

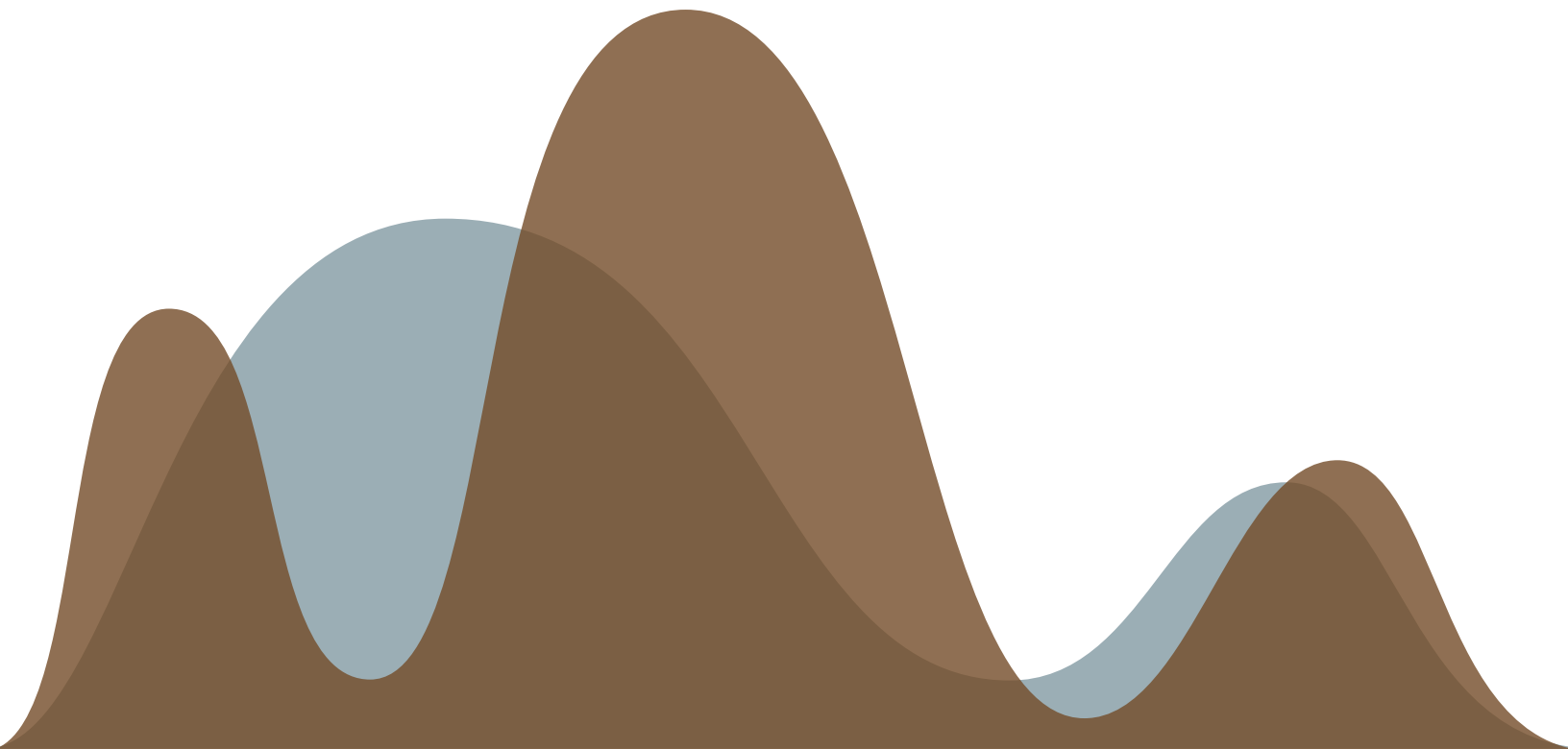


improveit 360

CASE STUDY

3 BLIND MICE WINDOW COVERINGS

How One Tool Transformed Reps from
Appointment Runners to Selling Masters





EMBRACING TODAY'S TECHNOLOGY

Many home improvement companies send out sales reps to run appointments and hopefully close deals. Without proper tools and the ability to report results, reps have to look information up before they leave in the mornings and report back to the office what happened at the end of each day. But the team at 3 Blind Mice window coverings is taking advantage of a powerful new tool available with their CRM and business management system.

