

CASE STUDY



Zurn Saves Time by Targeting Toyota at BuildingsXchange

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Pat McQuillan
Sales and Marketing Manager for Strategic Accounts
Zurn Engineered Water Solutions

Pat McQuillan, the Sales and Marketing Manager for Strategic Accounts at Zurn, has a very clear idea of the types of customers he wants to target. He decided to expand his horizons at BuildingsXchange (BX), though. Prior to BX, Toyota wasn't even on Zurn's radar. *“National accounts exist in a lot of different areas – the hospitality industry, restaurant industry, retail industry – but going after the automation industry really wasn't a top tier objective prior to BX.”*

According to McQuillan, it was the extensive “white paper” that BX put together about Toyota's initiatives that helped convince him to meet with Toyota. *“I think a light went off when you see the automotive news and you see Toyota's numbers keep going up in a declining economy. We thought it would be a good opportunity too meet with them and the emphasis on sustainability in his whitepaper really caught my attention.”*

In any given year, Zurn takes on approximately 20 national accounts so for a company like Toyota to get the national attention of Zurn without the help of BX would be pretty tough. Said McQuillan, *“it would have been highly unlikely that we would have reached out to Toyota without reading the white paper. There's always a chance one of our local reps somewhere may make contact with a local dealership or distributor center but the odds of having a good meeting with Jim Cooke, the Director of Energy and Engineering at Toyota, like we had at BX are highly unlikely.”*

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The Challenge: Zurn is very selective about companies they choose to do business with and they were looking for a strategic new way to target new business.

The Project: Toyota had been trying for years to find the right water conservation products for their restrooms. After 6 years of unsatisfactory results, they finally uncovered a solution with Zurn at BuildingsXchange.

The Result: Zurn has installed essentially a showcase of their products at one of Toyota’s locations. *“The samples will be tested over a long period of time which we don’t have any problem with and actually encourage. After quantifying their savings, Toyota will make a decision about whether or not to continue installing Zurn products.”*

“What stick out in my head about BX are not the mechanics of the results with Toyota, but how prepared Toyota was for the meeting at BX. Those white papers saved so much time – both preparation time and really eliminating the guess work about whether or not a company will be a good fit.”

That time that McQuillan mentioned has quantifiable cost savings as well. *“Even if Toyota was on our radar, it would easily take 5 to 10 meetings just to get to the decision maker. You’d probably figure \$2,000-\$3,000 per meeting with travel expenses and preparation. **You could be looking at upwards of \$20,000 just to get that one meeting with the correct person at Toyota, who we met at BX.**”*