

*Thirsty*

**THURSDAY**

QUENCH YOUR THIRST FOR **TRAINING RESOURCES**

# The Glazier Approach to Division 10 Projects



Jeff Phillips  
Phillips Consulting Group  
jeff@phillipscg.com

## NGA UPCOMING EVENTS

**NGA Glass Conference: Carlsbad**  
Feb 3-6, 2025

**BEC Conference**  
March 2-4, 2025

**NGA Glass & Glazing Advocacy Days**  
May 13-14, 2025

**GlassBuild America**  
Nov 4-6, 2025

# NGA Glass Conference: Carlsbad

February 3-6, 2025



Learn more &  
save the date!



# BEC Conference

March 2-4, 2025 | Horseshoe/Paris Hotel, Las Vegas



Learn more &  
save the date!



# The Glazier Approach to Division 10 Projects



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[jeff@phillipscg.com](mailto:jeff@phillipscg.com)



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Play to Win

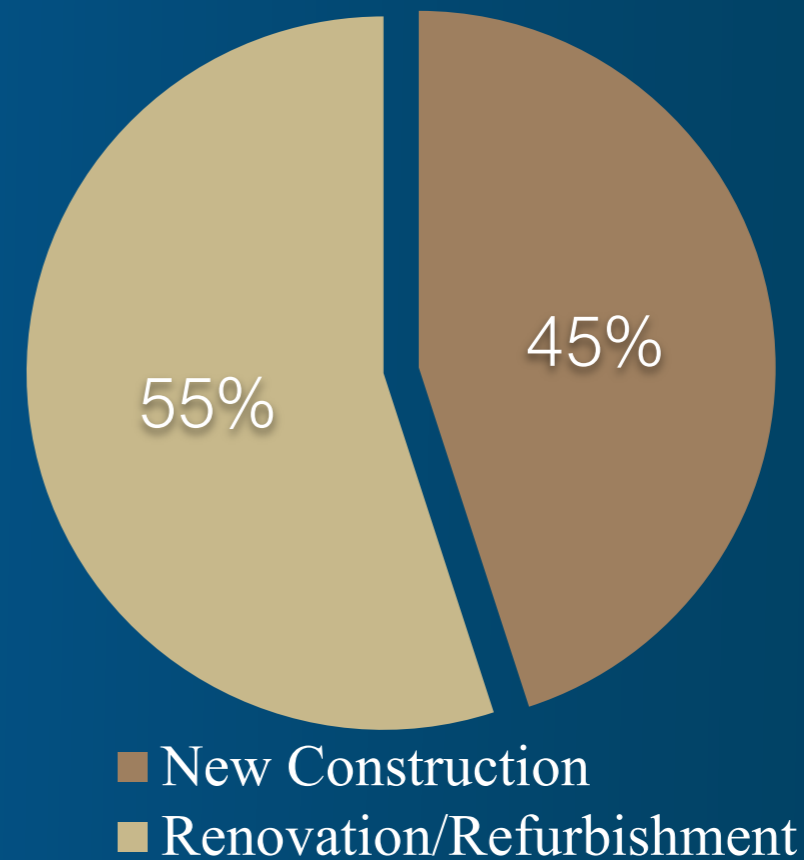
How to Compete for Demountable Wall Business

