

Globe Tracking

with Novawall®

FACE FACTS

Relationships are key in our industry. If you are losing bids frequently, maybe some quality time with your clientele is needed.

How long has it been since you played golf with a client, invited someone to lunch or stopped into any GC's office with a box of muffins for breakfast? In this electronic digital plan room era we are becoming more and more isolated away from the people we do business with day to day. Over time we start to become JUST a number.

How can you get to be the face they remember when your bid comes across their desk? FACE TIME. If you do not have a dedicated customer service rep, appoint someone in your office to do some visiting/entertaining. Nothing overly expensive or extravagant, a little goes a long way.

Your clients want to know that they can meet with the person who may be the ultimate decision maker. This is still a business of relationships and we are trading online email exchanges in place of good client contact. It is just not the same thing.

Go to lunch, drop in, be seen. Step away from your computer and go meet your clients. Encourage your PM's and Estimators to do the same thing.

Putting a face with a name has always been a game changer and maybe it's time to mix it up a little!

RECYCLE IT

"Track it back to Something New"



Discovery HD Theater
Silver Spring, MD

Direct Path Corporation
Discovery Channel Networks

Discovery HD Theater Reflects

From time to time, we have all been called by a client to help address harsh reflections and other acoustical issues. Typically those harsh reflections are caused by the selections of hard surface finishes such as sheet rock, millwork, glass and stone. Sometimes the change in the use of the space may require more acoustic treatment.

Discovery HD Theater in Silver Spring, MD had a different kind of reflection to cope with: reflective light. Upgrades in new equipment to their HD Theater auditorium were so brilliant that the screen image was reflecting off of the acoustical millwork panels that lined both sides of the auditorium. The acoustics were fine, but the reflection had to go.

Direct Path Corporation in Alexandria, VA had originally installed Novawall in the base build-out at Discovery Channel Headquarters. Doug Hopkins, Sales Rep for DPC, recalls the client calling to say *"the reflecting light from the screen bouncing off of the acoustical millwork panels is so bright you could read a book sitting in any of the rows of the auditorium."*

One of the lead architects who had worked on the project originally had subsequently taken a position with Discovery Channel and knew to call Direct Path. Doug added, *"It was great. The client removed the acoustical millwork, taking the project back down to the sheet rock. It is a LEED Platinum building so they were careful to select recycled products like Novawall's GreenFill® acoustical core. They also chose the fabric, Knoll Bandwidth Tigers Eye, because of its recycled content and dark brown non reflective color. We came in and installed Novawall on all the elevations of the auditorium."*

It is beneficial to stay connected to your specifiers and contractors. They need to feel like they matter to your business. Check on your installations after the end user has occupied the space. Ask who the facility contact or office manager is, give them your card and introduce yourself. The next call may come from the end user if there is a problem, a change, or addition required.

NOVAWALL SYSTEMS, INC.

885B South Pickett Street
Alexandria, VA 22304
800-695-6682

www.novawall.com