A grayscale background image showing a man and a woman in a meeting. The man is pointing at a whiteboard with diagrams and text, while the woman stands next to him, also looking at the board. The whiteboard contains various diagrams, including a flowchart and a table. The text on the whiteboard is partially legible, including 'ZISSOU' and 'P/D'.

Smarter Surfaces Partner Sales Guide 2022

This sales guide is designed to support your sales activity and team sales training, including the core process of identifying, researching, qualifying, approaching, meeting and negotiating with prospective customers (prospects) with the objective of closing sales.

There is also advice on effective sales strategies, tactics and techniques to be used through this process.

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Introduction

Smarter Surfaces is the world leader in providing functional surface products to a global range of customers and distribution partners. We have the widest range of magnetic, whiteboard and projection products available on the market.

Our innovative products transform walls, office furniture, meeting rooms, offices, classrooms and even entire buildings into collaborative and productive working and learning environments. Any surface can become a magnetic, writable or projectable area. Our products are used by leading global companies such as Google, Nike, Microsoft, Coca-Cola and Virgin Media, by medium and small enterprises with modern working techniques, and by schools and universities all around the world as for example Cambridge University, University of Sidney or San Francisco State University.

Research and development has been a key component in our product creation process. It has remained core throughout our growth as we continue to innovate and introduce new products.

Our commitment to product quality and innovation is why we are the market leader and our products are independently certified in areas such as Fire, VOC, LEED and M1.

Who We Sell To

End Users

- Business End Users
- Education End Users
- Contractors servicing the above
- Projector & Video Makers

Specification

- Commercial Architects & Commercial Interior Designers

Distributors & Resellers

- Companies who service the above markets

Our diverse and wide-ranging portfolio of business customers includes:

Corporate:

Examples of Smarter Surfaces™ corporate customers include Microsoft, Google, Twitter, Facebook and SAP. They use our products as a means of enhancing cultures of communication and collaboration.

SMEs:

Many SMEs (Small and Medium Enterprises) choose our products because they provide extra functionality. For example, small offices can double up as meeting rooms when one or more walls are transformed with our range of paints or wallcoverings.

Collaborative Businesses:

Any businesses with a requirement for client meetings, brainstorming sessions or other collaboration love our products. These include:

- Marketing, digital marketing, PR and internet firms
- Financial services
- IT Companies

Business Focused on Productivity and Efficiency:

These include businesses that embrace proficient processes such as:

- Manufacturing
- R&D
- Exploration
- Food
- Hospitality

Education:

Our end user customers in the education sector include:

- Private & International Schools
- Universities & Colleges
- Training Organisations
- Primary and Secondary Schools

Our education customers favour Smarter Surfaces™ products because:

- ✓ They offer the biggest possible whiteboard working area.
- ✓ Transform how teachers teach and how learners learn.
- ✓ Impose no height restrictions, so (unlike a traditional whiteboard) pupils of any age can use surfaces treated with our products together and simultaneously.
- ✓ Do not entail any safety issues, as there is nothing to move or potentially fall down.
- ✓ Can be used to treat other surfaces in addition to walls. Half desk/half whiteboards created with our paint are especially popular in schools.
- ✓ Represent great value for money.
- ✓ They create a positive and engaging environment.

Projection & Video Production:

Our newest range made up Projector Paints targets business within the video, video-gaming, photography and media production industry.

Contractors:

Painting and decorating contractors or wallcovering contractors are often employed by end users to carry out installation of products like the Smarter Surfaces range. Contractors focused on commercial projects with commercial customer profiles can in some cases be advisors to the end users and therefore influence the buying process and can be a good way of increasing sales.

Commercial Architects and Office Designers:

Commercial interior architects and office designers are responsible for designing the interiors of commercial spaces. They specify the products used for the final finishes of the project such as wall finishes. These professionals see great benefits from the Smarter Surfaces range from a space design and productivity perspective and as they usually work on renovation or new construction commercial projects can specify significant quantities of product on single projects. They also tend to work on multiple projects so these relationships are worth investing in for the long term.

Distributors and Resellers:

These include companies that sell to the above customer profiles such as:

- Office furniture/office interior products suppliers
- Educational products suppliers
- Commercial interior product supplier such as wallcoverings/acoustics
- Visual communication product suppliers such as whiteboards and presentation equipment

Why Global Brands Choose Smarter Surfaces?

- ✔ Create Engaging Modern Workspaces
- ✔ Promote Collaborative Learning
- ✔ Maximize Creativity and the Sharing of Ideas
- ✔ Encourage Effective Communication
- ✔ Environmentally Friendly - **Our Green Guarantee**
- ✔ Trade Customer Programme
- ✔ Excellent Technical and Customer Support
- ✔ 1000+ Installations across USA

Product Features and Benefits

A feature is a characteristic of a product or service. It is a description of what you are selling in terms of its specifications or characteristics.

A benefit is defined as an advantage gained from something. In this case it is the benefit the customer is gaining from our products.

