



artcobell

Client Conversations

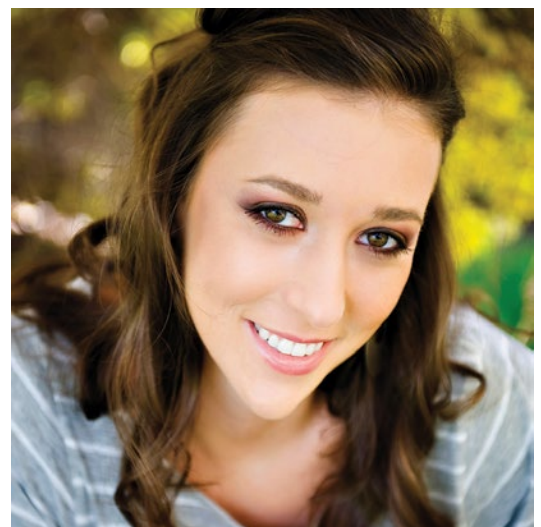
## Seeing and Selling Fast

Alicia Springer, Artcobell





We sat down with Alicia Springer of Artcobell to find out how they're using The KITS collaborator™ to provide fast turnaround of visual solutions for their clients. Artcobell are leaders in classroom furniture, and have been for more than 90 years - yet they keep innovating both to create productive educational spaces, and serve their clients.



Hi Alicia - Can you describe your role at Artcobell?

**AS:** My title is Sr. Graphic Designer but like many in the industry, I wear a lot of hats. My main responsibilities include designing all of our marketing collateral (catalog, sales sheets, tech specs, tradeshow graphics, presentations, etc.), handling website data and managing our data catalogs. I've also had the great opportunity to write and design a few of our CEUs (Continuing Education Courses) and content for our monthly webinar series. We just rolled out our new website so I've been able to create content for the website as well as write for our blog.

How were you first introduced to The KITS collaborator? How long have you been using it?

**AS:** I was first introduced to KITS in 2014 and I've been using it ever since.







What challenges were you (and your team) facing prior to utilizing a mobile sales tool?

**AS:** One of our biggest struggles prior to using KITS was providing visual solutions in a timely manner. When selling full classroom solutions, customers wanted to see what it would look like with all of the furniture. Sure, we had printed catalogs but those were outdated the minute they came off the press. With KITS, we have the ability to update real time while in a face-to-face meeting based on their classroom size.

How do you use KITS in your current workflow?

**AS:** I use KITS daily. We use it for imagery on our website, blog, social media, marketing collateral, and presentations. We are also in the final stages of developing a design service offer to our dealers which is really, really exciting! I will be working directly with the customer to design spaces for their schools using The KITS collaborator app.



How would you say The KITS collaborator is supporting your success?

**AS:** It has opened up new opportunities for me at Artcobell. As I mentioned, we will be adding a design service for our dealers. I'd like to think that KITS is not only supporting my success but the success of the company as a whole. I believe it has helped elevate our brand. It helps us to visually solve problems and provide solutions. Dealers have been extremely happy with the solutions we have provided and even happier when we turn around their requests in a timely manner. It makes them look good too when they share the solutions with their principals, decision makers, school board officials etc.

Do you think it's important for manufacturers to be accessible on a mobile sales tool?

**AS:** Absolutely. We live in a digital world where people expect instant results. End users can specify your product and produce visual solutions in a matter of minutes. If your catalog is not available, I would expect that the end user would specify a manufacturer who is easier to do business with.





What advice do you have for sales reps who are using KITS for classroom solutions?

**AS:** Tune into the KITS webinars and become a superuser. You'll be experts in no time! I would also highly encourage them to research how the classroom has evolved over time. Although classroom functionality has changed drastically over the past few decades, the furniture has remained the same. We're currently in a phase of "collaborative conversion". This means that many of the schools who had combo desks are finally getting a classroom makeover and are purchasing collaborative, mobile and flexible solutions. Sales reps need to know how to convert these classrooms to work for the different teaching and learning styles. I would also encourage them to research the different teaching and learning strategies as this has a lot to do with classroom solutions, and lets you be a better partner with your client.

What is Artcobell currently working on? Anything new and exciting to promote?

**AS:** : Yes! By January 2019, we will be rolling out quite a few new products. We are adding a fun new shape to our student desk line! We're also adding some soft seating solutions and a few new chairs. We've got some really fun textiles that we're adding as well as some new laminate options.

Our thanks to Alicia for giving us a manufacturer's perspective on the value of using KITS to create visual solutions in the ever-changing education vertical.

For more information on The KITS collaborator, or to schedule a demo, visit [try.kisp.com/kitsinfo](https://try.kisp.com/kitsinfo)







[www.kisp.com/kits](http://www.kisp.com/kits)