

Internal Sales Competition (ISC)
Prospect Profile - Round 1
Martin Kierlin Construction



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The Case

Now that you are earning real money after graduating from college, you are making good on the promise you made to yourself about investing for retirement. You are taking out 7% to put towards your 401k and getting your 3% employer match. You are also contributing to a Roth IRA so you can enjoy the decades of tax free growth in your retirement. Your financial advisor has been really helpful explaining the different fund families so you are diversified in industries and investment types (stocks/bonds) relative to your age and risk level.

As you ponder diversification, you think about your own diversification when it comes to your Toledo Distribution Company (TDC)/WorldWide (WW) accounts that you manage and prospect. You start to get a little uneasy as you realize that most of your accounts are traditional offices for law, healthcare, financial, tech, education, etc. While traditional offices are the bread and butter of your organization, you recognize that other industries have offices that need copiers and document management too.

Construction is one of the industries you decide to explore because they have main offices and portable job site offices, and you are confident that your comprehensive offering of copiers and robust document management can help with communication and productivity.

Martin Kierlin Construction (MKC) is based in Ohio with offices throughout the tristate area. They build and remodel commercial buildings. After some basic research on LinkedIn, you find that Quinn Emtton is a Project Manager for MKC in northwest Ohio and southeast Michigan. You decide to give Quinn a call to schedule an appointment and have not received a return call after two voicemails and one email. You decide to try a LinkedIn message because most people's LinkedIn box does not get as full as their email box. Around a week later – success! Quinn accepts and mentions that he/she just started a punch list as they are thinking about a potential remodel themselves. You have scheduled a 15 minute meeting with Quinn Emtton to learn more about their operations and share how TDC/WW can be a resource.

Martin Kierlin Construction (MKC)

Founded in 1990, Martin Kierlin Construction (MKC) has an office in Ohio, Michigan, and Indiana. Based on the pictures you see online, they use a small and a large version of the portable job site offices. Their website mentions that they offer process driven design, site selection, concrete, carpentry, building systems, and project management. They pride themselves on accuracy, safety, and dependability because that helps customers to navigate the complexities and unknowns associated with new builds and remodels.

According to LinkedIn and the company website, key figures who currently work at Martin Kierlin Construction (MKC) have been with the company for a range of years.

- Quinn Emtton – Project Manager. Has changed construction companies every 2-3 years for the past decade and has been with MKC for almost a year. Started as a project estimator and was quickly promoted to project manager within 6 months.
- Taylor Downes - Director of Procurement. Worked for a building material distributor for 15 years before joining MKC 5 years ago. Working on a lean six sigma certification.
- Chris Schollmeier – Founder. Decided to go out on his/her own after being the most in-demand project manager with customers and colleagues year after year. Leads company with a philosophy of customer first, do the right thing, continuous improvement, and share in the success. Believes communication is central and will sometimes make loud comments that the office or job site is “too quiet.”