Here are the key features that attract customers to Smarter Surfaces™ products and their benefits:

Feature:

Our products can be applied to any smooth surfaces, including tables, desks and chairs as well as walls and doors.

All our products come with clear application instructions.

They can be combined to create multifunctional surfaces.

Our warranty extends to full or partial replacement of the product.

Our products emit the lowest possible toxins into the environment.

Our products are cost effective when compared to traditional whiteboards.

Benefit:

This adds value by creating collaborative spaces for employees which increases productivity for the business or better teaching environments through shared learning.

This enables quick and easy installation.

Our product range gives you the ability to be able to respond to your customer's needs. This can be through dual or triple functionalities.

This gives assurances that should there be a rare product fault we will replace. Puts the customer's mind at ease.

All our products are environmentally friendly which is a great selling point to businesses, schools, universities etc. All our products certificates can be found at <http://partners.smartersurfaces.com/user/login/>

This saves your customer money on any size job from small to large.

Product Categories



Dry Erase Products
(Paints, Wallcoverings & Films)



Magnetic Products
(Paints, Plaster & Wallcoverings)



Projection Products
(Paints)



Multifunctional Products
Dual & Triple Functionality
(Wallcoverings & Films)



Accessories
(Markers, Surface Cleaners, Magnets & Micro Fibre clothes)

Product Comparison Tables

	Writable	Magnetic	Projectable	Installation	Application	Usable After	Magnetic Strength* <small>(A4 80gsm pages)</small>	Product Finish	Product Colour	Guarantee
Whiteboard + Magnetic + Projector										
Smart Magnetic Whiteboard Wallpaper Low Sheen	✓	✓	✓	Professional	1 application	48 hours	5 pages	Low Sheen	White	10 Year
Whiteboard + Magnetic										
Smart Magnetic Whiteboard Wallpaper	✓	✓	⊗	Professional	1 application	48 hours	5 pages	Gloss	White	10 Year
Smart Magnetic Whiteboard Paint White	✓	✓	⊗	DIY	3 coats paint, 3 coats primer, 1 coat paint	4 days	4 pages	Gloss	White	10 Year
Smart Magnetic Whiteboard Paint Clear	✓	✓	⊗	DIY	3 coats magnetic paint, paint colour of choice as required, 1 coat paint clear whiteboard paint	4 days	4 pages	Gloss	Transparent	10 Year
Whiteboard + Projector										
Smart Whiteboard Wallpaper Low Sheen	✓	⊗	✓	Professional	1 application	24 hours	⊗	Low Sheen	White	10 Year
Smart Semi Matt Whiteboard Projector Paint	✓	✓	✓	DIY	2 coats primer 2 coats paint	4 days	✓	Semi Matt	White	5 Year
Smart Self Adhesive Whiteboard Film Low Sheen	✓	⊗	✓	DIY	1 coat	Immediate	⊗	Low Sheen	White	5 Year
Whiteboard										
Smart Whiteboard Wallpaper	✓	⊗	⊗	Professional	1 application	24 hours	⊗	Gloss	White	10 Year
Smart Whiteboard Paint White	✓	⊗	⊗	DIY	2 coats primer, 1 coat paint	4 days	⊗	Gloss	White	10 Year
Smart Whiteboard Paint Clear	✓	⊗	⊗	DIY	1 application	4 days	⊗	Gloss	Transparent	10 Year
Smart Self Adhesive Whiteboard Film White	✓	⊗	⊗	DIY	1 application	Immediate	⊗	Gloss	White	5 Year
Smart Self Adhesive Whiteboard Film Clear	✓	⊗	⊗	DIY	1 application	Immediate	⊗	Gloss	Transparent	5 Year
Smart Chalkboard Paint	✓	⊗	⊗	DIY	2 coats	24 hours	⊗	Matt	Black	1 Year

