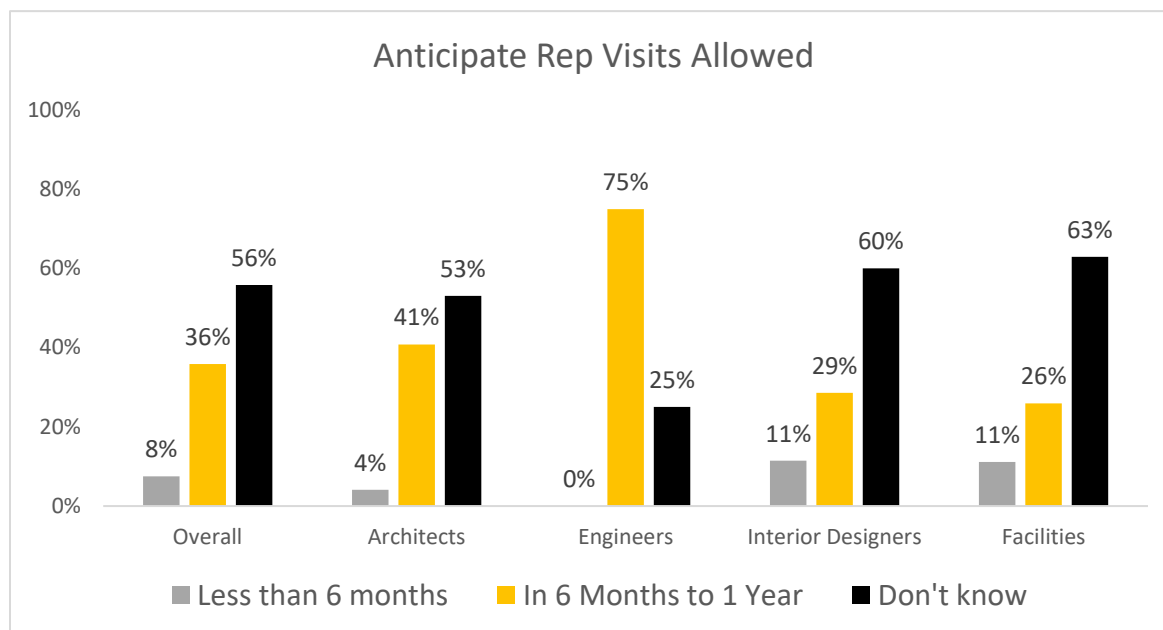


The majority of building professionals do not know when their companies will allow rep visits or lunch and learn meetings.

When do you anticipate you will be allowed to schedule rep visits or CEU lunch and learn meetings?



Sample Verbatim Comments:

- Really depends on case levels and office policy, but guessing around 6 months or so.
- It will probably not be until we have an effective vaccine.
- Depends on how and when Covid-19 disappears and if vaccines become available.
- I don't feel like it's worth the risk right now when there are virtual options available.
- Once the vaccine is widely distributed and the virus new cases is negligible.
- Depends on when office is actively re-opened. We could do them online if they were made available.
- Lunch and learns via conference call are gladly welcomed!

TAKE AWAY: Manufacturers' reps will most likely not be returning to regular in-person visits anytime soon. Since building professionals are not sure when they will be allowed to have reps visits, product manufacturers will need to offer product information via a variety of channels including online webinars, virtual meetings and their websites.



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Purpose:

To determine when firms/companies may begin allowing manufactures reps to visit the office or present group CEU lunch and learn programs.

Methodology:

AIM surveyed architects, interior designers, engineers and facility managers. The survey was conducted on-line in August, 2020. Overall response was 145 completed surveys.

Conclusion:

Over half (56%) of the building professionals surveyed don't know when their companies will begin allowing manufacturer rep visits or lunch and learn CEU presentations. Approximately a third (36%) say their companies probably won't allow them to have rep visits in 6 months to a year. Open-ended comments indicate that most professionals truly have no idea when their companies will begin to allow rep visits. The return to CEU lunch learn meetings and rep visits will depend on finding a vaccine that is effective in protecting against the COVID-19 virus. Since many companies have not yet returned to "normal" work schedules, it is unlikely they will allow manufacturer rep visits any time soon. More architects and engineers indicated their companies will allow rep visits in 6 months to a year verses interior designers and facilities who are unsure about when their companies will allow rep visits. To ensure building professionals have the most current product information, manufacturers should offer a variety of online webinars, virtual meetings, product videos and also keep their websites updated. In addition, manufacturers should encourage their rep organizations to continue to communicate with building professionals through email, phone or one-on-one virtual meetings whenever possible.

Note: Data is based on research conducted by Accountability Information Management, Inc. (AIM). Total response=156. AIM is a business-to-business marketing communications company, ©August, 2020. 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. Website: www.a-i-m.com. Thank you.