

# Welcome to Specifier Rep Workshop

SEMINAR  
SERIES





**MATT DUDER**

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Managing Director

**EBOSS**

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# HOUSEKEEPING

- Emergency Exits
- Bathrooms
- Wi-Fi – Conference Room WelcomeHIC
- Notebooks/pens
- Presentation slides available tomorrow
- Feedback email
- Phones on silent

# AGENDA

**9.00am Welcome & Introductions**

9.15am Industry overview - Set the scene

9.30am Your role & specifiers expectations – Matthew Duder, EBOSS

9.45am Face to face engagement – Michelle Goodall, Jasmax

**10.15am Morning Tea**

11.00am Develop your plan - Matthew Duder, EBOSS

11.15am Strategies & war stories – John Tolhurst, Jacobsen

11.45am The path to success

**12.00pm Event end**



# CONNECTING

- **Introduce yourself** – let's start now .....2 truths & a lie...  
**2 - 3 mins - GO!**
- **Connect** at morning tea – seek 2 new people with 2 similarities: business / personal
- **Questions** at any time during workshop







**EBOSS**



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[View web version](#)

### **A Central Otago Vineyard with a Surprising New Cellar Door Building**

A 2020 Local Architecture Award winner, the design comprises shipping containers that have been artfully converted and up-cycled, with a helping hand from Metro Series windows and doors.

AUGUST 2020

FEATURE: MULTI-STOREY ACOUSTIC SOLUTIONS

CASE STUDIES

## SystemARDEX Specified for a High-End Apartment Project



ARDEX wet area waterproofing, soundproofing and tiling systems were selected for the stylish new Wynyard Central apartments.

[prev](#) [next](#)

## Building confidence in building products

Performance information, compliance, drawings, case studies, technical advice and more from 220 leading New Zealand suppliers.

[Browse Library](#)

[FEATURE: REDUCING WASTE](#)

[PRODUCT NEWS](#)

**Teclam NZ's Prefabricated Solutions Make On-Site Construction Effortless**  
by  Teclam NZ



### Architects and Designers

Learn about new products, their scope of use and performance, and download literature and drawings.

[FIND INSPIRATION](#)



### Builders and Trades

Access maintenance, warranty and installation information on 5,008 NZ architectural products.

[EXPLORE PRODUCTS](#)



### Product Suppliers

Grow product awareness with an online and offline community of design and construction professionals.

[LEARN MORE](#)

# 702,500 sessions from industry professionals



1,907 architects & specifiers networked

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**500+ architecture students trained**

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65 client practice presentations

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# Industry Overview



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**\$25 billion industry in 2021**



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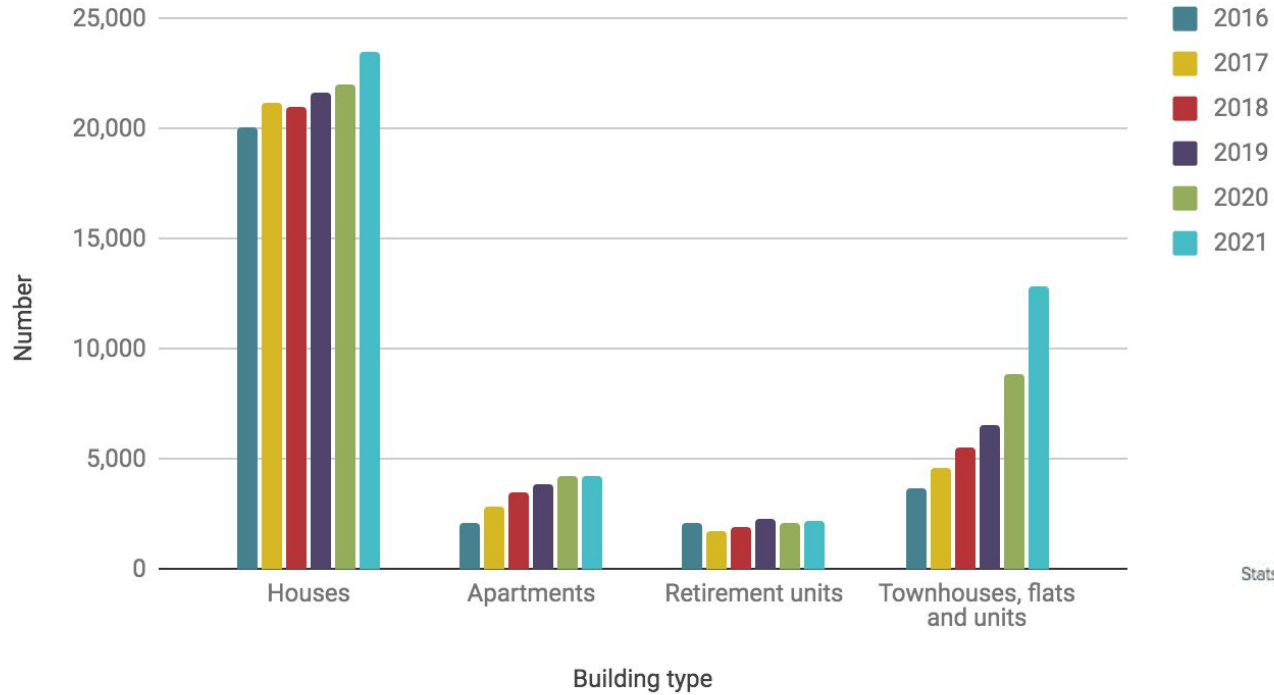
**\$25 billion industry in 2021**

**\$16.7B Residential**  
**\$8.4B Commercial**



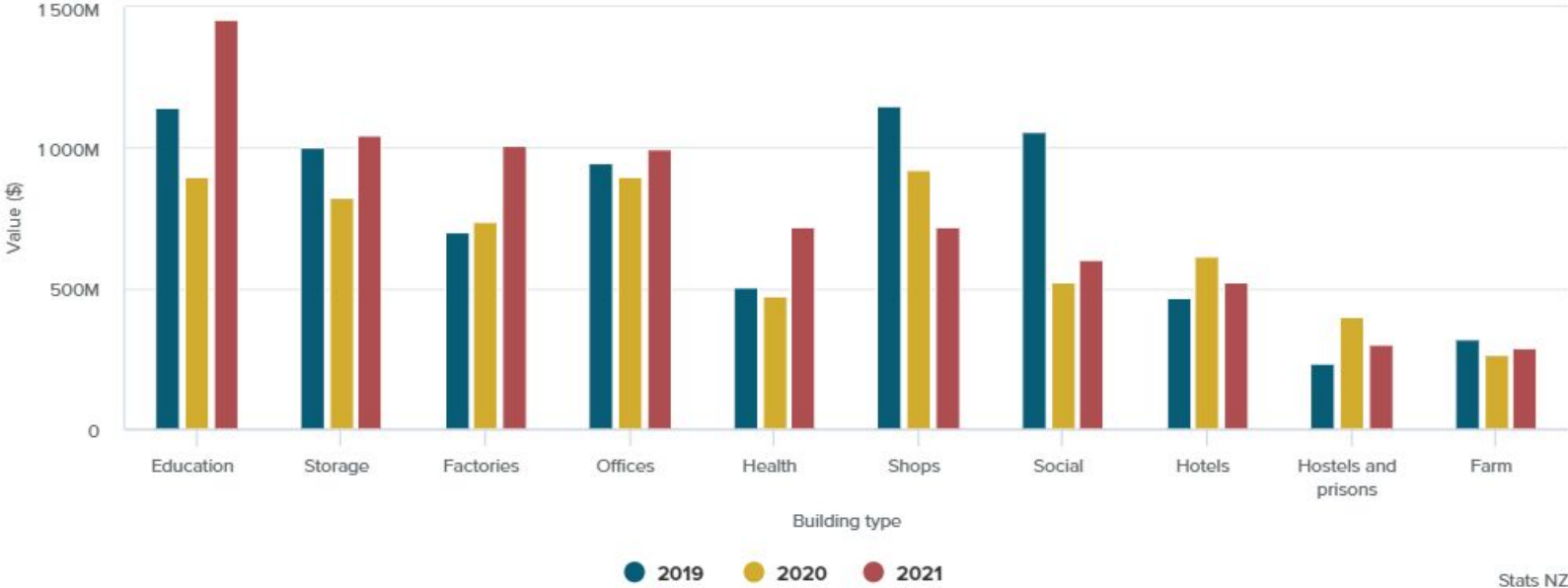
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## New dwellings consented by building type, year ended April 2016 - 2021



Stats NZ

Value of non-residential building consents (\$), including alterations and additions, year ended April 2019–2021



Stats NZ

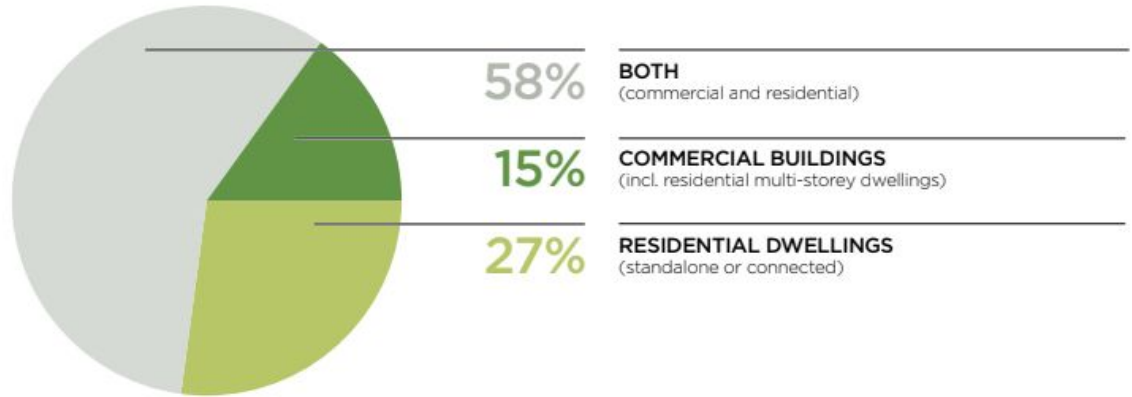
# So who is doing the design & specification?



