



Growing Commercial Sales

Dinoflex

partner with

Concora

to grow commercial sales by making it easier for architects, engineers and contractors to do business with them online

OVERVIEW

For over 30 years, Dinoflex has utilized the most sustainable materials available to manufacture and sell the world's highest quality recycled rubber flooring system.

CHALLENGES

“We didn't have everything at our fingertips. Our website had too many clicks and with Concora, you literally open one page and you see everything on that page for that product”

Melanie Haskell, VP of Sales, Dinoflex

01

Dinoflex relied more on face to face meetings with potential customers as opposed to online strategies. Their website was not ideal for increasing specification and sales since it was not their primary form of product distribution.

02

Finding Revit files and other technical product content took far too long for AEC's, which was detrimental in driving AEC's to Dinoflex's site. As a result, lead generation and sales were diminished.

The team at Concora set out to help Dinoflex by executing the following objectives:

Have a great web experience

That allows AEC's to easily access Dinoflex's products which will in turn, increase specification and sales.

Increase lead generation

Dinoflex must gain visibility on which AEC's are visiting their website.

Sending this data to the Sales Team exposes Dinoflex to new leads they could not find on their own.

Easy way to manage and publish product content

Understand Dinoflex's technical product content needs, and make it easier to manage and distribute important content needed by the design community such as BIM, CAD, specs, etc.

“

125%
Recommending
CONCORA

Melanie Haskell

It helped us get organized. Concora has put everything together in one site and a beautiful sight at that.

“It's all about the ease... the ease of being able to do business; which means specifications will go up, which means sales will go up.”

Melanie Haskell, VP of Sales, Dinoflex

Concora deployed Dinoflex's DXP within 30 days complete with internally built high quality technical product content including 12 from scratch Revit files and 178 Revit materials.

Concora's Team organized dozens of data sheets and images for each product in a clear to understand and easily accessible way for AEC's to find exactly what they're looking for on Dinoflex's website.

The Concora team trained members of Dinoflex's during this time to be fully self-sufficient utilizing the DXP.

BUSINESS IMPACT



“I see this platform being our most successful platform that we will ever have . I foresee us getting at least 50 leads a week and I only see that growing the more that we promote the fact that we have this new site.”

Melanie Haskell, VP of Sales, Dinoflex



The Concora team has greatly increased Dinoflex's business and reach within the AEC community via the implementation of Concora's DXP.