



Transitions Helps The Phillips Group Fight Off Used Product Challenge on Ninety-Station Project



QUESTION:

What do you do when a long-time client is looking to relocate and unplanned expenses have pushed their budget to the point where they're seriously considering turning to the used furniture market for some 90 plus workstations?

If you're WorkPlace Furnishings members like Dave Phillips and Hope Roadcap of The Phillips Group in Middletown, PA, you don't have to look too far for the answer. It's called Transitions, the new private label systems offering that's only available to WPF dealers.

"Unexpected problems with HVAC in their new building had put our client in a real budget crunch and they were seriously thinking about used product as a low-cost alternative," Dave recalls.

"Transitions was a little more expensive than their target price for used, but it was close enough that they could justify choosing it to get the colors and configurations they wanted, instead of having to settle for whatever might be available at their price in the used market."

It was also close enough for Dave and Hope to generate sales and profit dollars for the dealership that might have gone elsewhere, while still offering an attractive solution the client knew would be available for add-on sales further down the road. In addition, it





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made sure Phillips stayed involved in the project and enabled them to pick up some nice service revenue from managing the move.

“Transitions as a product is what happens when you take a lot of good ideas from several different manufacturers and re-engineer them towards a very attractive price point,” Dave explains.

And, Hope points out, value pricing is just part of Transitions’ appeal. “We received our shipment for Phase One of the installation just 3-1/2 weeks after placing the order,” she notes. And once Transition comes in, it goes up!

“Our installers were thrilled at how quickly Transitions assembles,” Hope reports. “That not only keeps the project running smoothly; it also keeps our own installation costs lower and further helps our own bottom line profits.”

Right now, The Phillips Group is in the final stages of closing out their 90-plus station project, but already, says Dave, they know there’s more Transitions business coming. “Several projects with other clients involving Transitions are already in the queue,” he reports. “There’s a large part of the market that doesn’t need all the bells and whistles of a high-end systems line,” Dave contends. “All they want is a product that’s durable and that comes with a strong price/value proposition.”

That’s just what they get with the new Transitions line. As The Phillips Group story indicates, there will always be situations where price considerations will take a dealer’s lead systems lines out of contention. Now, however, with the new Transitions product, WPF dealers have a compelling new solution they can use with confidence, no matter how tight the budget may be.

THE RESULT: If you’re going to lose a project on price, now you can lose it to yourself!

For more information on how you can use Transitions to win profitable business against tough price competition, visit www.wpfdealer.com or contact WorkPlace Furnishings at 513-563-0048.