# Practices have widening portfolios of work

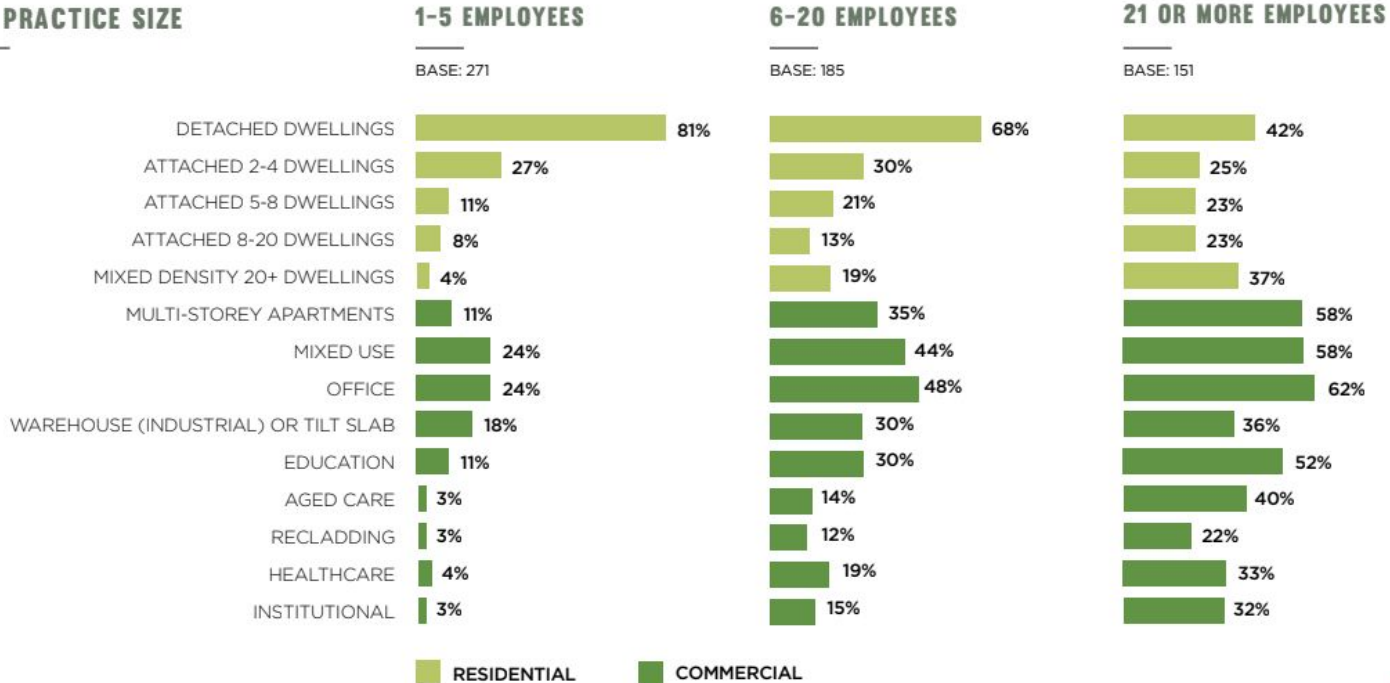
## BY TYPE OF WORK

BASE: 837



# Where is your focus?

## BY PRACTICE SIZE





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**Residential**



**Residential Alterations**



**Residential Multi-Unit**



**Holiday Homes**



**Commercial & Retail**



**Educational**



**Remedial Work**



**Smarter Small Home**



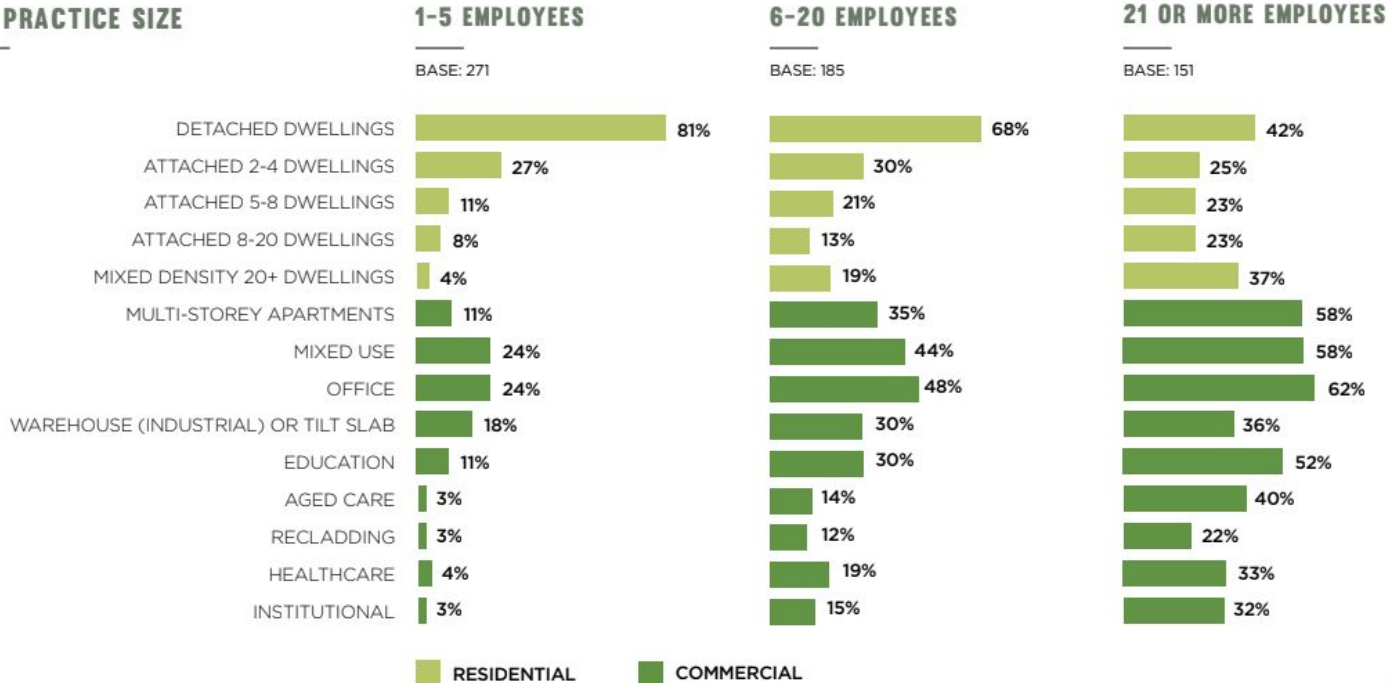
**Let's define your focus**



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# Define your key segments

## BY PRACTICE SIZE



# So what do we know about architects?

# Architect vs. Architectural Designer

## Qualification

## Registration

## Continued Development

## Focus

### Architect

M. Arch  
3yr NZRAB  
NZIA CPD  
Commercial  
High End Residential  
Mixed (LBP3)

### Architectural Designer

NZCD, B. Arch  
-  
LBP/ADNZ/DINZ  
A + A  
Residential  
Light Commercial (LBP Design 1-2)





## Design Organisations



New Zealand  
Institute of Architects  
Incorporated



# Geographical Representation

## HOW THE SAMPLE WAS GEOGRAPHICALLY SPREAD

BASE: 843

NORTHLAND	1%
AUCKLAND	35%
WAIKATO	6%
BAY OF PLENTY	7%
GISBORNE & HAWKES BAY	2%
TARANAKI	2%
MANAWATU / WHANGANUI	2%
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OTAGO & SOUTHLAND	8%
OTHER	3%



