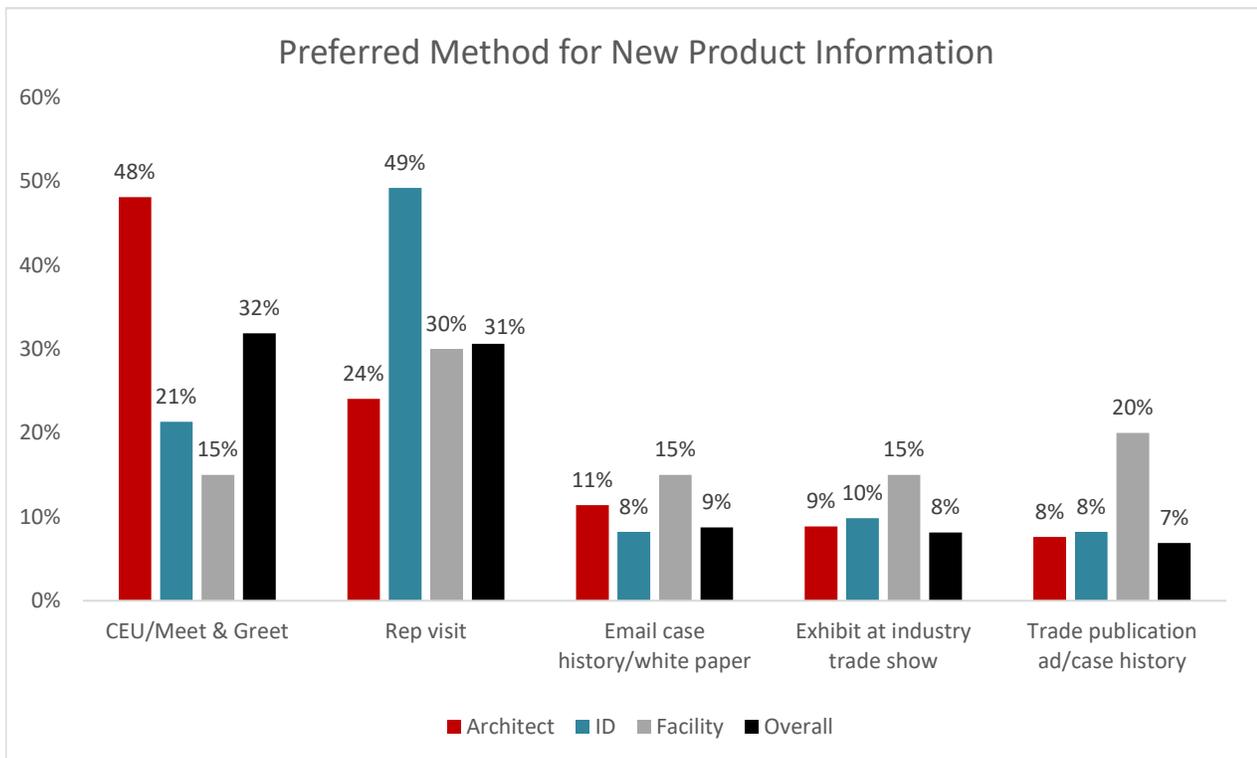


***Most often, professionals in the building construction market would prefer to have a face-to-face connection with a manufacturer's rep for new product information.***

What is your preferred method for manufacturers to introduce you to a new product or building material?  
(Choose only one)



**TAKE AWAY:** Manufacturers need to use a number of different channels to help keep building construction professionals informed of new products. Despite information being easily available on-line, design professionals and facilities prefer to meet in person with a manufacturer's representative.

# aim SNAPSHOTS

**No. 2019.8**  
**Released: 10/2019**

## Purpose:

To learn more about how building construction professionals prefer to get new product information.

## Methodology:

AIM surveyed architects, interior designers and facilities. The survey was conducted on-line in October, 2019. Overall response was 160 completed surveys.

## Conclusion:

While the majority of all construction professionals prefer to see a manufacturer's rep, architects most often prefer a CEU/Meet and Greet while interior designers and facilities prefer a rep visit. Overall, over 60% of professionals survey, most often prefer some type of face-to-face meeting with the manufacturer's rep when learning about new products. A rep visit gives the professional a chance to get all their questions addressed and get accurate product information. In today's world of information overload, a strong rep relationship with consistent communication is key to marketing new products or services.

Note: Data is based on research conducted by Accountability Information Management, Inc. (AIM). Total response=160. AIM is a business-to-business marketing communications company, ©October, 2019. For additional information including a more in-depth analysis, contact AIM or visit our website. Phone 847-358-8558, Email [inquiries@a-i-m.com](mailto:inquiries@a-i-m.com). Website: [www.a-i-m.com](http://www.a-i-m.com). Thank you.