"One of the biggest benefits of improveit 360, which really sold us on it, was the mobile app. We love it. Our salespeople can go to an appointment, result an appointment whether they sold it or didn't sell it, attach pictures to it, and instantly the office and managers know the results for that day. And the best part? It's all in real-time," said 3 Blind Mice owner Scot Dietz.

DEMO NOT SOLD
[B. Smith]



CANCELED
APPT.
[Q. White]

PREVIOUS
CUSTOMER
[T. Jones]

WHO'S NEARBY?

The improveit 360 Go mobile app has a feature called "Search Nearby" which shows a variety of homeowners in close proximity. "You've got salespeople who can look up past projects, past customers, or outstanding quotes near them – how powerful is that? When they have an appointment No Show, they might have two hours to kill. They press the Search Nearby button and look at all prospects that were demoed but not sold. It's the perfect chance to try to make that sale again."

Their office staff set up several preconfigured searches, similar to templates, that allow their sales team to quickly find canceled appointments, no shows, past sales, outstanding quotes and more with just a push of a button. "If I'm with a prospect doing a presentation, I can look up past clients we've had in the area and give them information about who else is using these same products nearby," said O'D McKewan, General Manager for 3 Blind Mice.

Search Nearby on the improveit 360 mobile app helps increase sales in other ways. "We also use it to see all the jobs that are in progress or were completed close by. They can call them up and suggest a quick 'pop by'. 'Hey, I'm in your neighborhood and I wanted to pop by to get a referral, some additional pictures, or maybe a testimonial' and all of that really helps us sell more," added Dietz.

"CLOSED LOOP" MARKETING



The mobile app has another potent feature that helps their reps sell more – Marketing Opportunities. "That feature on the app is very helpful. If you see a client and give them a proposal but you don't sell it, you're required to put down what happened and the system automatically creates a Marketing Opportunity that you're going to, say, call them back in a week. Then it gives you a notification to call this person a week later. So while I'm driving between appointments, I make my calls and follow up with them. And it's all right there on my phone. Before I call, I can look up their information and refresh my memory allowing me to speak intelligently with them and more easily close the sale," said McKewan.

"I love the Marketing Opportunities in the mobile app. Reps might run 2 or 3 appointments a day. Next thing you know, at the end of the month, you've run 40 appointments. Let's say you close half of those appointments. That means there are 20 appointments that you didn't close. So 6 months later there's 120 you didn't close. How do you keep all those balls in the air? With the Marketing Opportunities within the mobile app of improveit 360, it allows you to see everything in bite-size chunks. You may have 120 outstanding opportunities but if you're working 5 or 6 of those on a daily basis, it lets you know what you need to do each day instead of the 120 you need to do which can be overwhelming. And those reminders help them sell more, which is more money in their pockets," said Dietz.

"improveit 360 is the best investment we make each and every month. If you make one better decision from the information you get from this system, if you make a handful of new sales, then you've literally paid for your investment," said Dietz.

ABOUT 3 BLIND MICE

3 Blind Mice provides custom blinds, shades, shutters, draperies, valances, window film, solar screens, awnings and motorized window coverings to homes and businesses from San Diego, Orange County and up to Sacramento. They are experts in custom window treatment solutions and can motorize just about anything. Established in 2003, they started their 1st year with sales of \$200k and have grown into a multi-million dollar company. They are #50 on the 150 Fastest-Growing Companies in San Diego and are on the Inc. 5000 Fastest-Growing Private Companies list again this year. They credit this tremendous growth to their dedicated employees, a knowledgeable sales team, and professional installers.

ABOUT IMPROVEIT 360

improveit 360 is the only business management platform designed to eliminate chaos, lower costs and increase profit. With improveit 360, home pros generate and close more deals by automatically nurturing leads until they buy, track all customer interactions, and manage leads, sales, and projects from one central location. With best-in-class dashboards and reports, owners get a 360 degree view of their operation for better decision-making. This powerful system is web-based with no software to install or upgrade. The mobile apps give your team remote access to vital information on a smartphone, laptop or tablet.