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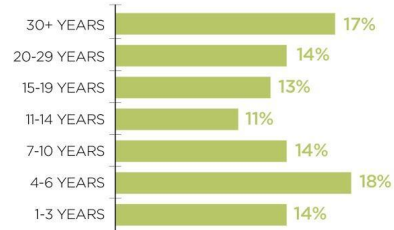
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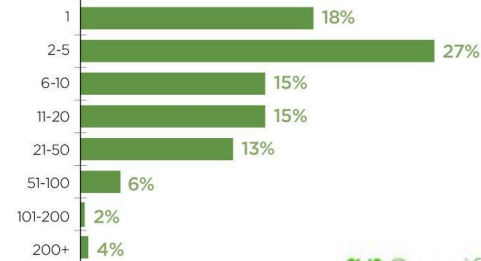
## NUMBER OF YEARS IN BUSINESS

BASE: 843



## NUMBER OF PEOPLE EMPLOYED

BASE: 843



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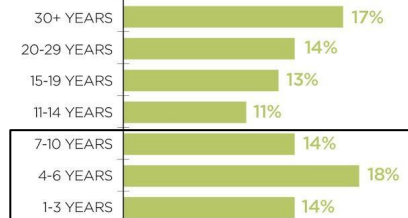
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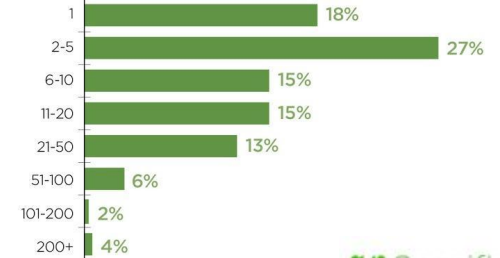
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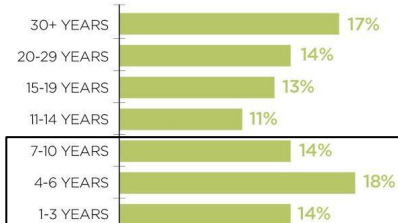
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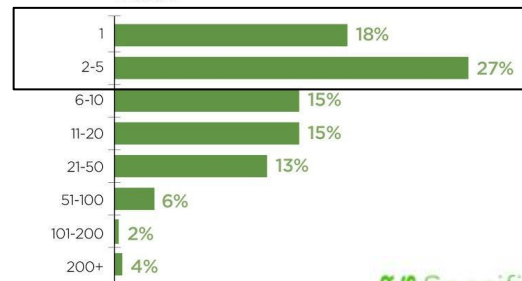
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## NUMBER OF PEOPLE EMPLOYED

BASE: 843



# INTRO TO ARCHITECTURAL PRACTICE

## CONCEPT DESIGN

- Site Study
- Concept Design
- Presentation
- Authority Approval



in-principle approval  
(client & authority)

## DETAILED DESIGN

- Design Refinement
- Documentation & Specification
- Authority Approval to Construct
- Coordination



building plan approval

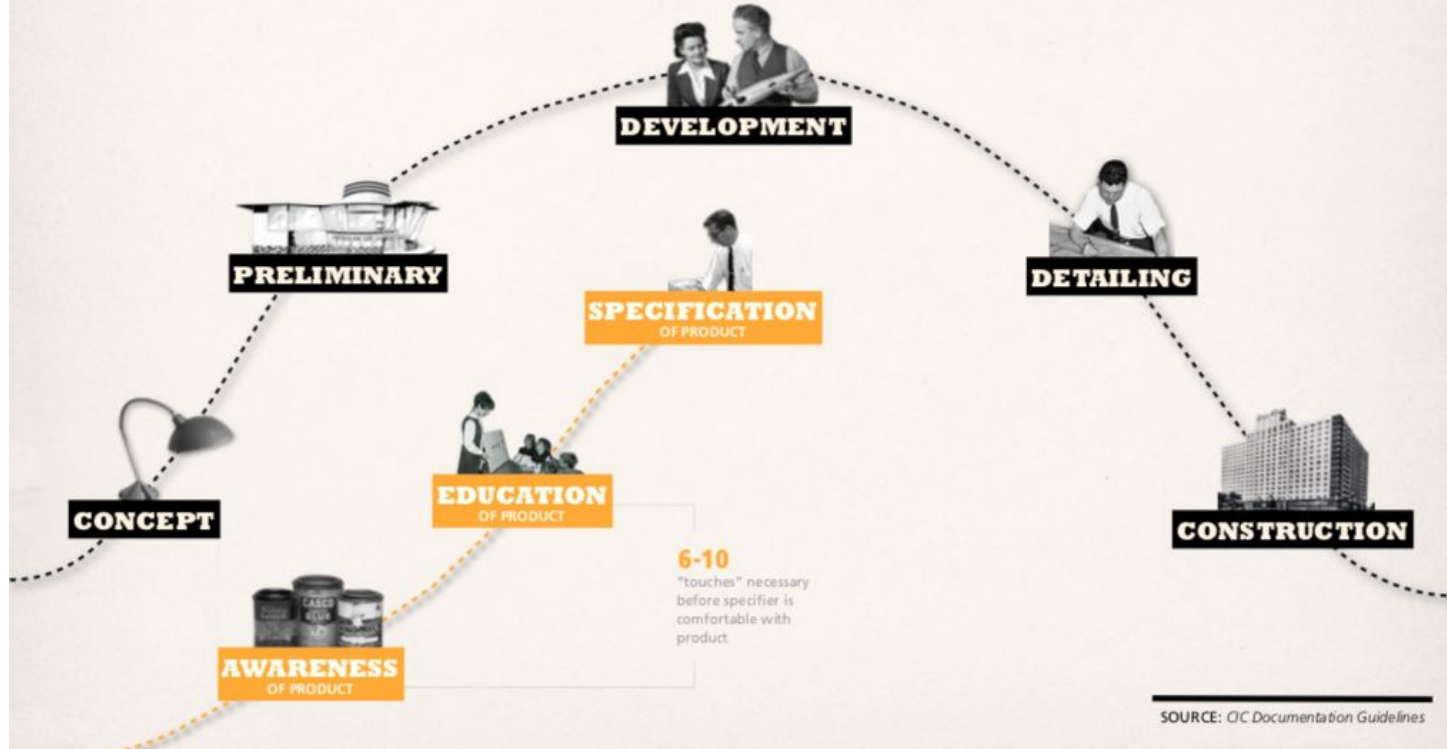
## CONSTRUCTION

- Coordination
- Monitoring
- Authority Approval to Occupy



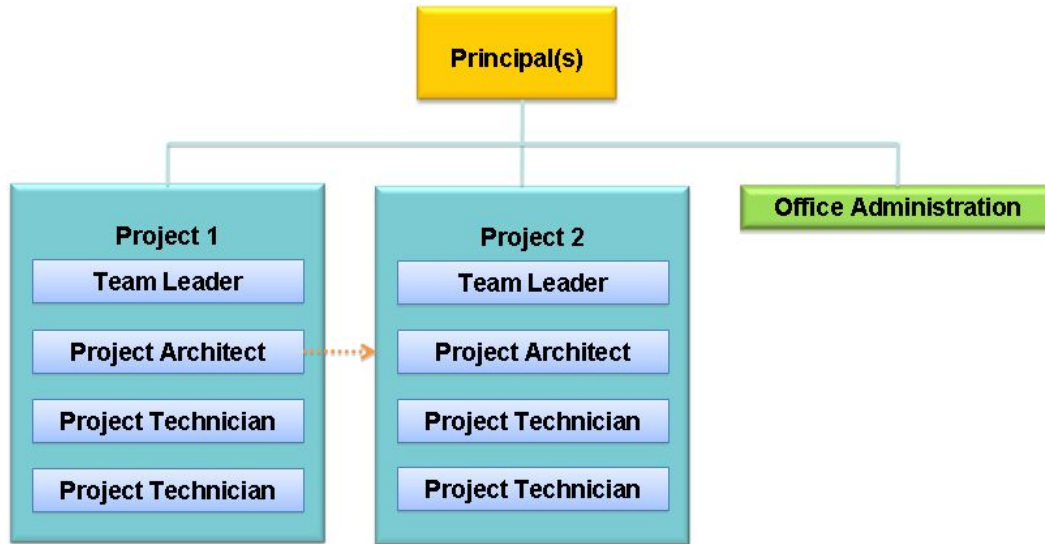
	PRODUCTS	SERVICES
<b>Concept Design Stage</b>	<ul style="list-style-type: none"> <li>Design Concepts</li> <li>3D Models / 2D Drawings</li> <li>Visualisations</li> <li>Physical Models</li> <li>Masterplan</li> <li>Reports / Thesis</li> </ul>	<ul style="list-style-type: none"> <li>Site Investigation</li> <li>Feasibility Studies</li> <li>Masterplanning</li> <li>3D Modelling/ Visualisation</li> <li>Concept Design/ Research</li> <li>Environmental Simulations</li> </ul>
<b>Detailed Design</b>	<ul style="list-style-type: none"> <li>Construction Drawings</li> <li>Building Approvals</li> <li>Detailed 3D Models</li> <li>Visualisations</li> <li>Specifications</li> </ul>	<ul style="list-style-type: none"> <li>Coordination with Engineers</li> <li>Compliance</li> <li>Authority Submissions</li> <li>Continued 3D Modelling</li> <li>Drafting</li> </ul>
<b>Construction</b>	<ul style="list-style-type: none"> <li>New works</li> <li>Additions &amp; Alterations</li> <li>Reinstatement</li> </ul>	<ul style="list-style-type: none"> <li>Coordination with site team</li> <li>Clarifications</li> <li>Specifications</li> <li>Management</li> <li>Variations</li> <li>Instructions</li> </ul>

