

Window Treatment Company Recession Era Case History

Bringing out a new technology in a recession may seem like a bad idea. But the alternative – holding fast to the old way of doing things – can be worse if you believe that market is going to disappear. So when a company that manufactured window shades for the past 80 years decided to become a systems integrator, they were taking a serious plunge into the unknown.

To be sure, by 2008 Leed, solar, automated building controls, and other green technologies were starting to make inroads. But with new construction coming to a halt due to the recession, the retrofit market could hardly be counted on to support the training, tooling and stocking – no less the marketing – necessary to be a player. But positioning is everything in business, and first movers get the worm.

With JV/M's help, the company saturated the market with calls, brochures, promotions, events and messaging, so that if there was a decision maker out there, they'd know about the window treatment company and the new technologies they were offering. And if there was a project out there, the window treatment company would know about it, and jump on it with a proposal.

They also did their homework. Where the old way of doing things focused primarily on esthetics, the new business model focused on economics, worker comfort, and energy savings. Starting from scratch, the company redefined how the decisions would be made, assuring their account control, and their ultimate survival.

Oh, and it didn't hurt that JV/M got them almost 300 appointments.