



Greg

A&D Consultant

Architecture & design firm under contract with large school district

Advice and oversight of vendor selection & furniture purchases

Age 48

Married with 2 kids

Master's degree in Interior Design

Background Story

Meet Greg Abbot, an Architecture and Design Consultant with over 16 years of experience. He works for an architecture firm and leads an interiors group comprised of interior designers and materials experts. A bond measure has passed, and now Greg's firm is under contract to build multiple schools on an aggressive timeline for a large school district. ➤ Greg is primary contact for all matters related to furniture. He consults weekly with the school district's purchasing managers, and with teams such as facilities and curriculum. With construction underway, he must act quickly to gather requirements, conduct research, and deliver recommendations for furniture suppliers that meet school requirements and align with his firm's vision. ➤ Greg proposes a short list of vendors to receive the RFP for furniture. He largely relies on supplier relationships he has established over the years. He is receptive to new vendors that impress him with the quality of their products and services. Greg needs to be convinced of Lakeshore's reliability and credibility as a K-12 vendor.

Needs & Goals

- ☆ Greg needs a supplier's commitment to white-glove service with guaranteed on-time delivery and hands-on setup.
- ☆ A full range of design resources such as revit files are a must-have. These need to be easily accessible, not hidden.
- ☆ Greg and his team require that all products meet the highest standards for raw materials and color compatibility.

Frustrations

- ☹️ Going with an untried vendor is a big risk. The top reasons to trust a vendor need to be abundantly obvious.
- ☹️ Websites need to be no-nonsense, deliver information quickly, make it easy to review the full line of products, and make it easy to contact a rep. This is often not the case on many websites.
- ☹️ Having to buy from multiple vendors is a pain. It's easier for Greg to select a vendor that can supply everything.

Behaviors

- 📄 Greg's decision-making factors are brand, look of the product, manufacturing standards, quick shipping, and a robust warranty. As a product expert, he knows from experience what stellar product and good end to end service look like and will eliminate vendors that fall short of expectations.
- 📄 Greg looks for reasons to trust a new vendor. He and his team will always attend an expo to inspect the furniture. And on a website, he'll read case studies, product reviews and customer testimonials to see if trust is warranted.
- 📄 Large furniture orders often require multiple levels of approval from the school district as well as a green light from the A&D firm. He always stands equipped to review details, explain decisions and rally support.

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"The design of a classroom is not just about the present, but also about the future. It should prepare students for the challenges and opportunities that await them beyond the classroom walls."