Interior Solutions 2012 Strategic Plan

Executive Summary

This strategic plan has been put together for Interior Solutions employees by InteriorSoultions employees. This plan is critical to drive our organization forward in business, in service, and in specialty products.

Current State

In a competitive field Interior Solutions is focused on the customer experience now more than ever. To outweigh our competitors it is critical that we stay focused in our core direction.

Values Statement

Interior Solutions does not differentiate between customers, vendors or fellow employees. We are dedicated to treating all contacts with integrity, honesty and respect. We understand that we are responsible for our own actions and must strive to understand what actions must be taken to provide the highest level of customer service.

Vision Statement

Interiors Solutions will be known for the exceptional level of customer service that we provide. Our desire is to train our company and create a climate that enables our employees to understand what our customers need and to urgently strive to satisfy those needs. Communication is the bedrock of our service.

Accountability Statement

Interior Solutions holds each of its employees to the highest standards. We expect them to provide the highest quality of service to customers. To assure this service we will make ourselves accountable for our actions.

Guiding Principles

Client Focused:

We build trust by acting in our clients’ best interests. We listen to understand our clients’ needs and then incorporate innovative solutions to meet and exceed their expectations.

Communication:

We view solutions through our clients’ eyes by seeking first to understand their requirements and then to be understood. We respond to our clients’ requirements in a timely fashion with clear, concise, well-conceived solutions. We de- vote the time and effort necessary to develop the knowledge and skills to provide such solutions.

Preferred Workplace:

We strive to create a climate where employees are involved in developing a clear plan for their growth. Our employees are encouraged to take ownership of our clients’ needs and are empowered to make decisions within the scope of their position.

Department Objectives

Human Resources Plan

Goals/Objectives

Help every individual identify, understand, and prioritize their personal development needs and desires in terms of skills, knowledge, experience and attitude.

Help every individual measure their development and for the measurement to be understood by all parties involved.

Provide tools and systems to encourage and facilitate personal development

Focus on job “contracts”

Focus on training schedules for new positions

Customer Service

Maintain Policies and Procedures to meet clients needs.

How we are going to get there

Work force analysis that includes a year projection, gap analysis, and an individual plan for each projected area of need.

Anticipated focus in Sales and PM

Analysis of current hiring tools used (application system, job posting tools, CI, interview questions) to assess effectiveness in each category.

Hiring toolkit to assist the managers during the hiring process.

 Continue to develop onboarding process

Culture training completed and implemented

“Our Story”- how we train on who we are

SLC Sales Team Planmove this down to the next page

Goals/Objectives

Total Sales: $ 14,000,000 IS - ISS $ 2,000,000 = Branch $16 million

Interior Solutions Sales team Goal is to average 22-23% GP

New Sales Rep(s) to be hired at (?)$ 500,000 each.

The verticals are going to be 70-80% for(?)open market commercial.

10% Government GSA

My goal is to get 10-15% in a new vertical next year like Russ Bassett or Amico and those types of products.

1.5 Million Interior Solutions generated deals.

500K self-generated self generated what?. Inter market, direct bills and moves.

Within the next 12 months hire an ISS sale rep.

Increase non-IS business.

Customer Service

As a client focused organization people will buy from us if we earn their trust and act in their best interest.

How we are going to get there

Our service and support team will win jobs, maintain clients and insure we get additional(?) on business and referrals.

 Our team will continue to develop Top "5" type relationships. This will be the key to finding new business. This relationship building has been the key to our growth.

 We must measure and monitor their network relationships. This is a part of the Top "5" program that has worked. Without a solid Top "5" our team can't explain how they are going to drive new business.

New sales reps will be required to hit milestones during the training process. Once these milestones are achieved they can transition into full time outside sales

 Job Costing will be a critical to measuring tool(s)? to the sales team. We will to measure the amount or resources used by each rep and reward the efficient sales team members.

AZ Project Management and Design Plan

Goals/Objectives

Increase understanding and knowledge of furniture.

Standardize customer communication.

Streamline process with ISS

Implement Project schedules.

Improve communication with sales.

Develop a fully functional Project Manager Team.

How we are going to get there

Through product training, installation observation, and understanding specs better we will increase our understanding and knowledge of furniture.

To standardize our customer communication we will confirm orders and follow-up on the punch.

We will utilize the vision for document availability and sharing to make the process with ISS easier. Procedures will be documented and the results will be defined and evaluated.

Training will be conducted to help further grow the Project Manager team. The training will improve their ability to lead their own team project, be the primary stakeholder contact, secure consulting contracts, be more self reliant and accountable for all areas of their job. Field time will also be used to increase the skills of the Project Manager team. Detailed manuals will be created for each position. Additional training will also be held to familiarize employees with the latest codes and design trends. This will include attending design events.

AZ Sales Team Plan

Goals/Objectives

Grow into the Arizona sales market while focusing on a vertical market.

Marketing will focus on Arizona, NM and Western Texas

Focus sales on healthcare, public safety and military.

Improve the brand of the company

Educate leads about the value we bring to their business

Maintain fair pricing

Build a profitable and mutually beneficial relationship with our clients

Maintain profit goals to ensure operational excellence

Assign sales associates a sales goal and a margin dollars goal

Have a clear understanding of products offered by manufacturers

Focus on strategic selling and outreach training for the sales team

Training the sales team to become tech savvy in Sales Force, Internet sites, Power Point and apps for smart phones or ipad’s.

Customer Service

First and foremost a main component of our customer service is to bring great value to our customers. We will deliver distinct value to our clients through extensive service personnel, warehousing space and experience in installation, service, maintenance, asset management, move management and project management. We will ensure that our clients’ expectations are met and exceeded.

How we are going to get there

Executive leadership, marketing and an outside marketing firm will work on the brand of our company

By combing showrooms, customers and specifiers will be exposed to Interior Solutions furniture and Spacesaver’s specialty products. The look and organization of the showroom should communicate the value each product will bring to the client.

Our focus is to educate the market that our products provide real solutions to significant challenges

We will negotiate business directly with owners when possible

On a regular basis we will review the “How” in our employee development

Training is based off visits from representatives to possible trips to local/regional showrooms and installations

Maintain commitment to a leading web presence

We will work with core manufacturing partners to identify industry trends and opportunities for new product concepts.

For opencompetition, use bracketing tactics to position our solution(s) to win and when appropriate obtain special pricing from manufacturers and consider lower profit margin pricing strategies

Annual goal is broken down to a monthly goal for sales associates

List of the key population centers that we will penetrate:

Greater Phoenix Area

Greater Tucson Area

Western side of the State Kingman, Bullhead City, Lake Havasu City Area and Yuma

Southern Arizona including Sierra Vista, Nogales, Bisbee and Douglas.

Northern Arizona including Flagstaff, Cottonwood / Verde Valley, Prescott, Sedona, Payson Show Low and the Indian Nation.

AZ Installment Plan

Goals/Objectives

Employ professionals who create success for customers.

Improve organizational structure

Improve internal communications

Develop useful training skills

Establish and maintain standard of excellence guidelines.

Customer Service

Anticipate future customer needs.

Improve our service approach for new and existing customers.

Have efficient processes that communicate and deliver information and services accurately and on time.

How we are going to get there

Continually improve internal processes

 Capitalize physical facilities (location, capacity, etc.)

Cross-sell existing product and services to current clients.

Develop and use a customer database.

Develop means to obtain customer feedback.

Conclusion

Based of the ideas of InteriorSoultions employees this strategic plan will be implemented to expand business while maintaining quality service for customers in 2013 With the help of our acquired business in Arizona we will break into a new market of storage and specialty products still maintaining our same customer values.