*These products must be used with neo-magnets or rare earth magnets

	Writable	Magnetic	Projectable	Installation	Application	Usable After	Magnetic Strength* (A4 80gsm pages)	Product Finish	Product Colour	Guarantee
Magnetic										
Smart Magnetic Plaster	⊗	✔	⊗	Professional	2 coats	24 hours	8 pages	Matt	Grey	10 Year
Super Magnetic Paint	⊗	✔	⊗	DIY	4 coats	24 hours	5 pages	Matt	Grey	10 Year
Smart Magnetic Paint	⊗	✔	⊗	DIY	3 coats**	24 hours	4 pages	Matt	Grey	10 Year
Projector										
Smart Clear Projector Screen Paint	⊗	⊗	✔	DIY	2 coats	24 hours	⊗	Matt	Transparent	5 Year
Smart White Projector Paint Pro	⊗	⊗	✔	DIY	2 Coats Primer 2 Coats Paint	24 hours	⊗	Semi Gloss	White	5 Year
Smart Black Projector Screen Paint	⊗	⊗	✔	DIY	2 coats	24 hours	⊗	Matt	Black	5 Year
Smart Outdoor Projector Screen Paint	⊗	⊗	✔	DIY	2 coats	24 hours	⊗	Matt	White	18 Months
Smart High Contrast Projector Screen Paint	⊗	⊗	✔	DIY	2 coats	24 hours	⊗	Matt	Light Grey	5 Year
Smart Ultra High Contrast Projector Screen Paint	⊗	⊗	✔	DIY	2 Coats Primer 2 Coats Paint	24 hours	⊗	Matt	Dark Grey	5 Year
Smart Interactive Projector Screen Paint	⊗	⊗	✔	DIY	2 Coats Primer 2 Coats Paint	24 hours	⊗	Slight Sheen	White	5 Year
Smart Floor Projector Screen Paint	⊗	⊗	✔	DIY	2 coats	24 hours	⊗	Slight Sheen	White	5 Year
• Smart Short Throw Projection Screen Paint	⊗	⊗	✔	DIY	2 coats	24 hours	⊗	Matt	White	5 Year
• Smart Semi Matte Whiteboard Projector Screen Paint	⊗	⊗	✔	DIY	2 Coats Primer 2 Coats Paint	4 hours	⊗	Semi Matt	White	5 Year
• Smart Ambient Light Rejecting Projector Screen Paint	⊗	⊗	✔	DIY	2 Coats Primer 2 Coats Paint	24 hours	⊗	Ultra Matt	White	5 Year

**Up to 6 coats can be used to create a stronger magnetically receptive surface

All products in the Smarter Surfaces range are tested and certified.

To download the above Product Comparison Tables in multiple languages please visit the Smarter Surfaces Partner Portal <http://partners.smartersurfaces.com>.

Frequently Asked Questions

See www.smartersurfaces.com and search for FAQ's.

Importance of Product Images

Using our products and using photos is a great way to make any email or presentation more impactful. All photos are stored on our Partner Portal and are broken down by each product. The type of image used is important. Images showing people using the completed surfaces are most effective.



Global Customer List

Our sample list of our global customers can really help when selling to any sector that isn't aware of either Smarter Surfaces or the products we produce. It is very useful to include it in all emails and presentations to help with reputation and brand awareness. You can find them by clicking in the link:

Please see <http://partners.smartersurfaces.com> for more examples



Finding Potential Customers

Research your potential customer

Would you challenge someone to a game of chess before learning the rules?

This means learning as much as possible about your target audience segment, but also gleaning whatever you can about the specific individuals to whom you're selling.

Identify the decision makers in your target customers organisation the person with purchase authority. LinkedIn is example of an effective tool to identify the decision maker.

Communication

Avoid jargon and rhetoric. Be prepared to answer straight questions. A follow-up email with accurate information is more valuable than imprecise numbers in the moment.

Strike a casual tone early on. Ask the potential customer about their needs.

Using “VANT” to Qualify Leads

Here is a simple and effective way to qualify your leads.

V

is for **Value Proposition**

Your prospect has clearly articulated that they see value in your offering.

A

is for **Authority**

You are talking to a decision maker.

N

is for **Need**

Your prospect has confirmed that there is a definite NEED for your product or service.

T

is for **Timing**

You expect this “live sales deal” to close within the next 180 days.

Who Do You Nurture?

Who you nurture is just as important as what you use to nurture. You must clearly define the key decision makers you want to engage with before you create nurturing pieces or content. Remember it is no longer good enough to focus on one person only within your target prospect’s organisation (what we refer to as the spider’s web approach to nurturing).

Think of your prospects business as an interconnected system, like a spider’s web. When someone moves/ challenges a decision. Everyone else on the web, or in this case in the system, feels those reverberations. The impact can be enough to halt a sales deal in its tracks.

How many times have you had sales deals stall, even when you have been given the go ahead by a key decision maker? The change of heart has most likely been caused by some internal issue, challenge or person.

You must nurture all of the stakeholders involved in a decision. It could mean multiple people from your organisation engaging with multiple people from your client’s team.

Try to ensure that you match people, for example, finance talking to finance, or marketing talking to marketing.

“EXAMINE” Principle in Selling

(source Insthinktive Sales Leadership)

When dealing with any large potential customers or deals EXAMINE is a very useful tool to analyse how far you are in the sales process and what still needs to be found out.

E

Establish the pain point

X

X-Ray – Dig deep to understand

A

Ask the priority

M

Map out their vision of success

I

Impact Analysis – What impact both tangible and intangible will we have on their business

