

CASE STUDY

Meetings at BuildingsXchange Move Partnership to National Status

“The relationship we developed with Holladay at BX will mean anywhere from half a million to a million dollars worth of business.”

Chuck Duffin
Strategic Accounts Manager
Sto Corp



Chuck Duffin, the Strategic Accounts Manager at Sto Corp, is a veteran of BuildingsXchange (BX). Yet Duffin was still able to uncover new business opportunities with a previous customer at the most recent BX.

When Duffin decided to once again attend BX, he immediately noticed that this customer – Holladay Properties – brought the top level decision maker. In years past, Hu Richardson, the Director of Engineering Services, had represented Holladay properties alone. This time, though, Hu brought his boss, Tom Gibson, the Senior Vice President. Said Duffin, *“We had actually met with Hu last year and worked with them on one job and then never heard anything from them again. We probably didn’t do as good a follow up as we should have. When we read over the white papers and saw the title of the person Hu was bringing with him, we knew we wanted to take the meeting.”*

Despite the fact that Sto and Holladay had worked together in the past and the fact that Sto’s Lotusan® paint was exactly the product Holladay was looking for, it still took a meeting at BX to form not just a partnership on a one-off project, but a nationwide relationship. Said Richardson, *“All I would have done on my own was probably have called Sto and said I want to use Lotusan® paint on a building. Can you have your guys come and look at the building and tell me if we can do that? And that’s all they would have done. We would have missed the opportunity to work with them on a much larger scale.”*

Thanks to BX, though, Sto and Holladay had the opportunity to have a more in-depth discussion and when Holladay learned about all the additional services Sto provided, they immediately forged a partnership on 2 projects, with the future intention of using Sto on properties across the country.

“We’ve made the decision that in the next year, we’re not doing any trade shows. Our big show is going to be BX.”

Chuck Duffin
Strategic Accounts Manager
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The Challenge: For Duffin, getting to the right decision maker in a company can take anywhere from a few months to well over a year. Said Duffin, *“the nice thing about BX as opposed to a trade show or just going through the phone book and looking for these guys is that it saves us a lot of time by going straight to the decision makers as opposed to a shotgun approach. We’re able to narrow it down by having whitepapers and other pre-event information on each company.”* Seeing the whitepapers ahead of time about Holladay’s upcoming projects allowed Duffin to better prepare for the meeting and cater his presentation to Holladay’s specific needs.

Duffin added, *“obviously the idea of who’s going to be there is also important to us and usually we’ve been very good at getting the right people. It has been very valuable to us as far as getting to that decision maker. Like I said, it cuts a lot of the time out as far as trying to do it on our own.”*

The Project: Holladay Properties met with Sto Corp to discuss two different projects for two different buildings in downtown Nashville. One was a renovation, one was a façade project. Due to the discovery of Sto’s reStore Program, Holladay intends to continue to use Sto on future projects.

The Result: According to Duffin, depending on the exact size and scope of the project, a relationship with Holladay, *“will mean anything from a half million to a million dollars worth of business.”* The partnership has also been incredibly beneficial for Holladay. Not only will Holladay save approximately \$30,000 on future building repairs thanks to Sto’s reStore Program, but they’ll also save approximately \$75,000 on future repainting because of the Lotusan® product. Moving forward, Holladay anticipates deepening the partnership with Sto and using them on approximately 50 more buildings.