# The design continuum.





# Who to Target?

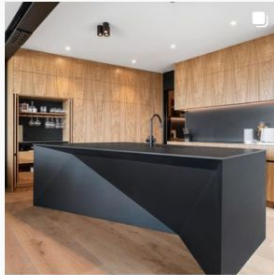
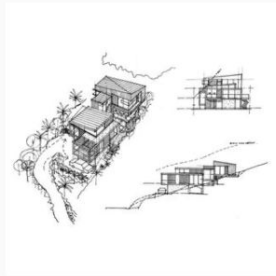


Instagram

Search

Log In

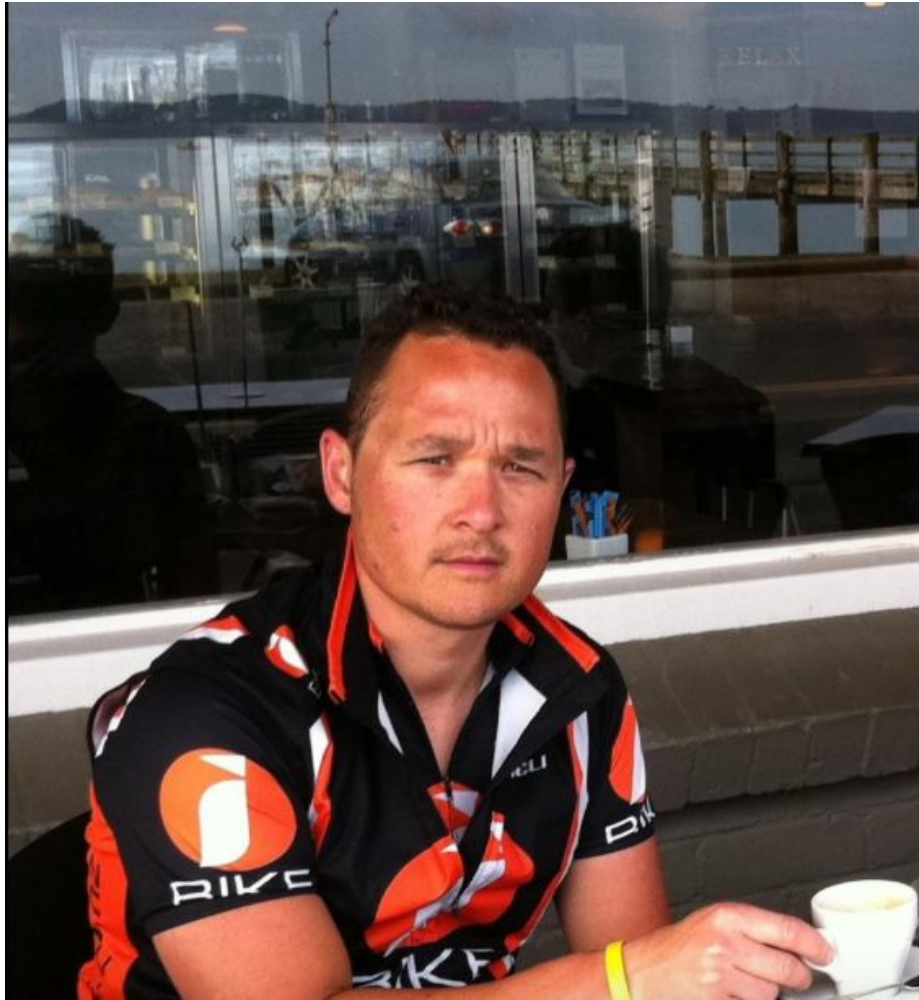
Sign Up



mcooper  
architects

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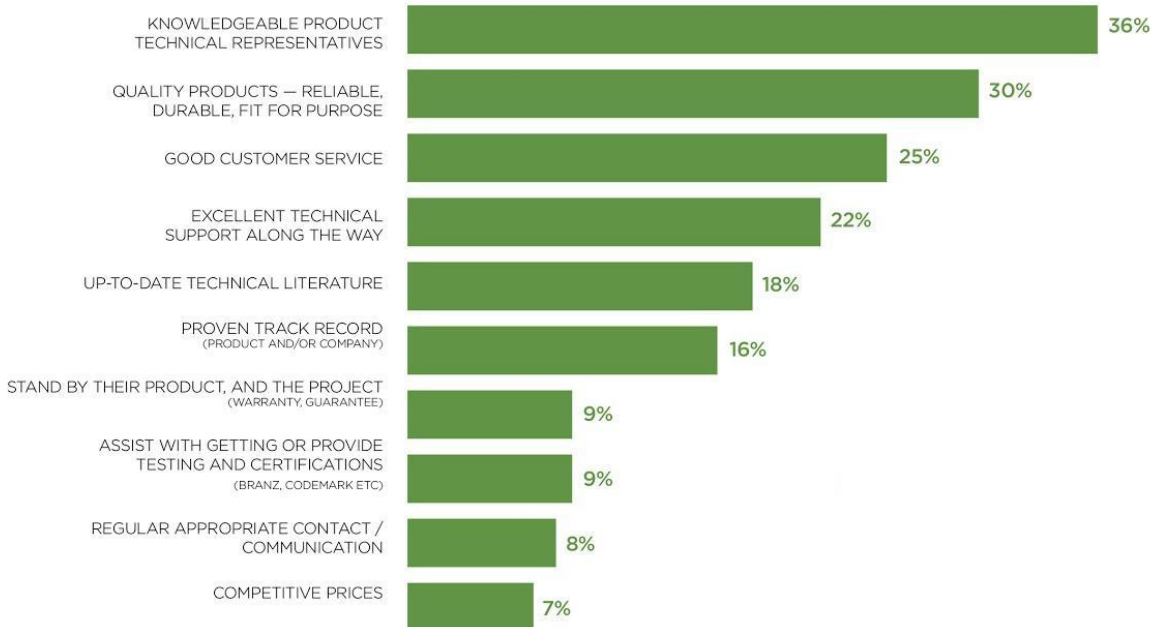
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# What builds Liam's loyalty?



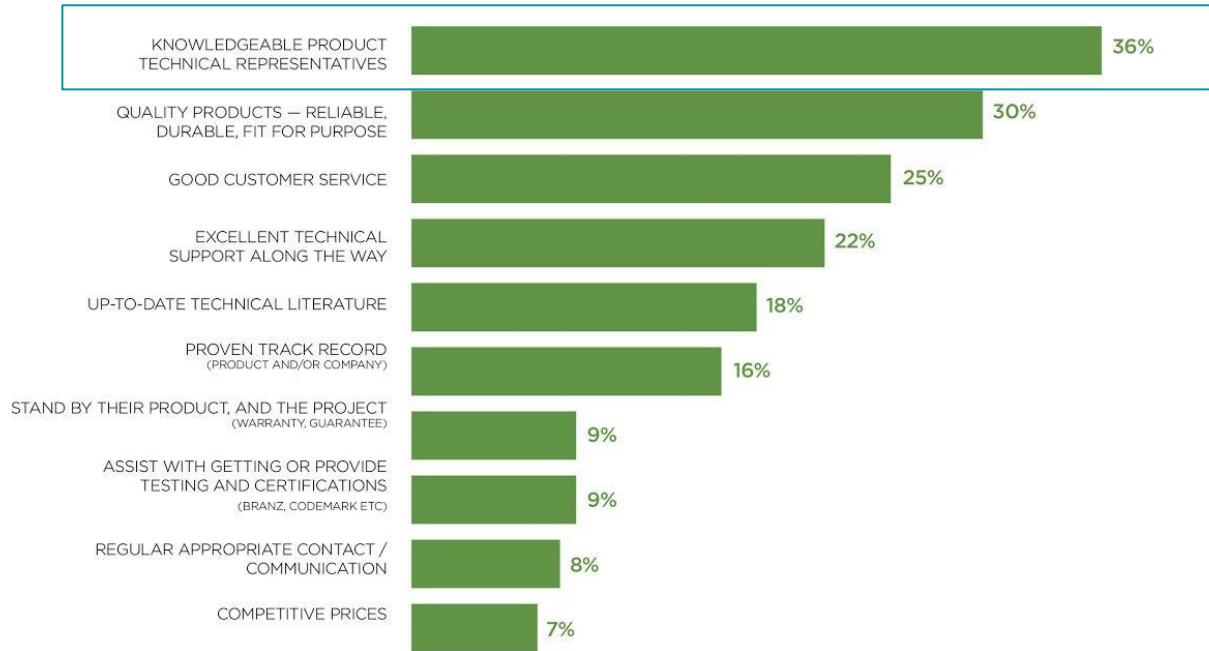
# Technical focus

BASE: 594



# Over 1/3 of specifiers rank YOU as the main influencer of loyalty

BASE: 594





# What does it take to build loyalty?



The big three are largely personal and largely about technical excellence

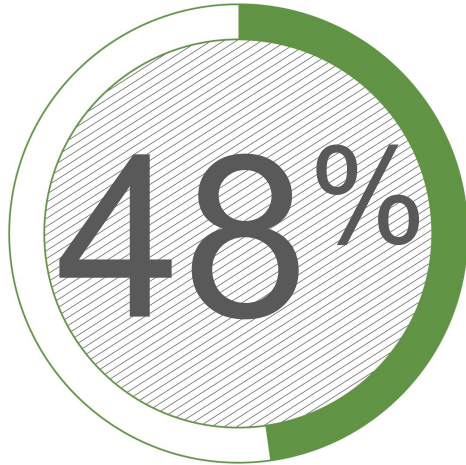
With product quality as a given

# How do you build Liam's loyalty?



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# Who does it well?