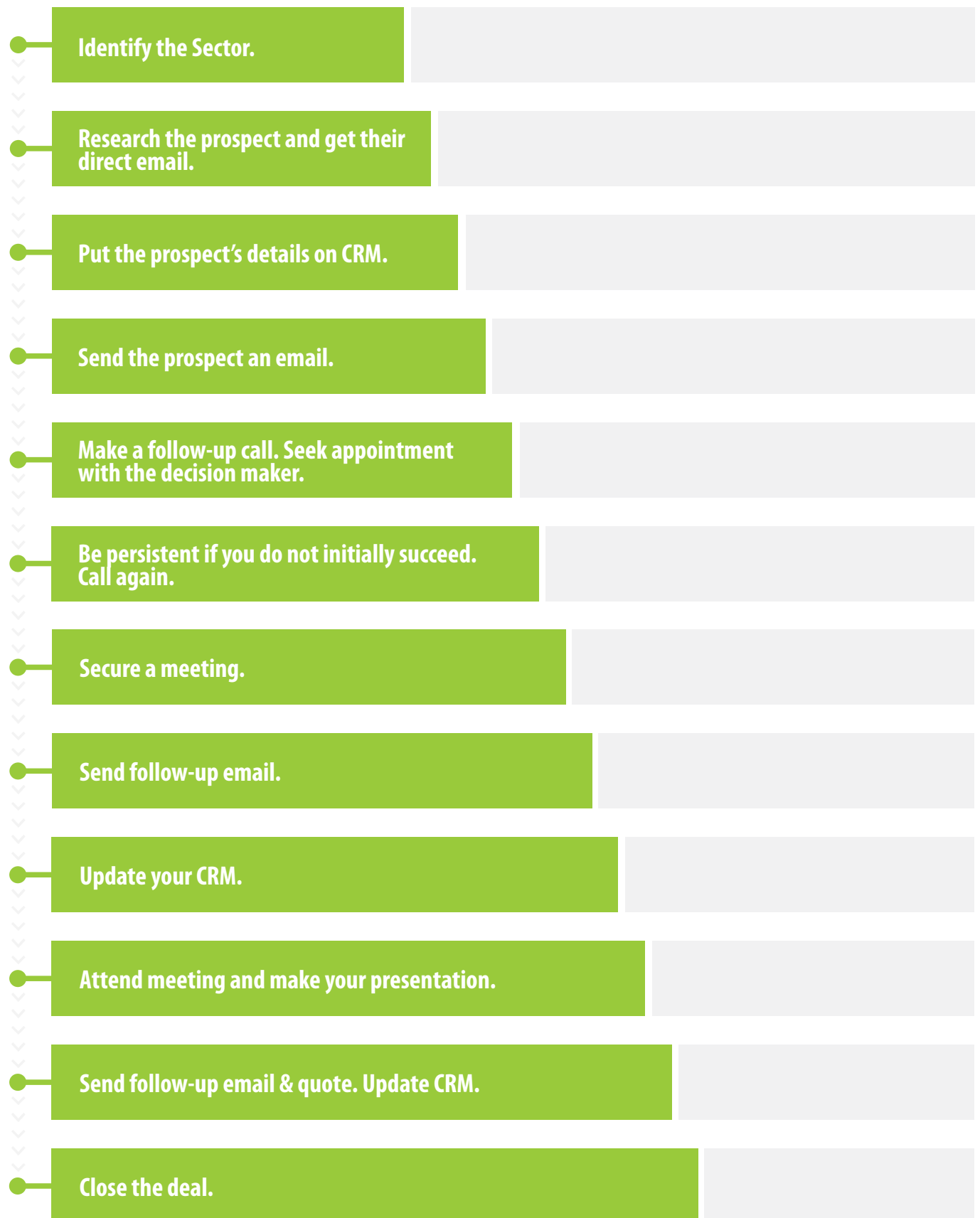
N

Now clarify – Paraphrase your understanding of what they require

E

Explore Red Flags – What or who might stop the deal or sale from progressing

Our Sales Process





Researching Prospective Customers

Choose a sector to focus on for example IT companies or Financial Services Companies.

Use the tools available to you to identify suitable prospects:

- LinkedIn
- Desktop research - the Internet
- Networking and personal contacts
- Exhibitions and trade fairs
- Industry Awards & Associations to identify main players in market

Identify the Decision Maker:

Who is the best person to contact within an organisation? Who is the decision maker? – CEO – Directors – Facilities Managers (in house) – Head of Marketing Departments.

LinkedIn can help you reach that decision maker in the following ways:

- When you perform an advanced search, include terms like Director, Owner, CEO, Facilities Manager (note in house facilities managers are much more approachable than agency facilities managers).
- Ensure your LinkedIn Profile is a professional account which will give you access to search functions like company size and location and decision maker roles.



Researching Decision Makers

Researching the prospect's own company website is another important way of gathering information.

- There is generally a page that lists the staff and executives. You can often get the name and title of the person that would be responsible for the department that you need to speak with. In some instances, you can also get an email address or telephone number to make an introduction prior to your pitch.
- If you cannot locate a staff list or if it is a large company and the person in charge of the department is far removed from purchasing decisions, you need to go another route like LinkedIn.
- A good secondary source of information is a press release from the company or articles written about them. If you are approaching a company because they just started a project that your product would be perfect for, there will often be a quote from the person heading up the project. Even if this person ends up not being your decision maker, you are dealing directly with a person of influence at the company and that's a good start.
- Check for telephone landlines. Remember that if there are none, that is not a good sign.
- Does the company website look professional and current? If it doesn't, that is not a good sign.

