



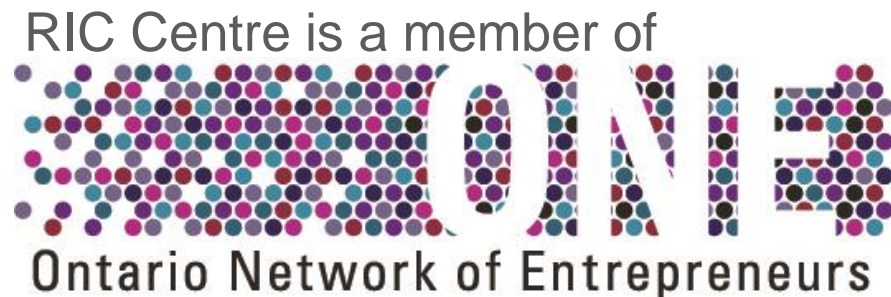


Growing YOUR BUSINESS

Breakfast with the Experts **PURCHASING MADE PRACTICAL**

@RICCentre
#GYBPurchasing

September 23, 2015



Speaker
presentation
ROB ABERNETHY
Managing Director,
Ecoinsight Instruments



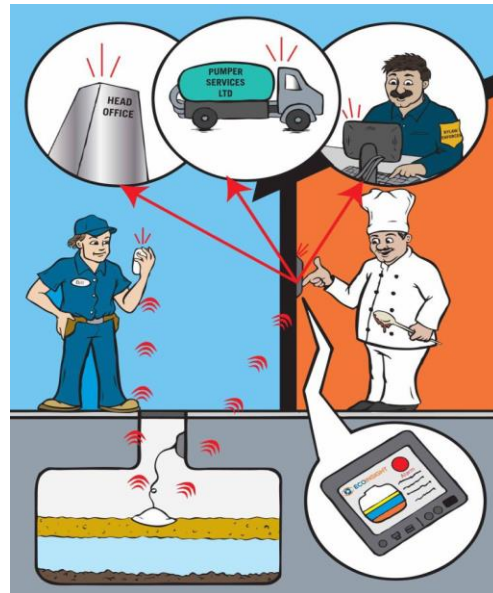
Case History - A Successful Supplier to Large Corporations

- ✓ Rob Abernethy P.Eng, MBA
Ecoinsight Instruments Inc.

Introduction

Ecoinsight Instruments:

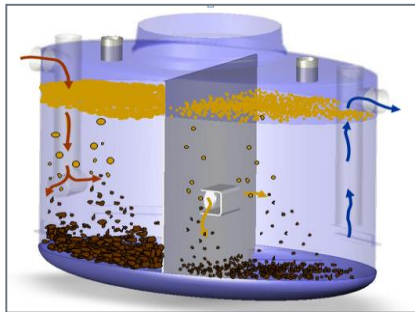
- ✓ Start-up company that will provide smart instrumentation to water, wastewater and liquid handling companies
- ✓ Part of the Monteco Group of companies – technology incubator and commercializer



Introduction

Green Turtle Technologies:

