

DISTRIBUTOR SHOWROOM OF THE YEAR
Brand Fuel (asi/145025)

When clients and prospects walk into the North Carolina corporate offices of Brand Fuel, they're greeted with the company's icon, a black rocket, embedded in the floor. It's a 10-foot-long image of a rocket, and surrounding it are walls painted in red and yellow to depict the feeling of fuel and speed.

Welcome to the showroom of Brand Fuel, where music from satellite radio is piped in all day long, where the center of the room features a "Red Hot Rack" that showcases the hottest products, and where a "T-Shirt Wall of Fame" shows off the company's design department's skills. No, this isn't any ordinary distributor showroom, which is why it's the winner of the Showroom of the Year award. "Our showrooms are a clear snapshot of our corporate



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– DANNY ROSIN, BRAND FUEL (asi/145025)

culture and how we do business,” says Danny Rosin, president and co-owner of Brand Fuel. “Every two months we overhaul our showroom and get rid of the dated items and make way for the new.”

The key, Rosin says, is to get clients and prospects to visit the showroom, as he estimates that client retention for those who have visited the showroom is in the “high 90th percentile.” In fact, inviting people to come see the showroom is part of the company's everyday sales process. Brand Fuel has even done prospect mailings with 25 cents and a letter that invites people to visit the space to get the “twenty-five cent tour.”

“Having a client visit us saves our sales team time and money,” Rosin says. “It also allows us to collaborate with the client in a space full of avenues for product ideas and campaigns. It is always a distinct experience and our clients keep coming back for more.” – AC

