

in Focus

Helping Our Customers
Build A Sustainable Future

“Never compromise your principles, even if it leads to difficulties in the short term.” Alan Casden

Using Lead Management Pays Off

Tremco's Roofing's Lead Management (LM) team is hard at work every day generating appointments for our sales reps. **Leon Halip** once told me that my job was to “keep butts in chairs”; in other words, get our reps in front of customers. It may sound so simple, but a lot goes into doing that every day. With the help of a great team, we do it to the tune of averaging 2600 appointments a year.

Here are some of the projects and activities that helped us reach that number, starting with our support for the Warranty Notification program.

This program is in its third year, and **Peggy Previte** has prepared campaigns for more than 3300 expiring warranties representing 2136 customers. Our lead managers actively follow up on these warranty notices, thanking our customers for their business while setting up more than 400 appointments for our sales reps.

I was thrilled to hear **Mike Cutler's** comment regarding the Park Hill School District in Kansas City. He let us know that “the attached PO was a direct result of your team's efforts to renew warranties. Unfortunately, this school district did not want to renew the warranty; however, they chose to spend \$21,000 on a TremCare. LM set the appointment and the stage for me to do my magic and I would like to thank you for your team's efforts”.

Joe Brazil also let us know that an appointment set for him by LM with South Callaway School District in MO paid off. He went to look at expiring warranties, then sold an extended warranty covering restorations, windows, and doors totaling \$291,000.

Robb Chauvin says “the program is a means to an end to get the customer to open their wallet just a little wider while increasing our value to them. We are less concerned about what they buy exactly and more focused on keeping our brand in front of them through notifications, follow up calls and constant communication. Lead Management has been a huge resource toward that objective”.



ONE SKYBEAM PROJECT

Sales: Jacques Fortin

ALCOA

\$3,850.00

THREE DIAGNOSTIC PROJECTS

(All Comprehensive Infrared Roof Moisture Surveys)

Sales: Kyle Banasik/Brad Farris

Newfane Community School District – Burt, NY

\$3,900.00

Sales: Joseph Slowikowski

County of Arlington (VA) Water Treatment Plant

\$3,480.00

Sales: David Hart/David Quilligan

Cincinnati Bengals Stadium

\$3,080.00

I always look forward to the Pennsylvania K-12 campaign that **Randy Kline** and **Kristen Weiss** bring us each fall. This is our 4th year calling on the state's school districts, and our PA reps have met with over 400 customers and prospects. **Bruce Mancini** shared this as a result of the campaign: “Penns Manor School District (SD) was a total contract of \$733,000; Northern Bedford County SD is a \$750,000 total contract using the KPN cooperative purchasing contract with a \$300,000 AlphaGuard material order project going on right now. Shanksville Stoney Creek SD was an \$18,000 Geogard project last summer. The superintendent has since moved to another district and has taken us with him. We are looking at a \$2 million reroofing project over the next 2 years. I have had huge success with this telemarketing program!”

I am also very excited to begin working with **Kevin Butler** and the Ohio reps on a similar K-12 campaign, and hope to report many success stories from this campaign as well.



Sales: Bob Kerim
Customer Service: Melanie Hallihan
Atlas Apex Roofing
Seneca College
\$261,711.00

Sales: Gerry Caplette
Customer Service: Melanie Hallihan
Roque Roofing
Welland Hospital
\$198,874.00

Sales: Frank Foxx
Customer Service: Sunita Bhawanie
Trio Roofing Systems
Atlantic Packaging
\$196,991.75

Sales: Shawn Sinnott
Customer Service: Sunita Bhawanie
Horizon Roofing Ltd.
Riverside High School
\$163,080.00

Sales: Mike Cromwell
Customer Service: Marianne Smith
Atlantic Roofing Corp.
Liberty Property Trust -- West Chester, PA
\$154,235 .00

Sales: Olivier Roberge
Customer Service: Carolyne Coupal
Toitures 2-Rives
Agence Spatiale Canadienne
\$147,770.00

Lead Management will also begin working with **Kent Anderson** this year to help support the Contractor Training program. There are a lot of action items with this training and we hope to take on many of them. For starters, **Kristen Weiss** will manage the contractor data in our Salesforce CRM system, send out direct mail and e-mail invitations in advance, track attendance and support ongoing follow-up outreach to all Tremco contractors. We are excited to be part of this important initiative for Tremco Roofing!

Last but not least, **Paul Hoogenboom's** "100% Healthcare Challenge" is well underway.

All hospitals are loaded into our Salesforce CRM. Health-care Coordinator **Rona Cassell** has been busy working with our lead managers, sales reps and HC Market Managers to capture all meetings and follow-up activity related to this challenge. Since January, we have scheduled in excess of 500 appointments. **Deborah Lagrand**, Lead Manager for our southern states, started calling for a sales associate in a new area last Thursday and set him up seven hospital appointments in two days. I know these meetings are taking away oxygen from our competitors!

This just scratches the surface of the positive impact Lead Management has had on Tremco Roofing, an impact we're certain will grow as more reps start using our services.

-- Article by Julie Palmer



Sales: Kevin Butler
WTI: Ed Hausknecht
Advanced Industrial
Northeast Ohio Medical University via the E&I Contract
\$327,478.45

FIVE PATCH AND REPAIR PROJECTS

Sales: Doug Copley/Clint Beasley
Customer Service: Lauren Yard
WTI: Val Giampietro
Indiana Michigan Power Company
\$164,252.28

Sales: Doug Copley/Mike Wardell/Steve Crandley
Customer Service: Chrysy Sanders
WTI: Ronnie Borton/Chris May
Taylor University
\$161,003.40

Sales: Kelly Malone
Customer Service: Lynne Johnston
WTI: Jessica Rink
Colorado State University
\$90,123.25

Sales: John Momper
Customer Service: Lauren Yard
WTI: Paul Trujillo and Chris May
R M L Speciality Hospital
\$81,650.00

Sales: Kevin Holyszko
Customer Service: Chrysy Sanders
WTI: Val Giampietro
Toyota Motor Corporation
\$24,640.00