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The proportion of suppliers that specifiers have used who meet the definition of “good” – brands they feel loyal to and truly trust

**OK – back to you .....**







# What does good look like?



# Spec Rep Primary Functions

Design Consulting: Assist architectural and design professional customers with design and product selections to complete their projects

- Become an expert in your category
- Product specifications
- Service key architectural firms
- Provide technical Information
- Follow-through

# Spec Rep Primary Functions

Product Specifications: Influence product specifications consistent with your company's Product Plan that have a high likelihood of generating sales and ROI for the company

# Spec Rep Primary Functions

Service Key Accounts: Develop long-term trusted business relationships with influencers and specifiers such as designers, architects, builders, contractors, etc.

# Spec Rep Primary Functions

Provide technical information: Provide timely and accurate technical information for product specifications

# Spec Rep Primary Functions

Follow-through: Follow up to make sure that product information as provided is sufficient and specifications are held and enter the bid process

# Responsibilities

- Recognise and develop **relationships** with new design firms
- Develop a strategy for building relationships with specifiers who have the ability to specify and **influence** sales of your products
- Conduct continuing **education** programs on product characteristics or new products
- Prospect for sales utilising all resources to gain knowledge of projects for your territory
- Maintain sample libraries at design and architect firms
- Answer phone calls and email in a prompt and **professional** manner
- Be an **active member** in professional industry organisations (such as ADNZ, NWIC, NZIA, DINZ, NKBA, NZCB, RMBNZ)
- Utilise your **CRM** as a territory management and job tracking tool
- **Participate** in local industry events

# Ingredients

- **Let's ask Michelle .....**
- Training & more training
- Systems
  - CRM – calls & managing events, samples & literature
  - Project Tracking
- Create your weaponry – what will you bust the doors down with

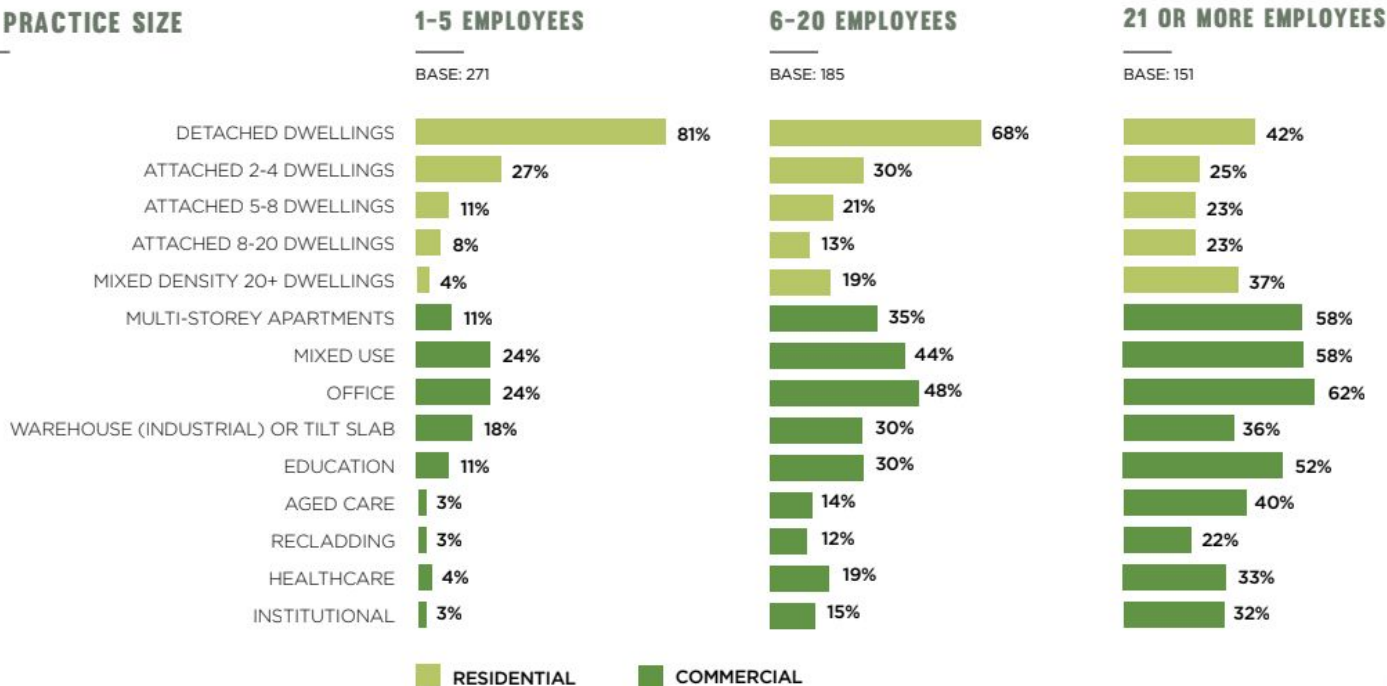
# Target

- Who should be your top specifiers?
- Which specifiers have stronger specs?
- What are the good guys doing?



# Where is your focus?

## BY PRACTICE SIZE



# Geographical Representation

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# Plan

- Grow networks
- Transfer existing company relationships
- Develop partnerships

# QUESTIONS

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# MICHELLE GOODALL

---

Architectural Librarian &  
Information Manager

**Jasmax**

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# Tips & Tricks for Reps

Michelle Goodall  
Architectural Librarian and Information  
Manager





# Agenda / Contents

1. My role at Jasmax
2. What's important in a product?
3. What we'd like from reps
4. What works
5. Examples of desirable actions

# My role at Jasmox

- Maintain Jasmox physical libraries and online database
- Assess products to ensure they meet our internal standards
- First point of contact for new reps / companies we haven't spoken with
- Meet reps, arrange presentations and CPD talks
- The Vine (intranet) champion
- Technical Advisory administrator
- Green Team member, JEMS / ISO 14001:2015 administrator
- GSAP + WELL AP

# What's important in a product?

- Meets our internal best practice guidelines
- Technical performance
- Sustainable considerations
- Critical categories receive more attention e.g. waterproofing, paints and coatings, fire etc

# What we'd like from reps

I asked my colleagues what they thought:

- Super knowledgeable, helpful, friendly
- NO (their emphasis) sales staff – honest technical knowledge of the product is what we are looking for
- Be honest if your product is not suitable
- Open, attentive, quick responses
- Not afraid to refer to a colleague if unsure
- Does not put the competitor down
- Tell us why you are the best and let the products speak for themselves
- Not pushy – in person, at events or over phone / email
- Understand we perform multiple tasks

# What works

- Products or companies match the requirements of the practice
- Make appointments in advance (15 – 30 minutes is good)
- CPD / other talks are booked far in advance and are limited in number
- Listen to our feedback
- Be respectful of our company protocols
- Call / email ahead if you want to update the library
- Be respectful of all staff regardless of their role
- Realise that Principals may not necessarily be the best person to talk to

# Examples of desirable actions

Action	Result
Check availability before dropping in	Focused, interested, attentive
Helpful, kind to all staff regardless of role	Feel like they can be trusted
Knowledgeable	Think of them if help is needed
Listen to what is needed	Feel respected
Good response time	More likely to use the company
Just the right amount of contact	Feel comfortable asking for help
Respects company position even if you can't sell all products	Willing to have conversations in the future

# QUESTIONS





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# MORNING TEA CHALLENGE

Name 3 practices specialising in either social housing or schools or high end apartments

1. ...
2. ...
3. ...

# MORNING TEA



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# MORNING TEA CHALLENGE

Name 3 practices specialising in either social housing or schools or high end apartments

1. ...
2. ...
3. ...



