

BUILDING A NEW TOMORROW

Building Customer Relationships

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How can I get the job without being the lowest bid, and actually get paid the full amount while making a reasonable profit?



What Defines a Good Supplier-Customer Relationship?

- Trust
- Open Communication
- Spirit of Cooperation
- Integrity
- Loyalty
- WIN-WIN partnership
- EVERYBODY MAKES MONEY!



What Defines a Good Supplier-Customer Relationship?

Signs that you are in a Win-Lose relationship:



What Defines a Good Supplier-Customer Relationship?

Signs that you are in a Win-Win partnership

- 2-way opening of the books
- Single source supplier
- Negotiated agreements as opposed to awards to the lowest bidder
- Long term pricing agreements
- Last look at a competitors bid
- Periodic meetings to see how collaboration can help both parties
- 2-way planning and feedback sessions
- THEY buy lunch once and a while



What Defines a Good Supplier-Customer Relationship?

Other Win-Win Characteristics:

- Who is your Customer?
- Who is your contract with?
- Framers
- Builders
- General Contractors
- Commercial Owners
- Resellers
- Homeowners
- Is it only one of the above per each job?



What Defines a Good Supplier-Customer Relationship?

What is your strategy?

- Do you have a sales strategy?
- Is it managed?
- Who will you target? Why?
- Where does your operation add value?
- Are you trying to be everything to everybody?
- Do you know the profitability impact of each of your customers?



What Defines a Good Supplier-Customer Relationship?

Identify Potential Partners

- Difficult sale
- Probably already have a relationship with one of your competitors
- Do your homework: identify their needs
- Become a solution provider
- Be patient and pay your dues
- Differentiate yourself from your competitors



How Do You Become a Solution Provider?

- Build a network of construction trade professionals
- Become an impromptu employment service
- Provide information on lots available
- Provide assistance with governmental issues
- Participate with customers on committees to help their causes
- Use technology to link with your customers



Other Solution-Providing Idea Differentiators

- Cycle time especially small plants
- Production capacity
- Design ability, capacity and customer access
- Technology
- Service
- Quality
- Experience
- Expertise



Other Differentiators: Get your internal house in order!

- Do you over promise and under deliver?
- Do you under promise and over deliver?
- Can you precisely promise and precisely deliver?
- Are you honest when you represent your capacities?
- Do your plant and design people truly care about the customer?
- Do you use strategic alliances to enhance your position with your partners?



Discussion Forum

Goal

- No question is a bad question
- Discussion to maximize everyone's learning
- Let's begin – First Question or Comment



Thank You for Your Participation

Further questions and or comments can be directed to the presenter and BCMC Staff at:

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