# Why Get Involved?

## Market Growth

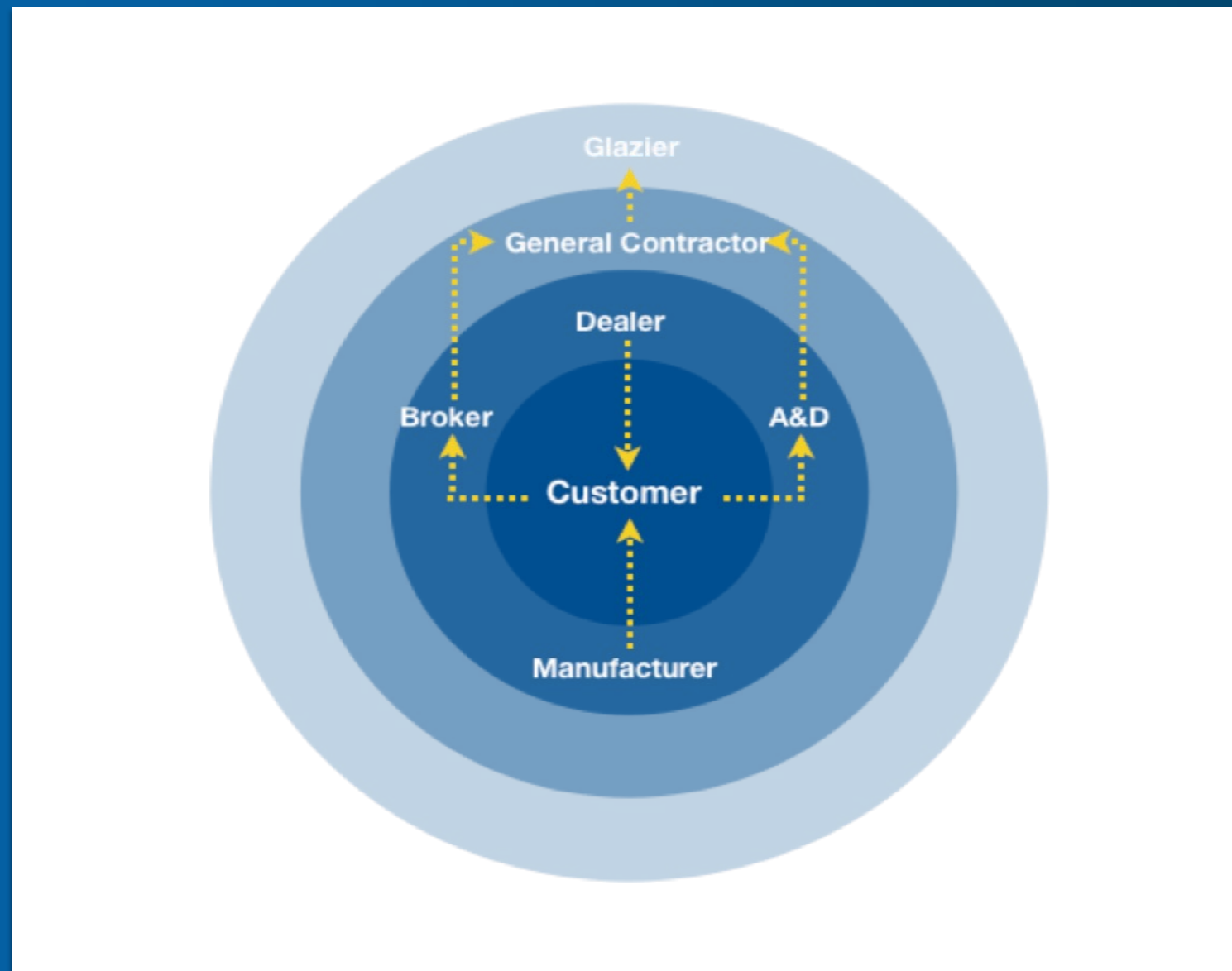


## AIA Billings



# Key Influencers

You must understand the players, their level of influence, and what they value.





# Sales Cycle



End User/Owner		Owner
A&D/Engineer		
Distributor		Installer
	Contractor	
		Glazier
INFLUENCE	COLLABORATE	ACTUALIZE

# How to Get Involved












## 1. Choose a Manufacturer

- Master Spec
- STC
- Aesthetics
- Ease of install
- Volume discounts
- Warranty
- Stick built vs. unitized
- Sales support (materials, staff)



# How to Get Involved

## Leading Competition in Division 10

# How to Get Involved

## 2. Develop sales & support resources

- Must commit to a **quota** for performance
- Proactive sales force **focused** on Demountable Partition Systems
- Strong **relationships** with general contractors, architectural firms and end-users
- Salespeople actively participating in A&D, real estate and facility management events
- Self-performing labor force or established relationship with installation company that can be certified as an installer
- Project Management team **in house**
- Ability to **self-perform** Shop drawings and CAD drawings

# How to Get Involved

## 3. Curate/develop marketing resources

- Website
- Social Media (LinkedIn, Facebook, etc)
- Cut Sheets
- Finish Samples
- Install photography
- Quoting Tools

# How to Get Involved

## 4. Build Proactive Sales Competency

Existing Relationship	95% chance	50% chance
New Relationship	25% chance	5% chance
	Existing Product/Service	New Product/Service

