



Client Conversations

Visuals that Sell

Silvia Malaver, Teknion



We sat down with **Silvia Malaver** from Teknion to discuss how they are using The KITS collaborator to create visuals for clients. Teknion offers a large portfolio of modern office furniture with a focus on technology innovation and integration.





Hi Silvia, So just to dive in, could you describe your role at Teknion?

SM: Sure! I'm the Sales Market Manager Latin America for Teknion and I have been with Teknion here for about two and a half years, but in the furniture industry, I have about 13 years of experience working in several Furniture companies with presence in Colombia and also in Italy.

When were you first introduced to The KITS collaborator?

SM: The reason why I began to use KITS was that I need to help out our Dealers sales teams, and for creating images of our products for the RFPs. I was struggling with not having a configurator to create images for our clients to show them a preview of how products and layouts are going to look. I especially needed something that could show what the product would look like with different finishes and materials.

When you're selling to a lawyer or someone that doesn't have a design or furniture background, it can take a bit of work for them to understand how it is going to turn out. I needed something that communicated the final product clearly to them. Other Teknion employees were telling us that they were using The KITS collaborator and they told me that I was able to try the program out. I began to test and play around with the software and found I could create some really good renders and images for clients. I also discovered that I just really enjoyed using the software too.



How do your clients react when you are able to share your renders?

SM: I have received some comments from our customers that when they ask for renders from our competitors, it takes them up to a week to get back with images. Because I can create previews and renders easily with KITS, the timing can be much quicker for us. Sometimes we are delivering a rendering the next day. Our clients are often impressed with the quick turnaround time.

I have also had positive reactions during presentations for customers or for our dealers and now more and more our dealers are beginning to use KITS as a tool from Teknion for creating renders. If I am asked to change or do something with the product layout or design, I'm able to do it at that moment within the program. I can share my screen with the client so they can see the software and the project as I update it. It could just be adding a new finish or design, but they are really happy to see that happen in real-time and collaborate with me.

How many renders are you creating in a month?

SM: It depends on the number of projects, but I could be working on around four or five or six projects per month. And let's say for each project at least a minimum of five renders for the project. So we are using KITS quite a bit.