**4,000+ products documented**

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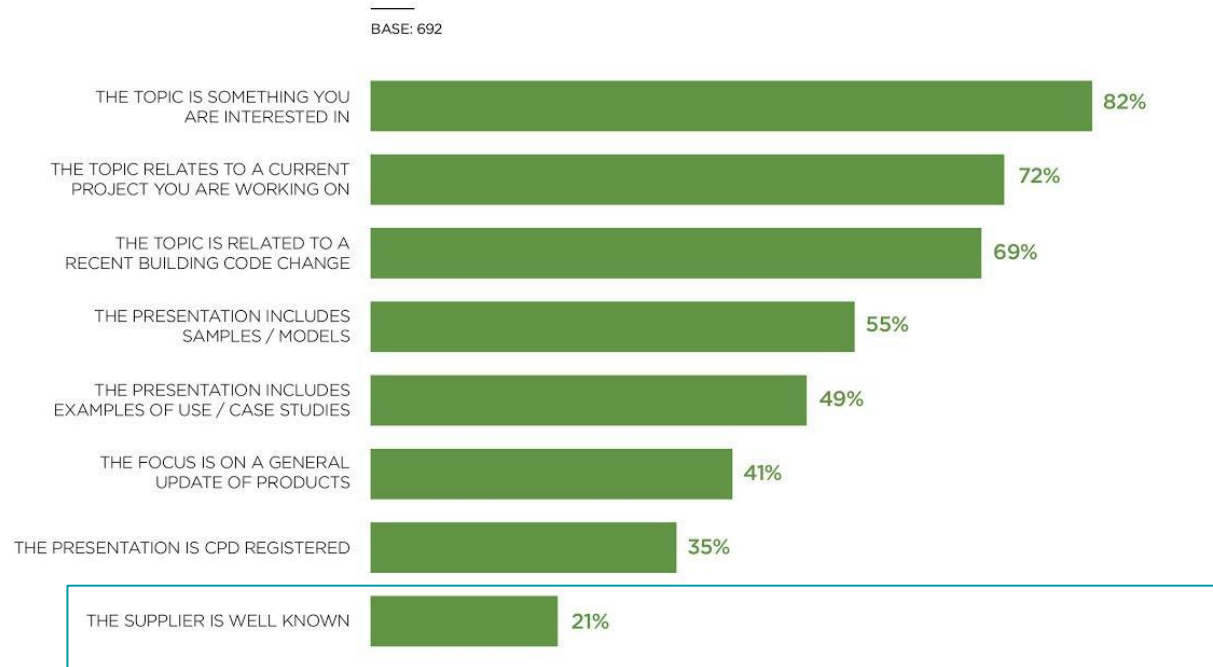
**So how do you get Liam's interest?**



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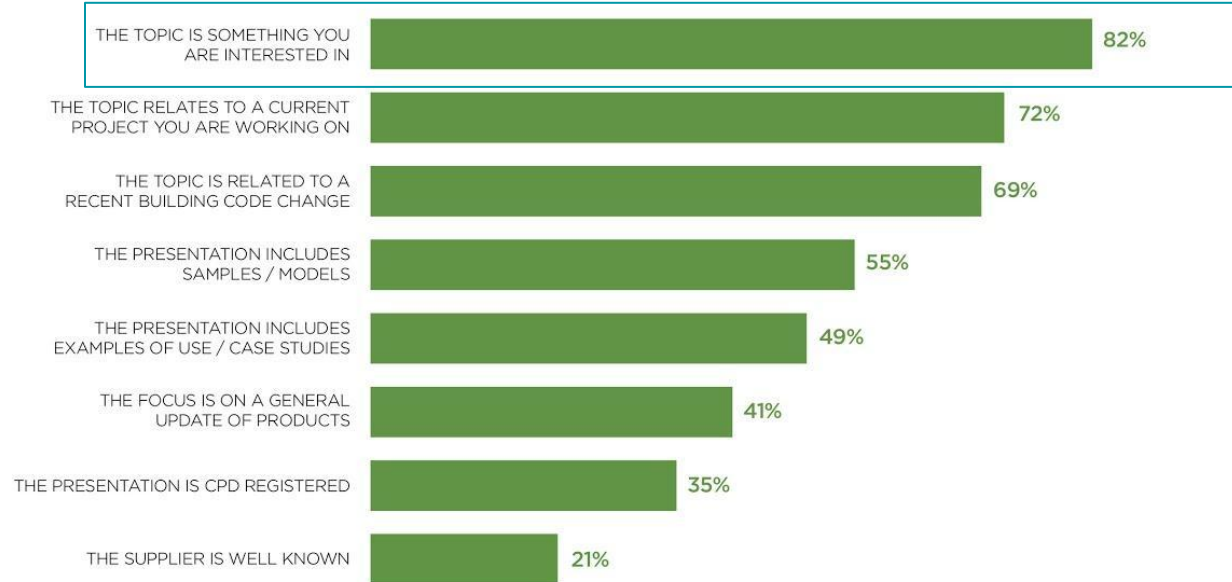


# Factors that influence attendance

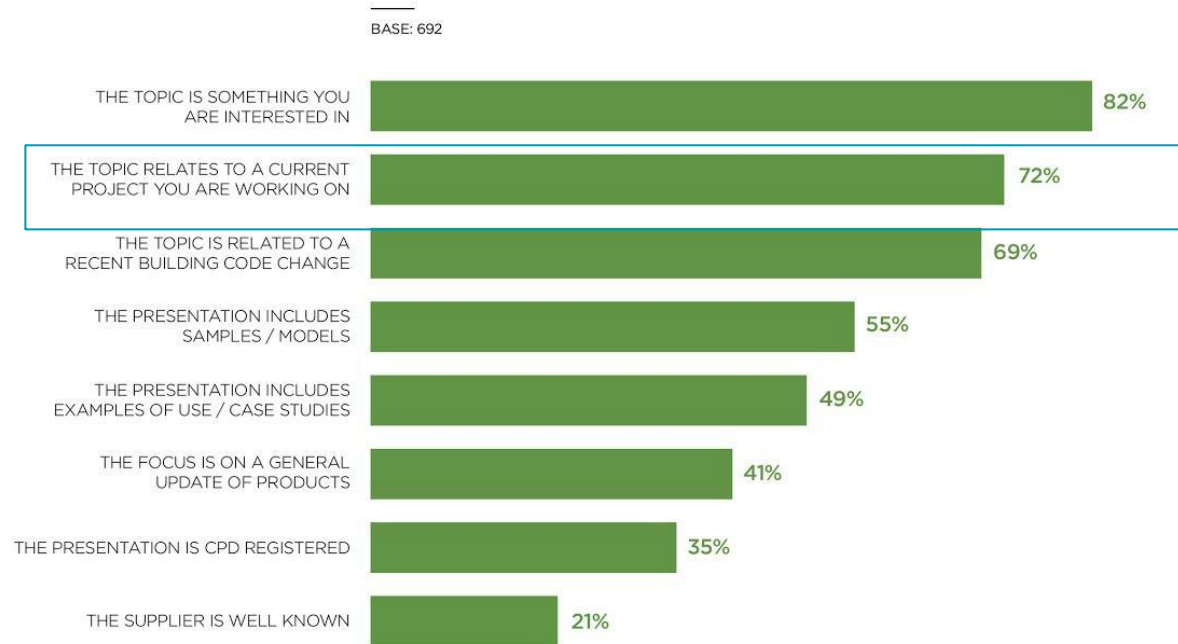


# Factors that influence attendance

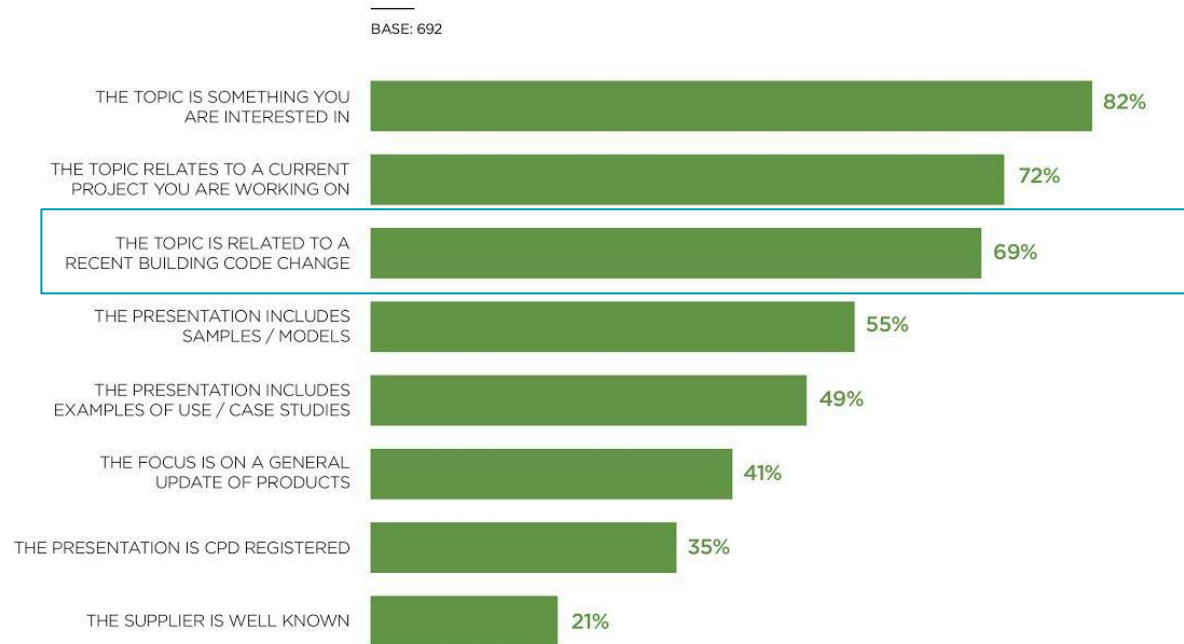
BASE: 692



# Factors that influence attendance



# Factors that influence attendance



# Influencing new product specification

---

*“Proven compliance to ensure council acceptance.  
Provide good details and ensure any limitations of  
use are communicated upfront.”*

