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Bringing Customers to Your Customers *'pull through opportunities'*



Don't rely on pull-through business stopping by your showroom, meet them where they are - with samples in hand.

"Pull-through" business is a great way to solidify a business relationship. When you bring business to a customer, you're not only helping your bottom line but theirs as well. National/corporate accounts, end-users and architectural specifications are types of "pull-through" business opportunities.

These business opportunities exist in every market. National/corporate accounts could be the local pizza shop or the national chain restaurant that moves in. Local banks and property management companies could be examples of end-users. Architectural specifications can offer repeat business with schools and hospitals. Actually, any of the examples can be crossed over into one or more types of these opportunities.

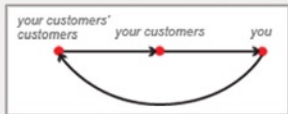
Take a step back and think. Who uses tile? What opportunities are in my market? When the opportunity arises, who would do the best job with this opportunity?

I'll use an example for Metropolitan Ceramics' Quarry Tile (of course) and property management companies. Every property management

company has a need for flooring. Vestibules, bathrooms and maintenance rooms in office buildings are ideal for a durable product like quarry tile. Let that property management company know that. Take sample boards to them; don't rely on them visiting your showroom. Also, let them know that you can assist them in having it installed correctly (bringing a customer to your customer).

Metropolitan Ceramics' national account program is another example of "pull-through" business. It has allowed us to service many national accounts through local distribution. Then, in turn, service them through local contractors.

Stop by during your lunch hour or on your way home from the office and drop off a business card. Follow up with a phone call. Gather as much information as you can. Research the prospective customer. Do the little things that will help set your product AND service apart from the competition.



Pull-through business - think differently and open doors.

"Pull-through" business benefits you and your customers. Your bottom line and theirs. Basically, it's a way of thinking differently and opening doors.

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