Qualify the Lead

The following checklist provides a useful set of criteria to help you qualify the prospect:

Qualification Criteria Checklist	Yes	No
Is the prospect a company with over 20 employees?		
Is this the prospect in your territory/country?		
Does the prospect have a landline telephone number?		
Do they have a website? • If yes, does it look up to date, professional and/or well maintained? • Is there any information posted on the website that might be useful to you? Do they appear to have a modern working culture?		
Can you identify the key decision maker within the prospect's organisation?		
Can you get details of: • Their name • Their job title and position within the company • Their landline telephone number • Their email address		
If you cannot find contact details for the key decision maker, can you identify anyone in the company who can put you in touch with him or her?		
Do you know anyone in your wider professional and/or social networks that might be able to put you in touch with the key decision maker?		

The more questions to which you can answer 'yes', the more likely you will have a good prospect.

Lead Generation Using Email

You have identified and qualified a potential customer (you know the decision maker) and you intend to use email as the opening contact.

You have the decision maker's email address

Key points to include:

- You represent Smarter Surfaces locally
- Reference local high profile previous customers from their sector (gives credibility)
- Include video links similar to their industry (a business video for a business customer etc.)

Lead Generation Using Direct Mail

Direct mail (printed letter) can be a powerful lead generation tool particularly to reach high level decision makers. For example, if you cannot get an email for the decision maker.

CRM

After all engagement with a customer record the detail in the CRM. This data can be used to send targeted emails and marketing information by sector.

Make a Follow-up Call

Allow sufficient time for the letter to be delivered (usually 48 hours) and then make a follow-up call with the objective of securing a meeting with the decision maker.

Business Sector Sales Process

Although many of the steps are very similar to those described in the previous section, the key difference between selling to business and selling to an architect/office interior designer is that your objective is to achieve a sale.

Avoid companies in traditional sectors and instead focus on modern innovative organisations.

Step 1 Begin by identifying and researching your lead

LinkedIn is again very useful for this. Search for leads by:

- Industry
- Location
- Number of employees/company size
- Job Title
- Note - Ensure your LinkedIn Profile is suitable and relevant to Smarter Surfaces.

Step 2 Identify and build up a profile of the key decision maker

As before, LinkedIn is very useful for this.

- Remember to conduct an advanced search for CEO senior directors, facilities managers and other decision makers.
- There is no point contacting people who are not decision makers.

Step 3 Always use your Customer Relationship Management (CRM) software

As you gather information about the prospect, be sure to input all the details into your CRM software. Continue to update this information throughout the process.

Step 4 Qualify the prospect

The following checklist provides a useful set of criteria to help you qualify a business sector prospect:

Qualification Criteria Checklist	Yes	No
As a business sector customer, does the prospect fit our target profile (modern culture)?		
Does the prospect have a need for Smarter Surfaces™ products?		
Is the prospect in your territory/country?		
Does the prospect have a landline telephone number?		
Do they have a website? <ul style="list-style-type: none">• If yes, does it look up to date, professional and/or well maintained?• Is there any information posted on the website that might be useful to you - for example, archive media reports or press releases highlighting activities that are a good fit with Smarter Surfaces™ products?		

Can you identify the key decision maker within the prospect's company or organisation?		
Can you get details of: <ul style="list-style-type: none"> • Their name • Their job title and position within the company • Their landline telephone number • Their email address 		
If you cannot find contact details for the key decision maker, can you identify anyone in the company who can put you in touch with him or her?		
Do you know anyone in your wider professional and/or social networks that might be able to put you in touch with the key decision maker?		

The more questions to which you can answer 'yes', the more likely you will have a good prospect.

Step 5 Send an email or letter

Send a letter or email introducing yourself and the Smarter Surfaces™ product range to the prospect. Suggest ways in which the product might benefit them and their business. Attach a brochure and some product samples.

Sample Letter (can be altered for all sectors):

Dear *(insert name here)*,

At Smarter Surfaces we develop and manufacture a range of innovative products that add functionality to surfaces.

Our products are used by many leading businesses both locally *(insert local references)* and internationally with companies such as SAP, Coca Cola, Microsoft, Facebook, Hewlett Packard and Nike.

Our range includes products that create magnetic, writable and projection surfaces promoting teamwork and collaboration.

- Innovative solutions for their modern office
- Tools to create a collaborative environment
- Increased surface workspace in open plan offices
- Magnetic walls to hold information without fixing

If you wish to get in touch you can reach me out in *(insert email address)* or *(insert phone number)*.

Kind regards,
(insert name)

Sample Email (can be altered for all sectors):

Subject: Smarter Surfaces - *(insert company name)*

Dear *****,

I'm ***** from Smarter Surfaces. We develop and manufacture a range of innovative products that add functionality to surfaces. I'm contacting you to see if you are potentially interested in how Smarter Surfaces can benefit *(insert their company name)*.