---

“

# Influencing new product specification

---

*“Solve a problem we have with existing products available or demonstrate better quality or value compared to products we select by default.”*

---

*“Proven compliance to ensure council acceptance. Provide good details and ensure any limitations of use are communicated upfront.”*

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# Influencing new product specification

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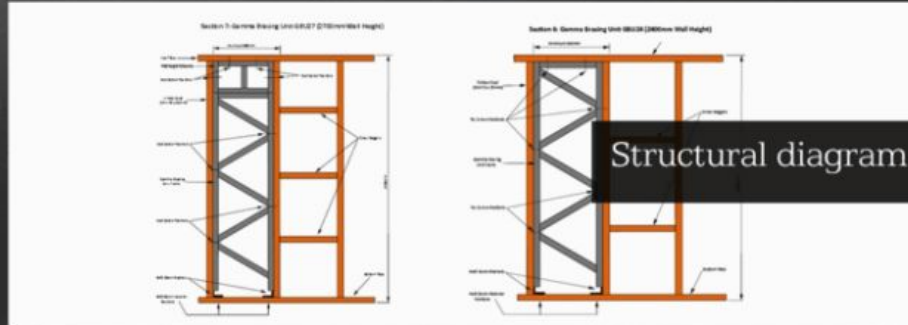
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*“Be present and available for emails/phone calls. Visit the office and keep up the relationship.”*

---



# Example - How to mould your company offering around architects and their needs



Leaders in new Bracing Technologies

Search...

The Gamma Bracing system is the future of bracing design in New Zealand.

Gamma bracing system technology has been specifically designed and tested in New Zealand to provide structural bracing to both

**For more info**  
**0800 272 733**

What is your view?



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Gamma Bracing Systems are a perfect solution to provide structural performance large openings, and maximise views/access and build around wind loads and seismic requirements. See examples below to design openings up to 5.0m in width and 3.0m in height from a 6.0m wall length, with Gamma Bracing Systems:

Wall width on each side of opening & Gamma System	Performance Required	Required	Wall length	Achieved Opening
400mm wide wall system one side + 535mm wide wall system the other side	106 BU/s	100 BU/s	6.0m	5.0m x 2.4m
490mm wide wall systems each side	114 BU/s			
535mm wide wall systems each side	122 BU/s			4.9m x 2.7m
645mm wide wall systems each side	130 BU/s			4.7m x 3.0m

Height openings from 2.1m to 3.6m  
For construction details refer to Gamma Technical literature

With Codemark Certification Gamma Bracing can deliver up to 90BU/s - Earthquake and 84BU/s - Wind. All Gamma bracing values are taken at the same deflections of 36mm therefore providing consistency in bracing performance throughout the building.

[CLICK HERE TO LEARN MORE](#)



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# Architects are time poor

## A-lign Concealed Fix Weatherboard



Claymark

&lt; All products

[Product](#)
[CAD / PDF Details](#)
[Installation Details](#)
[BIM Objects](#)

[3D](#)
[View](#)
[Features](#)
[Scope](#)
[Performance](#)
**Description**

A-lign Concealed Fix cladding system locks weatherboards tightly in place without the use of nails, so the surface of the weatherboard is unbroken. Suitable for coastal environments, this results in high moisture protection, no filling and puttying of nail holes, lower painting costs and superior face finish.

Show more

**Key Features**

- Complete system including weatherboards, internal and external scribes, pre-fabricated box corners, facings, weatherheads and sills,
- Pre-cut components are pre-primed and undercoated, with the first coat of paint factory applied

Claymark are New Zealand's largest manufacturer and exporter of premium pine products, processing high quality pine from sustainably managed Rotorua Pine plantations.

[Product Enquiries](#)
**Literature****Drawings****CAD**
[3D](#)
**Product Assurance****A-lign Concealed Fix Product****Drawings**
[3D](#)
**Independent Appraisal (BRANZ)**
[PDF](#)
**Product Technical Statement**
[PDF](#)

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# JOHN TOLHURST

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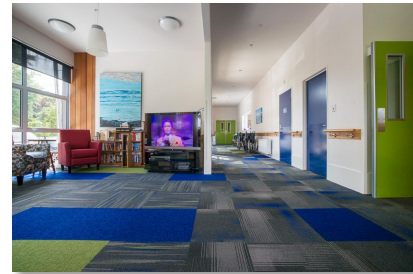
Commercial Sales Manager  
**Jacobsen Creative Surfaces**

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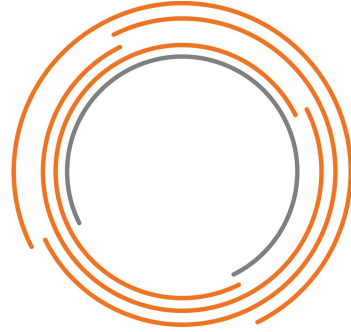




*Expertise from the floor up*



*“Partnering to create better spaces for life.”*



**asc** architects

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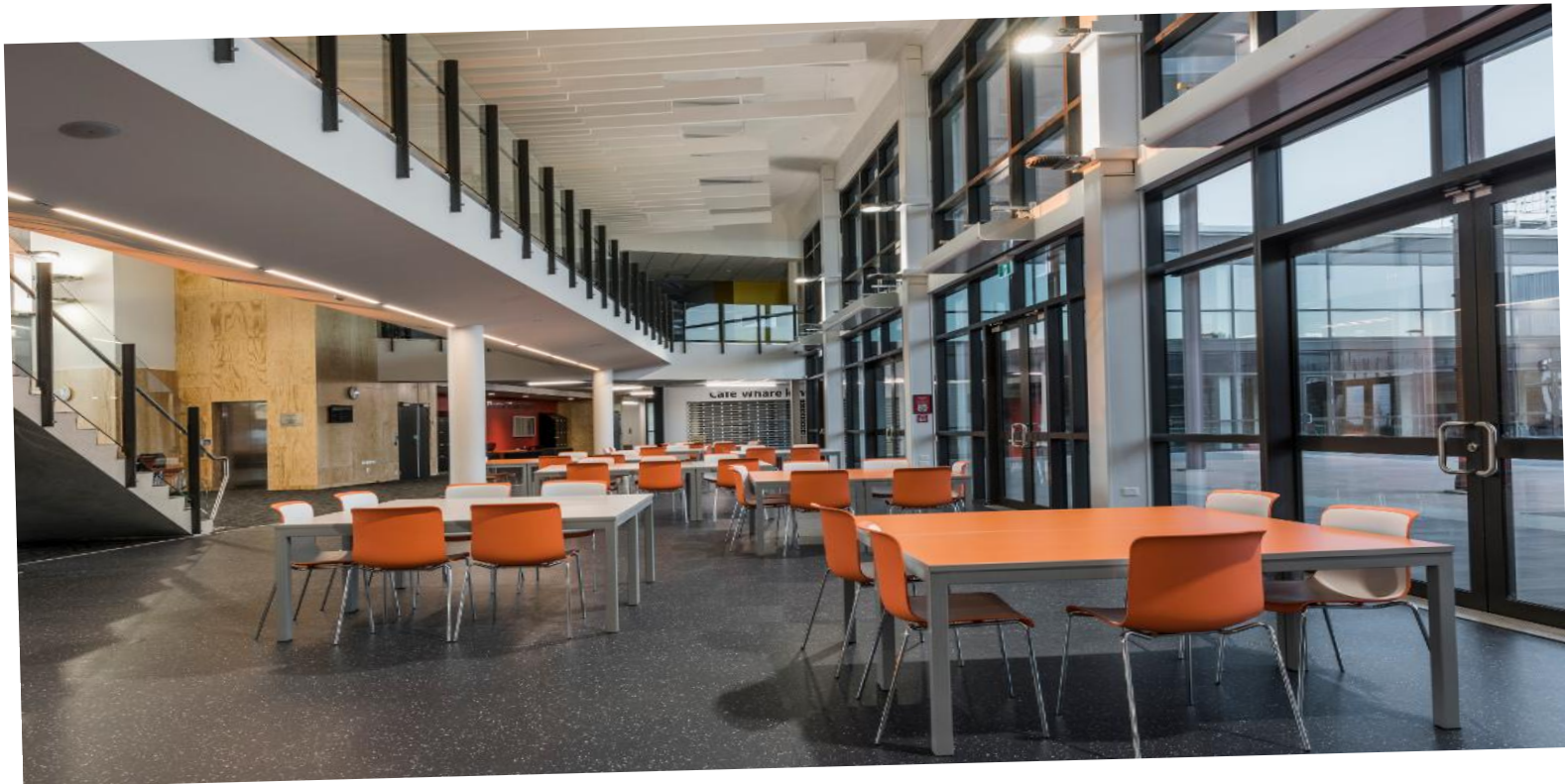
**design**group









