

CASE STUDY

National Partnership Forms and Skyrockets at BuildingsXchange

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Bob Sprinker
Director of Engineering
Grubb & Ellis



Bob Sprinker, the Director of Engineering, has used just about every vertical transportation company out there. As Sprinker has worked with all these companies, though, he has found the challenge to be attaining consistency of quality throughout all areas. It was a search for consistent quality as well as the goal of a national partnership with a vertical transportation company that brought Sprinker to BuildingsXchange (BX).

Prior to meeting with Kone at BX, Sprinker had not done any business with them, but it turned out to be a perfect match. *“From the minute we walked in the room, we just clicked. There was a sincere desire on their part to create a relationship with us.”* Sprinker may have been searching for consistent quality throughout all areas of a national partnership, but he also needed to obtain the best price possible. ***“We had a pricing agreement with our existing supplier that was pretty good, but Kone had equaled or bettered that price and we seem to be getting better quality and a better follow-up response from Kone than we do from anybody else.”***

“It all comes down to them placing a priority on us. We are a strategic partner with them and I think that translates into the response time and service that we get.” Meeting with Kone at BX greatly helped create that strategic partnership with Grubb & Ellis because, according to Sprinker, *“it’s a very relaxed atmosphere. There’s no pressure. It’s not a hard sell environment. **BX is structured to build strategic relationships and that’s exactly what it does.”***

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The Challenge: Grubb & Ellis was using several different vertical transportation companies across the nation, but was getting inconsistent quality. They needed to create a partnership that would give them consistent quality as well as a consistent price. *“Our national accounts person talks with our providers all the time and we give them feedback on their performance. We stress quality and sometimes we get it and sometimes we don’t.”*

The Project: *“Unless we hear of a service that is new to us, we don’t generally say we need another elevator provider. We met with Kone because they were in attendance. But it has been a great relationship and I don’t know that we would have made the connection with Kone if we hadn’t done BuildingsXchange.”* Based on the meeting at BX, Sprinker signed Kone to a national contract and is getting the consistent quality product he was looking for as well as better response and follow-up than with any other vendor he does business with.

Also due to the relationship that blossomed as a result of the BX meeting, Kone became the top sponsor for Grubb & Ellis’ national meeting in Las Vegas. *“No other prime vendor contributes the way that Kone does.”*

The Result: When Sprinker first met with Kone in 2007, he spent \$853,000 with them. In 2008, the estimated dollar amount went up to \$1.6 million. *“I know that we wouldn’t have the relationship with Kone that we have now without attending BuildingsXchange. If they had targeted us and come to us, we probably would have started at a local level just done a onetime contract – **certainly the relationship would not have grown like it has had we not met them at BuildingsXchange.**”*