Our products are used by companies similar to yours such as "*****" to encourage collaboration, teamwork and creativity, and promote productivity by making office spaces much more engaging and enjoyable to work in.

Can I send you more information?

Regards,

Step 6 Make a follow-up call

Allow sufficient time (usually 24-48 hours) and then make a follow-up call with the objective of securing a meeting or a follow up action with the decision maker.

Step 7 Send a follow-up email

The next step is to send a brief follow-up email confirming the details of the meeting or the agreed actions. Update your CRM.

Step 8 Attend the meeting and make your presentation

When presenting to a business, you are there to make a sale by linking the prospect's needs to solutions offered by our products. Key points:

- Be prepared for the meeting.
- Be prepared to demonstrate the features of the Smarter Surfaces™ product range and to highlight the benefits they offer. – Have images and video of other companies like them using the products.
- Whenever challenged on price, always respond by favourably comparing our products with traditional whiteboards, making the point that they are both better value, can do a lot more and are guaranteed for ten years.
- Be prepared to show them an existing installation with a satisfied customer so that they can see for themselves the benefits offered by our products.

Step 9 Follow up your presentation

Once you finished the meeting, update your CRM and send a follow-up email within 24 hours.

Step 10 Close the deal

Once you have agreement, close the deal and arrange the installation of the product if required.

Selling to the Education Sector

Education customers in the education sector include:

- Private & International Schools
- Universities & Colleges
- Training Organisations
- Primary and Secondary

As with business customers, your objective with education customers is to achieve a sale.

Step 1 Begin by identifying and researching your lead

A general Google search is usually sufficient to find key details. For example, the search term 'primary schools in Birmingham' will generate lots of information on the subject.

Look for leads by searching for details of:

- International schools, schools, colleges or universities
- Number of pupils or students
- Location

When researching the education sector customers, it's especially important to keep in mind that they are most likely to carry out works and improvements out of term, so it's best to time your approach with this in mind. For example, approach primary and secondary schools 1-2 weeks before their current term ends.

Step 2 Identify and build up a profile of the key decision maker

Although principals, teachers, lecturers and other educational professionals can be listed on LinkedIn, a general Google search identifying local schools is generally an effective way to lead you to the key decision makers.

- In the case of primary and secondary schools, the principal is generally the key decision maker, but it is possible that some teachers will be influencers.
- Many larger public (that is private) schools have an estates section with a manager, who is the key decision maker.
- In the case of universities and other third level institutions, the key decision makers are most likely to be architects, designers, facilities managers or maintenance departments.
- Whoever the decision maker is, look for a specific name to mention when you call.
- If possible, approach that person using LinkedIn to make a mutual connection first to making your initial contact more of a 'warm call' than a cold one.

Step 3 Always use your Customer Relationship Management (CRM) software

As you gather information about the prospect, be sure to input all the details into your CRM software. Continue to update this information throughout the process.

Step 4 Qualify the prospect

The following checklist provides a useful set of criteria to help you qualify an education sector prospect:

Qualification Criteria Checklist	Yes	No
As an education sector customer, does the prospect offer potential to achieve significant sales, initially and/or in the future?		
Does the prospect have a need for Smarter Surfaces™ products?		
Is the prospect in your territory/country?		
Does the prospect have a landline telephone number?		

<p>Do they have a website?</p> <ul style="list-style-type: none"> • If yes, does it look up to date, professional and/or well maintained? • Is there any information posted on the website that might be useful to you - for example, reports highlighting learning activities that are a good fit with Smarter Surfaces™ products? 		
<p>Can you identify the key decision maker within the college or school?</p>		
<p>Can you get details of:</p> <ul style="list-style-type: none"> • Their name • Their job title and position within the college or school • Their landline telephone number • Their email address 		
<p>If you cannot find contact details for the key decision maker, can you identify anyone in the college or school who can put you in touch with him or her?</p>		
<p>Do you know anyone in your wider professional and/or social networks who might be able to put you in touch with the key decision maker?</p>		

The more questions to which you can answer 'yes', the more likely you will have a good prospect.

Step 5 Send an email or letter

Send an email introducing yourself and the Smarter Surfaces™ product range to the prospect. Suggest ways in which the product might benefit their college or school. Include a brochure and some product samples. Remember, it is important to send a printed letter in the post because an email is more likely to be overlooked, ignored or lost in the decision maker's in-box.

Step 6 Make a follow-up call

Allow sufficient time (usually 24-48 hours) and then make a follow-up call with the objective of securing a meeting with the principal or other decision maker.

Step 7 Send a follow-up email

The next step is to send a brief follow-up email confirming the details of the meeting. - Update your CRM.

Step 8 Attend the meeting and make your presentation

When presenting to a school, you are there to make a sale by linking the prospect's needs to solutions offered by our products. Key points:

- Be prepared for the meeting.
- Be prepared to demonstrate the features of the Smarter Surfaces™ product range and the benefits they offer to the college or school.
- Show images and videos of how other schools and universities are using the products.