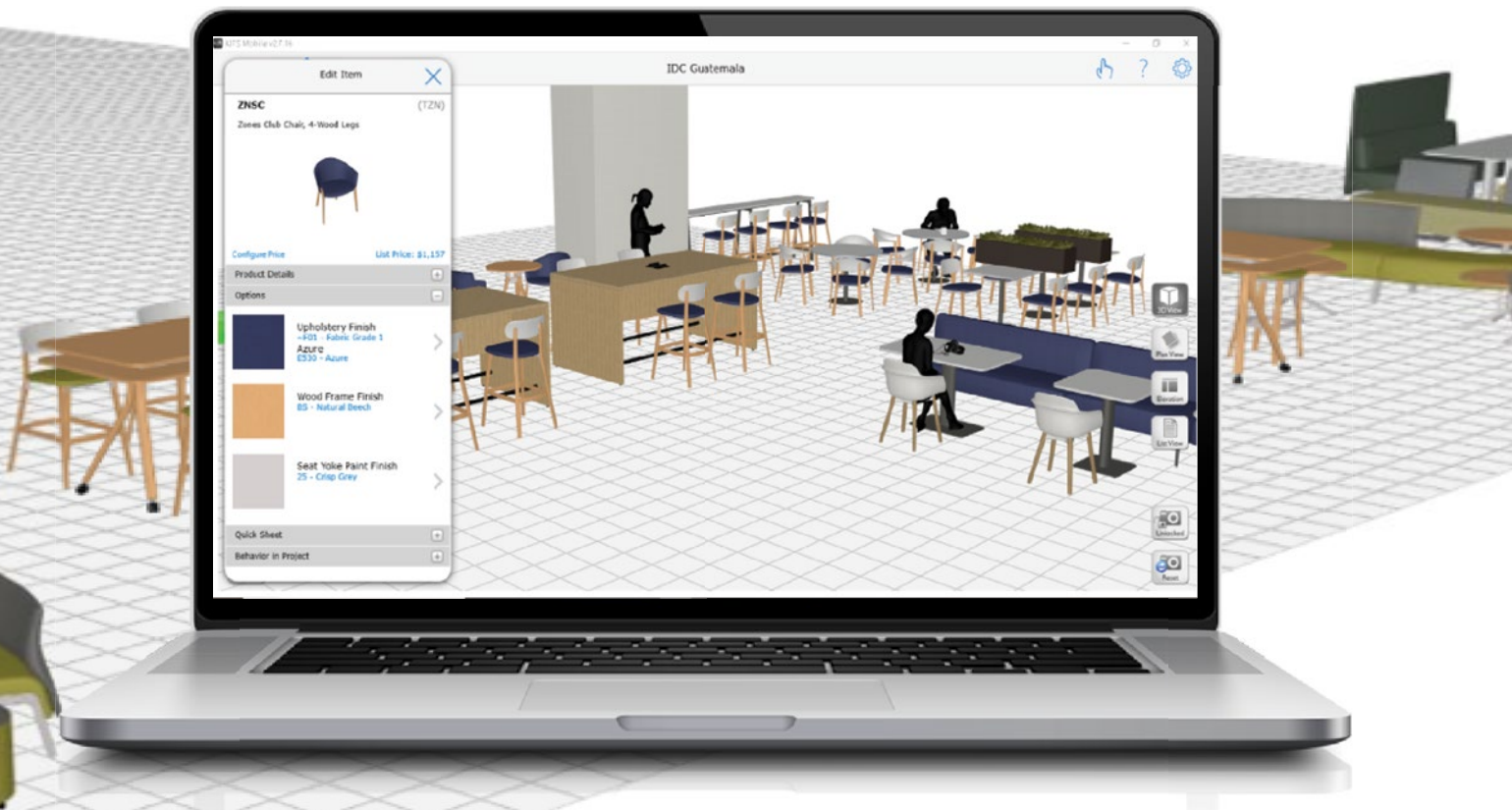


Do you think KITS saves you time or gets clients to decisions faster?

SM: Yes, I would say so. It's helpful because as I said, we were struggling internally to have realistic images with the proper product finishes to show to clients. We recently got involved with a bid that competitors had a whole month to work on, while we only had a few days. We had to work very quickly to have the same information that the other people were able to have in one month. We really wanted this project and so we worked with The KITS collaborator to create some really good images quickly that we could show to the client.

Do you have any advice for people who might be considering The KITS collaborator or what you would suggest to them about it?

SM: I think people should have The KITS collaborator because it's a really helpful tool for sales. It is a tool that gives you or the sales team the opportunity to have a real-time render that can be easily customized with a client. It does a great job of showcasing the finishes on the product and how it's going to look as a finished product. And for demos, it's a really helpful tool because clients are going to receive all the information, complete with the finishes, in the link to the layout.



As you reflect on all your time in this industry, what do you think is the biggest factor in people making the buy decision?

SM: In my experience here in Latin America, it is not easy to sell a product that is imported. This is because of the higher pricing. We have local manufacturers and their prices are really low, so we have to compete with them by showing clients the value of our products. But from my experience, the reason why people choose to have something that costs a little bit more is because of the quality, the warranty and because of the features that we can have in our products.

I'd say that the biggest factor is making sure the customer gets the best idea of what the product is going to look like and what it can do for them. Because we now have 3D models and realistic images and everything, it helps us more accurately depict the product to the client. I'm extra convinced that the emotion your client has when they can see a realistic preview with their own eyes, can allow you to more easily let your client see the value, and that they love the product and how it looks. You can then explain that the price was a little bit more than he was expecting. If they are really convinced and have that emotional connection, it's not easy for them to leave the product and they will more actively consider the purchase.

Our thanks to Silvia for giving us a manufacturer's perspective on the value of using KITS to create visual solutions that sell.



For more information on The KITS collaborator,
or to schedule a demo, visit **kisp.com/kits**



The
KITS
collaborator™



www.kisp.com/kits