Sloan Mobile Showroom: A Gateway to Building Sales Relationships



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The Sloan Mobile Showroom offers the design community the opportunity to experience and interact with Sloan products in an immersive, on-the-go setting. By bringing these products directly to designers and specifiers, it helps to foster collaboration and inspire new designs.

In the last few years of having the Mobile Showroom in our territory, we've had the opportunity to connect with new and familiar interior designers, architects, and engineers. These interactions with the design community have really helped grow our footprint and opened the door to new collaborations and relationships. Whether it be an introduction to a new firm or the showroom being the catalyst for a spec, the Mobile Showroom has always been a win for us.

One of our larger AER-DEC® projects stemmed from the Mobile Showroom. Marco Vaillancourt, lead plumbing engineer at BCA Architects & Engineers in Watertown, New York, attended one of our Mobile Showroom events two years ago. Right away, he was enthralled by the AER-DEC Sink. He loved how convenient it is for people to complete the hand washing process right at the sink without having to move across the restroom.

Less than a year later, Watertown Airport announced they would be adding a terminal to their facility, including the addition of two restrooms. BCA was announced as the A&E firm to design the new terminal, and Marco reached out to us right away, because he wanted to spec the AER-DEC for the new restrooms. I worked with Marco and Catrina Wyrick, their interior designer, on the sink designs. Catrina wanted to incorporate trash holes with right and left extended counter spaces on two of the sinks. We utilized Sloan's Sink Configurator to do so, and she was very happy to visualize what the sinks would look like in real time. The tool really helped bring her vision to life.

This project opportunity opened with Marco's visit to the Mobile Showroom many months ago at a time when BCA was not even working on Watertown Airport. By visiting the Mobile Showroom, Marco was so impressed with the AER-DEC that this sink was specified many months later for Watertown Airport.

Similarly, I gained traction with QPK Design. QPK Design is a renowned architect and design firm in Syracuse, New York focusing on higher education, healthcare, and hospitality markets. They are very protective of their designs and don't allow too many reps into their office. I struggled to gain a connection with them as I was turned away multiple times. But through last year's Mobile Showroom event with the Central New York AIA Chapter, I was introduced to William Renihan, Associate Principal at QPK Design.