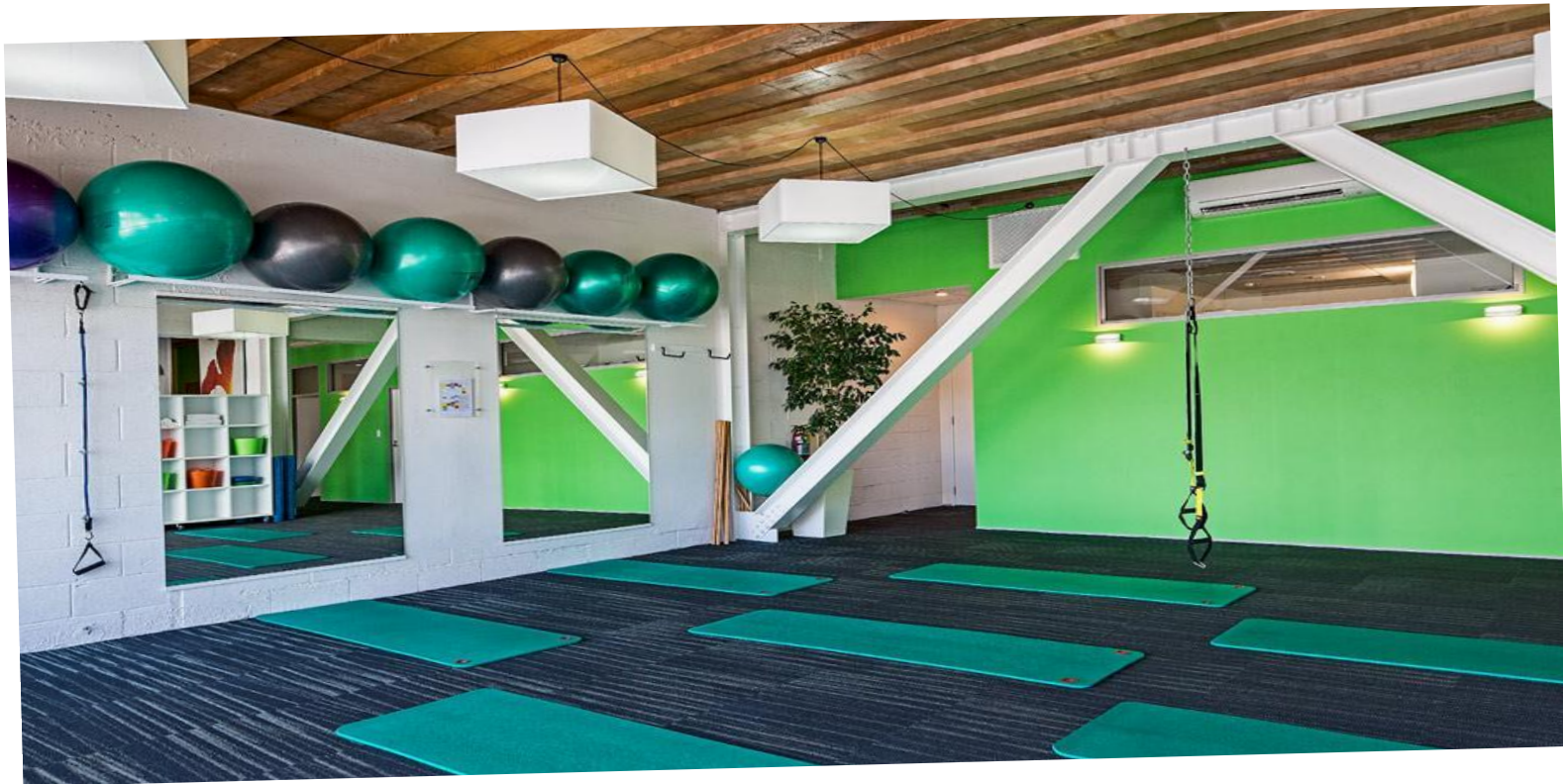












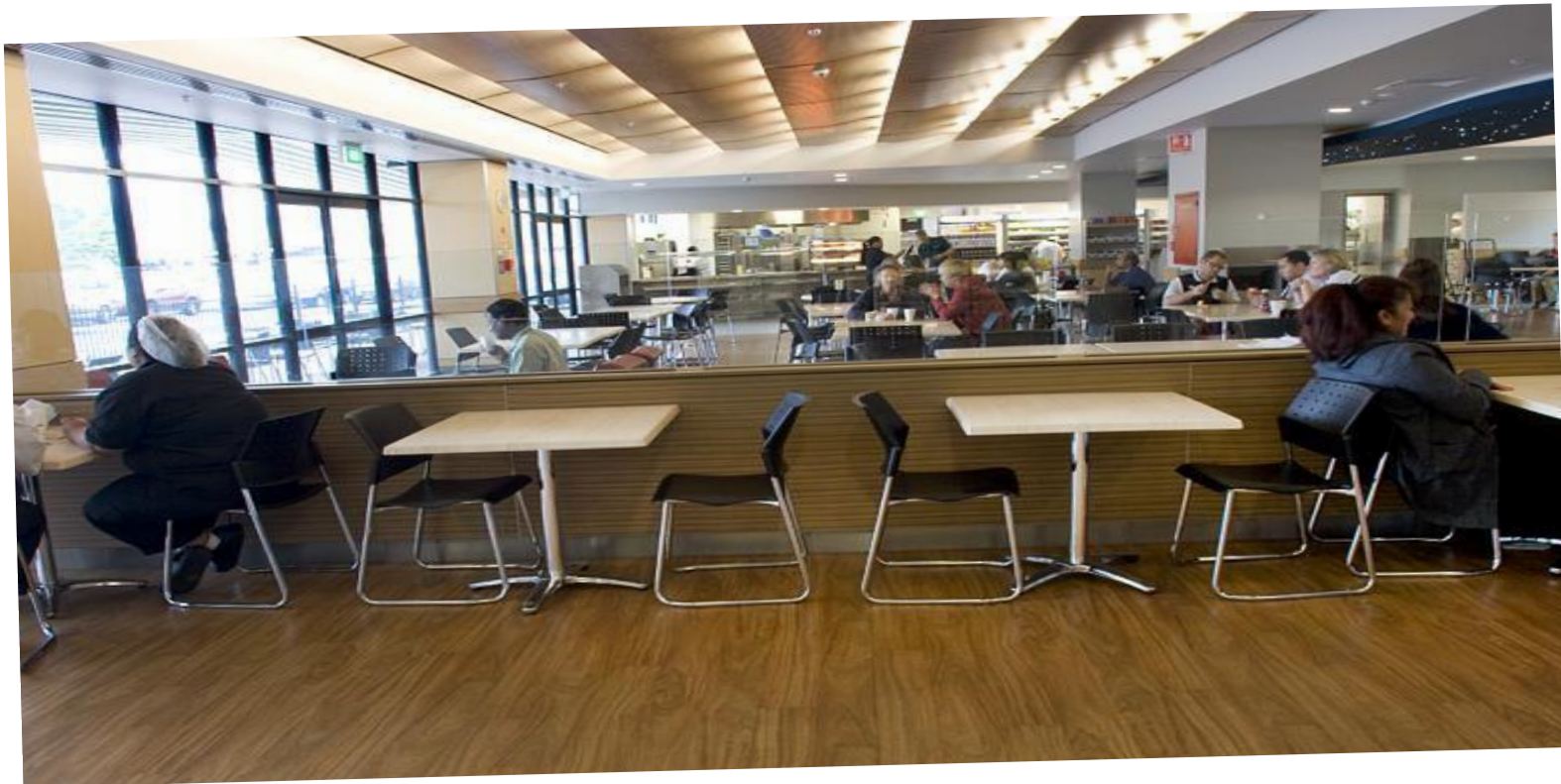


**Klein** *Architects of Specialised Environments*























# Understanding Architects



- Want to deal with people they like and trust
- Generalists not specialists
- Understand the Design process
- They only sell time – don't waste it!
- Huge number of suppliers
- Understand what is important technically and building code requirements
- Provide prompt service and advice when needed
- It's a long game

# How to Build a Relationship

- Focus on Top 10
- Research each Practice
- Keep building closer relationships
- More contact / more presentations
- CPD's
- Phone every specifier at least twice per year
- Find out what they are working on and where they are at in the process
- Projects / Projects / Projects
- Functions, Movies, Golf
- Email interesting relevant projects
- Sponsorship – National / Local
- Offer additional services

## **Jacobsen Value Proposition:**

Prompt service and excellent technical expertise while providing a total solution with world leading brands.

**MAKE SPECIFIERS LIFE EASY!**

**“ONE STOP SHOP”**

# QUESTIONS



# SPECIFIER REP WORKSHOP



SEMINAR  
SERIES  
Specifier Rep  
Workshop

THANK YOU



SEMINAR  
SERIES Specifier Rep  
Workshop