



## Project Spotlight

A happy customer shows off their beautiful, new SitOnIt Seating and IDEON installation photos, and starts a domino effect of sales.



### ABOUT THE PROJECT

When A&D giant Gensler looked to outfit Ourisman Toyota of Fairfax, Virginia with stylish seating, it had some help from the dealership itself. Sales Rep Michael Woodsmall of Schneider League Associates – teaming with his dealer, Scott Moore of AmeriSys Inc. – had already installed Focus, Glove, and Achieve at a Chrysler/Jeep dealership in nearby Alexandria. That general manager sent photos to Ourisman Toyota's GM, who then requested a similar installation at his location. This type of interaction is not unusual in the Northern Virginia service area where auto dealers are a small community in frequent contact.

### Ourisman Toyota

Fairfax, VA

### INSTALL FACTS:

Sales Rep: Schnieder League Associates

Dealer: AmeriSys, Inc.

Time Frame: February - April 2012

Products: SOI Glove Executive, Focus Work, Focus Side, IDN Visit Club,

Composium Bench Family, Mezzanine

Cube Corner

### WHAT MADE THE DIFFERENCE?

Comfort is king for the busy sitters at Ourisman. Executives and managers chose Glove Highbacks and Midbacks, and Focus proved an instant hit during sit tests – with the Sales Representatives in Work chairs and the Side for customers. A steady stream of clients flows through all day every day, and Ourisman aims to make their transitional, intensive-contact venue inviting. The good-looking mesh styling of Focus Side fits and enhances the open environment of the rep-meeting space. "Focus Side is so comfortable that everybody notices right away," said Woodsmall, who noted how gratifying it is to see that we've proven ourselves with high-quality, beautiful chairs that feel good to sit in. While our pricing was much better than the competition, affordability was not a stated factor here. Comfort and style got us big business – over 100 chairs total for this location alone.

For this customer, quality really matters, and our lifetime warranty on SitOnIt Seating products added an appealing incentive.

Also, our IDEON online design tool pitched in big time. For Ourisman's upcoming lounge-seating consideration, the customer cited the online selection of seat/arm/back features as a no-hassle time-saver and a great way to do business.

### WHAT'S NEXT?

Phase two of this deal will see the addition of IDEON lounge seating and Focus Mesh Café and Task Stools for counter use. And as word of our success spreads, we will be outfitting three more Toyota dealerships as a direct result of this Northern Virginia business. Congratulations to Schneider League and AmeriSys.

If you'd like to be the next Project Spotlight, contact us today: Elissa Aljian at ealjian@exemplis.com or 714.995.4800 x373