- Whenever challenged on price, always respond by favourably comparing our products with traditional whiteboards, making the point that they are both better value, can do a lot more and are guaranteed for ten years.
- Be prepared to offer an existing installation with a satisfied customer so that they can see for themselves the benefits offered by our products.

Step 9 Follow up your presentation

Once you finished the meeting, update your CRM and send a follow-up email within 24 hours.

Step 10 Close the deal

Once you have agreement, close the deal.

Selling to Architects, Office Designers, Fit Out & Resellers

Commercial Architects & Office Designers

Architects & Office Designers are responsible for designing and specifying finishes for spaces, such as offices and schools.

As a key influencer, the key objective is to convince the architect (or office interior designer) to deliver innovative and modern spaces by specifying Smarter Surfaces™ products.

It is very important to go and meet the key interior architects/office designers as these firms and individuals have the ability to create significant volumes of business by specifying the products at design stage.

Meetings should be visual presentation, sample packs of products and sample walls in their office is also worth doing in large firms.

Specifiers in general tend to ask more technical questions and respond well to good visuals where they can contemplate how they can design their projects using the products.

Step 1 Begin by identifying and researching your lead

LinkedIn is especially useful for this. Search for leads by:

- Search industry awards for leading office design firms.
- Search LinkedIn for interior architect/office designers.
- Particular projects the architectural practice works on (offices and schools).
- Avoid architects with a focus on residential or civil works (roads, etc.).
- Look at their client portfolio or reference projects on their website.

Step 2 Identify and build up a profile of the key decision maker

Again, LinkedIn is very useful for this.

- Remember to conduct an advanced search for the senior partners, interior designers and other decision makers.
- There is no point contacting people who are not decision makers.

Step 3 Always use your Customer Relationship Management (CRM) software

As you gather information about the prospect, be sure to input all the details into your CRM software. Continue to update this information throughout the process.

Step 4 Qualify the Prospect

The following checklist provides a useful set of criteria to help you qualify the prospect:

Qualification Criteria Checklist	Yes	No
Is the prospect a leader within the interior office architecture/office design sector?		
Is the prospect in your territory/country?		
Does the prospect have a portfolio of previous high profile office projects?		
Do they have a website? <ul style="list-style-type: none"> • If yes, does it look up to date, professional and/or well maintained? • Is there any information posted on the website that might be useful to you - for example, archive media reports or press releases highlighting design or construction projects that are a good fit with Smarter Surfaces™ products? 		
Can you identify the key decision maker within the prospect's organisation?		
Can you get details of: <ul style="list-style-type: none"> • Their name • Their job title and position within the company • Their landline telephone number • Their email address 		
If you cannot find contact details for the key decision maker, can you identify anyone in the company who can put you in touch with him or her?		
Do you know anyone in your wider professional and/or social networks that might be able to put you in touch with the key decision maker?		

The more questions to which you can answer 'yes', the more likely you will have a good prospect.

Step 5 Send an email or letter

Send an email introducing yourself and the Smarter Surfaces™ product range to the prospect. Suggest ways in which the product might benefit their projects. Include a brochure and some product samples.

Step 6 Make a follow-up call

Allow sufficient time (usually 48 hours) and then make a follow-up call with the objective of securing a meeting with the decision maker.

Step 7 Send a follow-up email

The next step is to send a brief follow-up email confirming the details of the meeting. - Update your CRM.

Step 8 Attend the meeting and make your presentation

When presenting to an architect or an interior designer, remember that you are dealing with an influencer and that your key objective is convince them to specify Smarter Surfaces™ products for project they are working on.

Key points:

- Demonstrate the benefits through images and videos.
- Be prepared to provide a free sample wall in the prospect's office if they are suitable.
- Be ready to answer questions about our product certification. Be familiar with all certifications in the partner area.
- Have your price lists with you.

Step 9 Follow up your presentation

Once you finished the meeting, update your CRM and send a follow-up email within 24 hours offering to install a free sample wall.

Here's an example:

Sample Letter (can be altered for all sectors):

Hi (prospect's name here),

Thank you for taking the time to meet with me yesterday. I would like to confirm we would be happy to install a sample wall in your office free of charge so you can see the benefits of our products on a daily basis.

Just to follow up on the main points we discussed.

We can provide you with any technical support or documentation you need - see our architecture specification document attached.

I also attach a soft copy of our product brochure if you want to share it with your colleagues. As discussed the full range includes products that create magnetic, writable and projection surfaces such as the award winning Smart Whiteboard Paint.

I look forward to working with you in the future. If you need any further information let me know.

Best regards,

Distributors and Resellers

Office furniture and office interior specialists will have clients buying office furniture and presentation equipment on a regular basis.

They can often offer interior office design and layout services. Smarter Surfaces™ products will give them an option to add an innovative range of surface products to their range.

Office furniture and office interior specialists and not to be confused with office stationery suppliers who focus on consumables such as paper, ink etc., these are not suitable resellers.