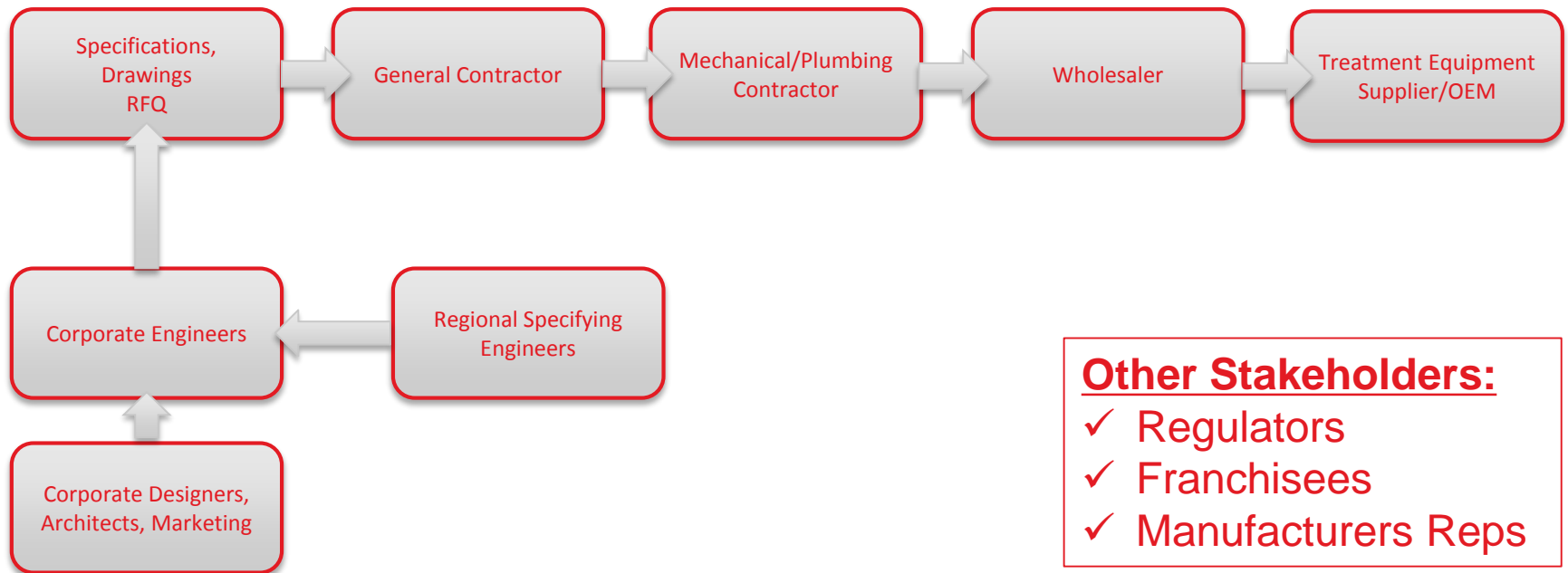
- ✓ Leading manufacturer of wastewater pretreatment devices: oil-water separators, grease interceptors, pH neutralization, rainwater harvesting



- ✓ Started and developed for 15 years by the Monteco Group and recently acquired by Zurn Industries, a large multinational supplier of engineered water solutions
- ✓ Very successful in securing large corporation business
 - Walmart, McDonalds, Canadian Tire, Tim Horton's, Loblaws, Costco etc.
- ✓ Corporate business represented 40% - 60% of our business

