

CASE STUDY

BASF Uncovers a New Market and New Strategy at BuildingsXchange – That Means Millions in Sales

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Moses Clark
National Accounts Manager
BASF



BASF Polyurethane Foam Enterprises LLC

Prior to attending BuildingsXchange (BX), Moses Clark, the National Accounts Manager for BASF, consistently targeted “big box” retailers who have over a million square feet. Moses decided to try something different at BX, though, when he chose to meet with Burger King. *“Even though their square foot footprint is small for a lot of their stores, Burger King carries a big name. When you have a major corporation like Burger King on your portfolio, you get a lot more respect from other corporations and we wanted them on our list. One Burger King store is only 2,000 sq. ft but there are 7,500 of them in the U.S.”*

Jay Rodriguez, the Director of Equipment and Facilities for Burger King (BK) met with BASF because he was interested in a new type of roofing that would help his company save energy and one that he could start a national partnership with. Clark came to BX ready to present all the energy benefits BASF’s innovative roofing provides and Rodriguez immediately became serious about creating a national partnership based not only on these benefits, but also on all the cost savings that BASF would bring to BK.

After meeting with BK, not only did Clark’s view on the value of small box retailers change, but the way he sells BASF roofing has changed. *“I have always thought of selling roofs based on our ability to keep the building dry and functioning efficiently. But Jay finally said that I’m missing the boat and should sell on the energy advantages. When I started focusing on that feature, I’ve noticed that other companies are more excited to talk to me.”*

“What BX does is relaxes people. It takes them out of their element and it changes things. It takes the shield away and breaks down the barrier. When they see you and decide you’re a nice guy, then they like you and want to do business with you.”

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National Accounts Manager
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The Challenge: BASF was so focused on big box clients they were missing out on a substantial segment of potential clients. Creating a partnership with BK could create the opportunity for BASF not only to get contracts with the company’s larger distribution offices, but also get contracts with similar small box retail chains. *“Typically where you find a Burger King you find similar establishments. So if there are 7,500 units in the U.S. for Burger King, there are probably more stores for the establishments that have been around longer.”*

The Project: **BASF has already completed work on 10 BK stores in the U.S. and Canada since meeting with them at BX.** Clark is now using the work BASF has done with BK as a prototype for how to go to market with other small box retailers.

The Result: Clark says, *“Clark says, “If you look at the square footage of 7,500 stores in the U.S. – and that’s just existing stores – then you’re looking at millions of square feet if we do them all. That’s several million dollars worth of sales to us just doing those stores. **That’s several million dollars worth of sales to us just doing those stores.** Those existing 7,500 stores only need roofing but in the new construction Burger King contracts we anticipate getting, they do the walls as well as the roofs. **You can multiply that 3 times – so the opportunity is tremendous.**”*

Not only did BX open the door for BASF to create a new strategy and get into a different type of retailer, but it also saved him time getting to the retailer. *“By attending BX, we skipped the filter process. Typically, you’re going to the front door to qualify a lead and hopefully you’ll have 2 seconds to convince them that this product is good for them and 90% of the time you’re talking to that 4th level down person. **BX saved at least 6-8 months of consistent calling trying to get to the top level person.**”*