technology has made the executive conference facility both a strategic war-room and a trophy, too. But the declining cost of technology and the ease of acquiring design and installation skills had also virtually commoditized the business for one long-time designer. So their margins were shrinking, along with their sales.

### **The Problem**

Despite scores of reference accounts, and spending thousands of dollars a month on marketing, a leading regional specialist in building high tech conference rooms was seeing their backlog shrink to the point of having to lay off craft. They found themselves paying more and more for their PPC programs, but were getting fewer and weaker leads by the day. The response rate to their email campaign literally had no digits to the left of the decimal point. And their salespeople were basically sitting on their hands, with no one to talk to, and nothing to do.

### **JV/M's Solution**

With time working against them, they called JV/M to see if we had a leadgen solution that could generate quick results, and turn around a deteriorating situation. Because of our experience in construction, of course, we knew that, in order to find opportunities we had to approach prospects at two levels. The executive level that was sensitive to vanity was where the decisions were made, but the facilities people knew about the day-to-day problems that actually drove the funding. So we put together a two-level campaign, and pulled the trigger.

### **Results**

In company after company, over a period of nine months, the double-teaming was able to uncover needs, and justify consideration of a room – resulting in a rapid filling of the pipeline for their salespeople, and high enough close rates to fill their backlog for almost two years. Both the size and scope of their projects were nearly twice their former average, and the sell cycles had shortened, too, with a number of mega-projects thrown in for good measure. And now they're the leading vendor in their region.