IC&I Water Treatment Device Purchasing Value Chain

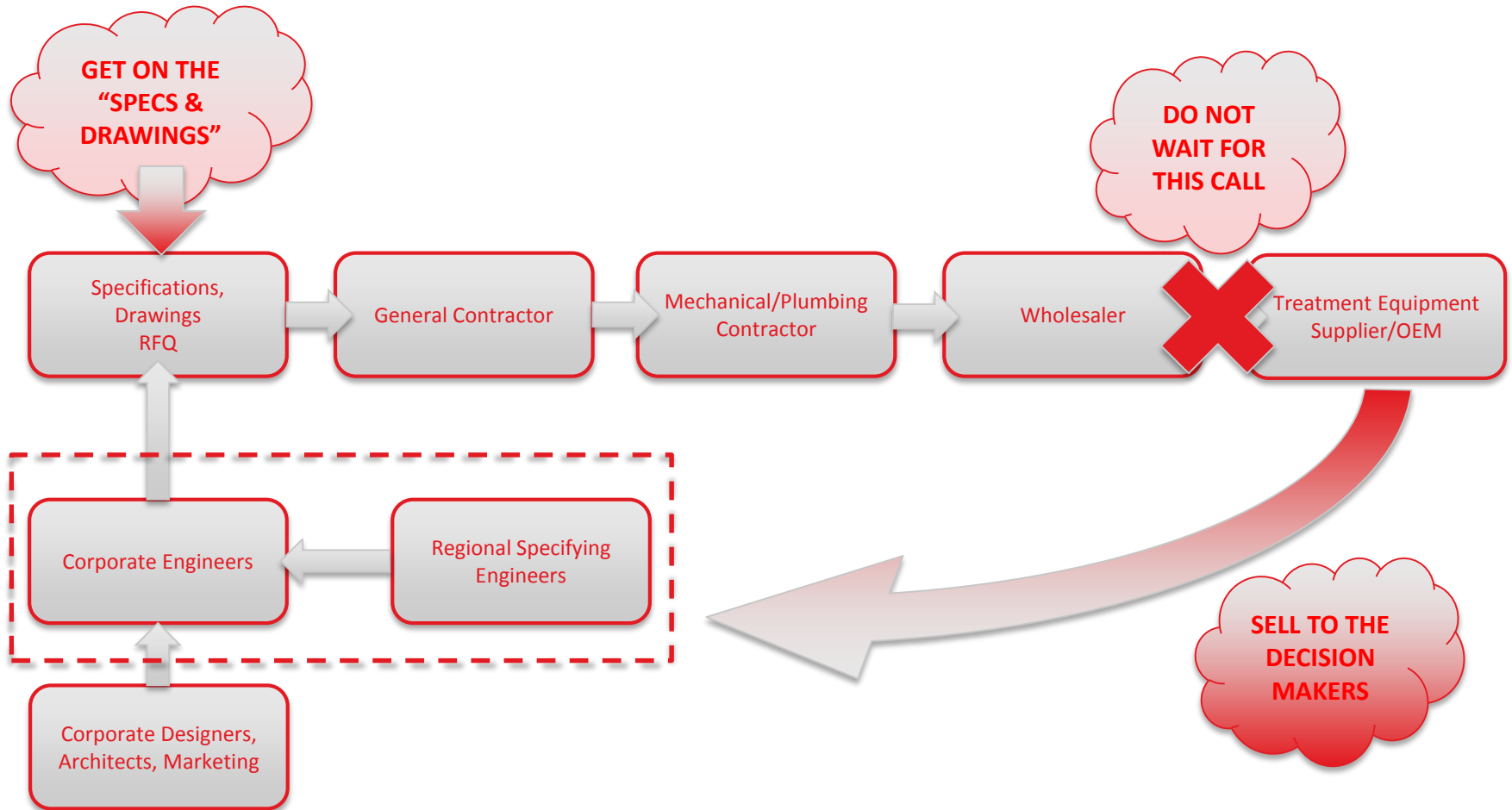
- ✓ Very convoluted value chain for IC&I water treatment devices/plumbing products



Customer Acquisition

(Four tactics to find and secure corporate customers)

1. Focus your sales resources on the right target (CONTROL THE VALUE CHAIN)



Customer Acquisition

2. Solve local problems, then go to head office with examples



Dorval is suing the local McDonald's restaurant outlet, claiming that it damaged the sanitary sewers with discarded grease

Customer Acquisition

3. Dedicate Sufficient Resources

- ✓ Dedicated Corporate Account Managers (4 out of 12 sales staff at GT)
- ✓ Attend corporate customer events (conventions, golf tournaments, charity events, etc)
- ✓ Obtain national certifications to be able to offer product to any jurisdiction in North America
- ✓ Be a resource to customers on National and Local regulations
- ✓ Increase product SKUs
 - Specialty products for corporate customers
 - To comply with local regulations
- ✓ Increased inventory and delivery expectations

Customer Acquisition

4. Continuously Scan the Environment

- ✓ Trade journals and industry associations (who is doing what)
- ✓ Construction databases (Dodge, Reed Reports)
- ✓ Local Manufacturers Representatives
- ✓ Personnel Movement
 - Your champion at Tim Horton's may become your new champion at Starbucks

Areas of Concern

- ✓ Overlapping sales territories
- ✓ Compensating sales force
 - Manufacturers Reps are local and not typically rewarded for national accounts
- ✓ Discounting
 - Professional purchasing at corps often require discounts
- ✓ Holding specs
 - Long distance and time between RFQ and equipment purchase
- ✓ Payment
 - Long chain between corporate payment to General Contractor and payment to OEM
 - Contractor credit not secured by corporate



Growing YOUR BUSINESS

A white line graph on a green background, showing an upward trend with a small dip in the middle, ending in an arrow pointing towards the top right.

Next seminar:
Disruptive Tech Forecast for 2016
December 3, 2015