# How to Get Involved

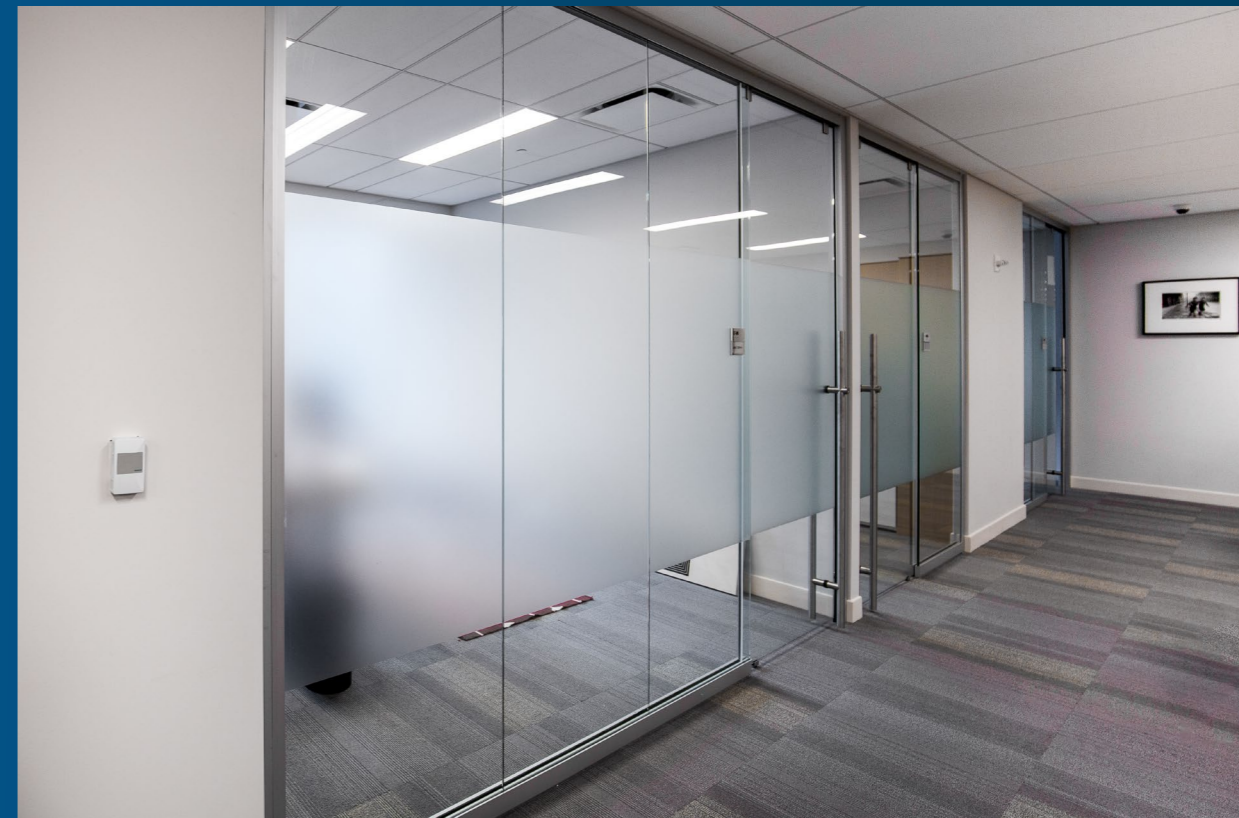
## 4. Build Proactive Sales Competency

- **Architects & Designers** influence product choice
- **Developer** can influence product choice if customer has standards
- **Customer** can influence product choice if they have regional/national agreements
- **General contractor** can influence product choice only if equals are allowable

# How to Get Involved

## 4. Build Proactive Sales Competency

- Implement a repeatable sales methodology (process/tools/vocabulary)
- Implement a sales forecasting process (30/60/90)
- Win bellwether sales (prove yourself)
- Drive revenue







PhillipsCG

Thank You!

Jeff Phillips

e: [jeff@phillipscg.com](mailto:jeff@phillipscg.com)

p: (616) 262-4784

## Next Thirsty Thursdays

November 21, 2024 | 1 pm ET

December 12, 2024 | 1 pm ET



[glass.org/webinars](https://glass.org/webinars)