Visual communication specialists also are a good fit.

Education Resellers

Schools and Universities look for furniture for their learning spaces. They reach out to school furniture manufacturers to get the equipment they want to get.

By being teamwork and collaboration as relevant in the learning process as they are nowadays, the Smarter Surfaces products play an important role, making Education Resellers one of the first points of contact for those educational institutions who are looking to renovate their facilities.

Marketing

You can find very helpful materials for your marketing on our Partner Portal. This includes branding materials such as logos, tools for events management, email marketing and previous partner newsletters.

Suggested Email Marketing Campaigns for End Users

Once you have built your leads and contacts database on your CRM and start to complete projects use completed projects to send emails about the projects to the relevant sector.

Example:

You have completed an installation for a IT or software company

1. Take some images
2. Write a short paragraph on how they are now using the walls and how it improves the office for them
3. Email this with images to the relevant sector in this case business announcing How Smarter Surfaces
***** / Customer Name

You can issue an email like this once every one to two weeks as it is relevant and authentic content.

Ensure you use a program like Mailchimp so you can see who has opened the email, how many times and call them.

Here is an example marketing email:

ABC Paris using Smarter Surfaces in new Paris Office

Smarter Surfaces Paris has just completed ABC Paris new offices on the Champs Elyee's

ABC Paris are now using their walls which were finished in Smart Whiteboard Paint over Smart Magnetic Plaster to make their meeting rooms brainstorming and spaces for ideas and team work.

ABC Paris are a leading IT company who decided to change how they use their walls to make their new office a more interesting place for their sales and marketing team.

Here are some images of ABC working their ideas out on their Smart Surfaces

(insert images here)

Exhibitions and Trade Fairs

Exhibitions, trade fairs, industry shows and similar events are a powerful marketing opportunity. Attendees are not only there to see what exhibiting businesses have to offer - they are also often buyers and key decision makers. Participating in such events gives your business the chance to gather sales leads, establish your name in the industry, highlight the Smarter Surfaces™ product range and/or launch any new products that we bring to market.

The key to a successful trade show is to pick the right one. There are many shows and exhibitions, some of which may appear to be appropriate for our products, which, in our experience, do not work. It is important to select your trade show or exhibition appropriately.

A negative experience can cost you money, take time and effort from business development in the right direction and may dampen enthusiasm for you and your staff.

When selecting an event to participate in, always ask the event organisers for the following information:

- The number of expected attendees
- A profile of expected attendees - consider geographic origin, job title, decision-making authority
- A list of confirmed exhibitors
- A list of the previous year's exhibitors

Remember that event organisers are sales people too and their mission is to sell you a stand or exhibition space. It is your responsibility to carefully consider factual information they provide you with to ensure a good fit with our product range and your business.

Pre Event Preparation

Exhibitors

- > Look at the exhibitor which will attend the show in the event organisation platform.
- > Use filters in the platform such as "products" or "categories" to get the ones which could be interesting for you to reach.

- Create a list with the potential good exhibitors you found.
- Look for the correct person to contact within the company and send a first email proposing to meet each other at the show.

This could be a first email example:

Hi (insert the name of the person you are contacting to),

I am (insert your name) from Smarter Surfaces, we are a fellow exhibitor. I thought we would reach out in advance of the show as I think a conversation for our companies could be interesting.

Can we arrange a meeting on your stand perhaps on (insert the day)?

At Smarter Surfaces we transform surfaces into whiteboard, magnetic and projectable areas promoting collaboration, teamwork and productivity.

Let me know if we can arrange a conversation?

*Regards,
(Insert your name)
(Insert your email address)
(Insert your phone number)*

Planning the Event

Preparation is the key to a successful exhibition or trade event. Plan carefully in accordance with the following key criteria:

The Stand

- Have one large surface with an image of products in use (See partner portal for designs)
- Have one area where the people can write on a surface (Smart Wallcoverings or Office Films are ideal for quick installation)

Marketing

Is the stand provided with the complete range of marketing support collateral?

- Banners
- Brochures
- Real Products to Display
- Samples
- Business cards

Please note that our products can be “invisible” at stands as people may think we are selling markers accessories rather than the surface products, which they can assume to be part of the stand set-up. Please give careful consideration to this point so that what you are promoting is evident to passers-by in a very short space of time.

After the Event

Always follow up quickly on all sales leads generated by the event. Begin with an email initially and then follow through with a phone call. Retain all contact details gathered at your stand for your email database and future direct mail campaigns.

Further Support

For further support or questions please contact us.



Email
partners@smartersurfaces.com



Phone
+353 14126200

Smarter Surfaces Partner Portal

Our industry leading Partner Portal is one example of how we support our partners. This is our online knowledge database of support material with a huge amount of content and material divided into sections such as:

- 1 Sales
- 2 Marketing
- 3 Photography & Videos
- 4 Technical & Product Information
- 5 Training Materials
- 6 New Product Updates
- 7 Blogs

Each partner will be allocated a unique username and password to access this.