

CASE STUDY

After Six Years of Trial and Error, Toyota Uncovers Solution at BuildingsXchange

“What normally takes me 4-6 weeks took me less than two hours total – and that includes the meeting on-site and the pre-event communication”

Jim Cooke
National Facilities Operations Manager
Toyota Motor Sales



For six years, Jim Cooke – National Facilities Operations Manager at Toyota Motor Sales – has been searching for a solution for his water conservation needs. Having tried several products before with varied success, Cooke said, *“we hadn’t been successful to the point where we figured we’d cracked the nut and didn’t have to worry about it anymore. We just still weren’t satisfied that we knew how to make it successful in every instance.”*

Cooke was determined to find a solution, though. Unfortunately, his trial and error method proved to be time consuming. Not only was significant time invested in actually employing the water conservation products he wanted to test, but simply finding vendors who fit his needs required a large chunk of his time. Said Cooke, *“typically by the time you make contact with the sales rep – you’ve gone to the website, you’ve contacted the sales rep, you’ve gained any useful information – it’s probably 4-6 weeks.”* Oftentimes, what would happen once contact was finally made is that there wasn’t even a full understanding of Toyota’s needs or a comprehensive explanation of the benefits of the vendor’s product.

Cooke attended BuildingsXchange (BX) in order to streamline his vendor selection process. One of the companies he met with at BX was Zurn, who provides a variety of water conservation products. Cooke had no prior relationship with Zurn and seized the opportunity to meet with the top-level management who attended BX. Throughout the pre-event communication phase, Cooke learned quite a bit about Zurn’s entire product line, and was able to whittle it all down to those things that were most important to him to address during the on-site meeting.

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The Challenge: Cooke was spending an exorbitant amount of time on water conservation solutions that didn't always perform in a satisfactory manner. The time he was spending seeking out these solutions and trying to get to a senior level manager who could address his needs was a problem, as was the money spent fixing the unsatisfactory solutions he was forced to settle for.

The Project: Cooke met with Zurn to discuss a variety of water conservation products for Toyota's restrooms. He was encountering not simply performance problems with products he used before, but also maintenance costs for certain products were too high to justify a widespread use of these products. Pat McQuillen, the Sales and Marketing Manager for Strategic Accounts at Zurn, was able to clearly communicate to Cooke how Zurn's products would not only achieve the water conservation demands, but would also result in less maintenance than other water conservation restroom products.

The Result: BuildingsXchange saved Cooke time by matching him up with the right person at the right company. *“Part of the key of this is that they had the right people at the BuildingsXchange with the right knowledge and a lot of that was fostered by the discussion we had upfront about what it was I was looking for. What normally takes me 4-6 weeks of back-and forth only took me just under two hours—and that includes the time in the meeting at the event and the pre-communication before the event.”*

Toyota's current plans are to install an essential Zurn showcase at one of their facilities. Zurn products will be used exclusively in the male and female restrooms at this facility.