

# GreenhouseXchange<sup>SM</sup>

CASE STUDY

PRESENTED BY GREENHOUSE GROWER | POWERED BY VERTICALXCHANGE

**Spectrum<sup>®</sup>**  
**Technologies, Inc.**

*"To Measure Is To Know"*

## **Spectrum Technologies Fast-tracks Relationships at GreenhouseXchange**

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Tom Ebeling  
Vice President – US & Canada  
Spectrum Technologies

For 20 years, Spectrum Technologies has adhered to a direct mail catalogue sales method for reaching their clients. Tom Ebeling, Vice President – US & Canada and Johann Buck, PH D., Horticulture Specialist – US & Canada, decided they wanted to tweak the traditional sales strategy. Although attending trade shows was part of the existing sales methods, Tom and Johann wanted something more substantial where they'd get more quality face time with their clients. That is where GreenhouseXchange (GHX) came in.

Said Tom, *"The world is much more sophisticated now and you can't accomplish what we want to do with a catalogue any longer. We made the move from direct mail catalogues to a warm bodied skilled consultant. In order to launch that new model, we had to get to know the bigger players and build a relationship with them quickly. [GHX] allowed us to do that."*

With a trade show, Tom argued that you get to see a large quantity of people, but it isn't necessarily a high quality interaction and in order to launch their new sales method quickly, Spectrum needed high quality face time. ***"Clearly [GHX] launched the relationship faster,"*** said Tom. ***"The face-to-face is so important because you build that trust right away. Even though we have great branding and a lot of them already know who we are, that doesn't mean they know how to use our products. We need to build that relationship and trust to show them how to implement our products in a much bigger way."***

**“[GHX] really did set the stage for fast tracking the relationship.”**

Tom Ebeling  
Vice President – US & Canada  
Spectrum Technologies

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**The Challenge:** Said Tom, “*our old sales model was direct mail and trade shows – the trade shows were the only way we could get face to face with people. The problem is it’s not the quality face to face in most cases. You might get one, two or three people that you wanted to see and get into some good quality conversation, but for the most part, it’s fast and not necessarily deep. So we used it as a way to get exposure and show people some of the technologies in a broad stroke but it’s not a good detailed presentation.*”

**The Project:** Currently, Spectrum is actively engaged with at least three of the companies they spoke to at GHX and more projects are still developing. Johann is also following up with several clients from a sister event, VegetableXchange, and both men claim that follow up for both events is going smoothly and several long-term relationships are on the horizon with many different operations.

**The Outcome:** When asked how GHX compared to their other sales methods, as far as time commitment and effectiveness, both men agreed that GHX was a far better use of time than they ever could have spent on their own. Said Tom, “*I’m not going to say that we couldn’t have had meetings with each of these growers, but it would have involved Johann and myself flying all over the place, countless phone calls to set it up, and all the logistics that you need to put into place. It would have taken a long time and a lot of money and effort to do it. [GHX] really did set the stage for fast-tracking the relationship.*”

Through GHX, Tom and Johann were able to build the trust with their clients to foster a long-term relationship. Said Johann, “*a relationship doesn’t end with the sale. It’s only the beginning. We want to provide them every opportunity to work with us beyond the transaction.*”