

# Exclusive Access to High-Level Facility Executives

Building Operating Management's

## Custom Connections

Get face time with key facility decision makers and targeted industry experts.

Roundtables

Focus Groups

Recruitment Services

Customized Meetings

BOM's Custom Connections gives you targeted, intelligent interaction to help you:

### EDUCATE. RESEARCH. INFLUENCE. SELL.

#### The End Result...

Stronger relationships with top facility decision makers  
Better understanding of market conditions  
New insight and improved sales strategies  
Increased sales and profits

#### BOM Custom Connections

### Case Study #1

**Client Objective:** Educate high-level facility executives on the use and applications of client's product.

**Target Market:** Retail and Commercial Office Buildings in Dallas, Texas.

**Custom Connections Process:** Arranged educational roundtable discussion in Dallas between client and 4 - 8 facility heavy-hitters. Secured venue for roundtable. Recruit top-level facility decision makers. Managed meeting logistics.

**Participants:** BOM's Custom Connections recruited 8 facility executives to participate including:

- Director of Property Management, SBC
- VP of Architecture & Design, Brinker International
- Director of Program Development, Aguirre Corporation
- President, Maffco Construction
- President, Three Twelve Management Co.

**Client Results:** Client was able to educate influential facility executives on the use and applications of their product. Established contact with two key prospects that represent several million dollars in potential sales.

Client has contracted with BOM's Custom Connections for a minimum of three additional Roundtables in 2006.

### Case Study #2

**Client Objective:** Meet with Kaiser Permanente's national new construction team.

**Custom Connections Process:** Set up a meeting between client and Kaiser Permanente in Oakland, California.

**Participants:** Director of Strategic Planning & Design, Project Director, Template Hospital Construction, National Manager Strategic Planning & Design, Manager of Strategic Sourcing & Technology.

**Client Results:** Meeting led to joint cost-benefit research project between client and Kaiser to analyze pros & cons of switching to the client's technology for seven planned hospital construction projects.

Call Tim Rowe at  
**BOM's Custom Connections Today**  
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