

# THE CONSULTANCY

WINTER 2018/2019

## BUILD THE FUTURE

ACCESSA EQUIPS INDUSTRIAL TECHNOLOGY STUDENTS IN THE CLASSROOM



2019 TRENDS UNVEILED



CUSTOMER RELATIONSHIPS RULE

**ACCESSA**

## Cheers to 2018 and a New Year!



It seems crazy to think that in just a few days, most of us will be gathering with family and friends to celebrate the holidays. It has been another great year at Accessa, thanks to hard work, strong sales and partners like you. Relationships with our customers, vendor partners and other people who play a role in our day-to-day jobs make our work worthwhile.

be proactive with their customers to make sure all expectations are clear and attainable.

- **Always Improving Communication** — As we welcome 2019, we want to keep our eye on the prize of customer satisfaction and keeping things simple with clear, open communication. If there is anything I can do to help you, or if you have any feedback, please skip the email and give me a ring. I'd love to hear from you (1-800-593-0126).

The years are passing by faster and faster these days. I look forward to taking a few days off this holiday season to exhale, relax and focus on a fun time. I hope you can do the same.

Happy holidays,

A handwritten signature in black ink that reads "Joe Todd".

Joe Todd, President, Principal

Here's a recap of some of the things that are on our minds at Accessa:

- **2019 Sales Expectations** — Most markets are strong, without much fluctuation. A couple of our markets have shown some softening, which is attracting our attention. We believe the markets will rebound in the first half of 2019, though are cautious about the latter part of the coming year.
- **2019 Hiring Outlook** — We look to add to our Coatings Consultant team in the first two quarters of 2019.
- **Lead Time Responsiveness** — Work orders and batch numbers are increasing, while lead times are shortening, and customers face their own emergency requests. Accessa is working to keep up and support customers during these kinds of challenging situations. Batch and color match demand ebbs and flows, so sometimes we are well within lead times, and sometimes they get extended under the pressure. Operations and Customer Service will continue to improve upon their internal communication to keep the Coatings Consultants up to date. Coatings Consultants will continue to

*On the Cover: Hands-on instruction at Reed-Custer High School in Braidwood, Ill., is made possible thanks to partners like Accessa.*

## Our Accessa Team

You likely interact with only a few Accessa team members to help you be successful in your job. But there are lots of us behind the scenes. Here are some of the folks at Accessa it takes to provide our customers with products and service to keep their bottom lines growing.



**JOE BINDER** *Coatings Consultant, Chicago*

**Fun Fact:** Joe is a member and plays on the Senior Amateur Golf Tour.



**ANTHONY BLEA** *Driver/Production Associate, Denver*



**MICHAEL BRIDGES** *Lab Technician/Production Arthur, Ill.*



**RACHEL CHARTERS** *Customer Service, Indianapolis*



**BRIAN GOULD** *Coatings Consultant, Chicago*

**Did you know ...** Brian recently moved to Noblesville, Ind., and loves hearing the live music come from Deer Creek amphitheater.



**TARA HOLCOMB** *Customer Service, Indianapolis*



**REUBEN MILLER** *Warehouse/Production Specialist in Millersburg, Ohio*

**Fun Fact:** Reuben loves to cook but his favorite meal outside of the home kitchen is a KFC four-piece meal — original recipe.



**MATT OMAN** *Coatings Consultant, Ohio*

**Did you know ...** Matt has worked in coal mines. Matt inspected the equipment in the mines, wrote specifications of the coatings systems and then inspected the work once it was completed.



## EVENTS

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# 2019 on the Road!

Accessa will be traveling to two tradeshow during the first part of 2019. We hope to see you out there!

## MIDWEST TOOL EXPO & AUCTION

On January 25 and 26, we will be at the Midwest Tool Expo & Auction, specializing in woodworking, carpentry & construction equipment across 100,000+ square feet of vendor space.

Michiana Event Center  
455 E Farver St.  
Shipshewana, IN 46565  
[midwesttoolauctionandexpo.com](http://midwesttoolauctionandexpo.com)

## MT. HOPE SHOWCASE

The spring Mt. Hope Showcase will run February 14-16. The spring showcase will feature vendors of all types, including heavy equipment and rolling stock, sawmill, logging and pallet shop equipment, woodworking and construction equipment, antique tools and collectibles, and so much more.

Mt. Hope Auction Grounds  
8076 SR 241  
Millersburg, OH 44654  
[mthopeshowcase.com](http://mthopeshowcase.com)

## COMMUNITY OUTREACH

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## CHICAGO

# Accessa Delivers LEGOs to Littlest Patients

In August, Accessa teamed up with the Heroes Foundation's Team JOEY program to deliver 200 LEGO sets to Lurie Children's Hospital and Comer Children's Hospital in Chicago. The mission of Team JOEY is to further the battle against pediatric cancer through research and to support young cancer patients with small-but-mighty LEGO bricks, in-hospital parties and more!

Accessa has been a long-time supporter of the Heroes Foundation, which was co-founded by Accessa Vice President Vince Todd, Jr., and his wife Cindy following his battle with Hodgkin's Lymphoma. The non-profit organization provides meaningful support to cancer patients, education to promote cancer prevention and resources to advance research for a cure.

*Learn more at [heroesfoundation.org](http://heroesfoundation.org)*

## COMMUNITY OUTREACH



### BRAIDWOOD, ILLINOIS

## Supplies Donated to Teach Industrial Technology Students

At Reed-Custer High School in Braidwood, Ill., young men and women are preparing for careers in fields where people design, construct, build, service and repair — hands-on, skilled jobs. Mark Smith leads the Industrial Technology program, where his students have used Accessa coatings and stains for about 17 years. Accessa recently donated product for Smith's class.

"Since 1996, my students and I have been building partnerships with industry to support Industrial Technology education," Smith says. "Our partners make an advanced manufacturing program possible by supplying technical support, networking opportunities, internships, field trips, material donations and career opportunities. Without our program supporters, the educational experience that inspires my students would not exist."

Many of the Reed-Custer students will pursue post-secondary education opportunities in engineering, advanced manufacturing, architecture and CADD. Working in a space designed to feel like a commercial computer-integrated manufacturing facility, students are executing high-quality projects with the help of partners like Accessa.

There are two destinations for student projects. Case goods, such as cabinets and entertainment centers, and signs are delivered to residential or commercial spaces. All other projects go home with students. Those include long boards, foot stools, bed frames, shelving units, tables and chairs.

Their craftsmanship and pride in their work are apparent in these photos. Great job!

***Find out more and see completed projects at <https://rchsit.weebly.com>.***



## ACCESSA 2019 DESIGN TRENDS

Every year, Accessa rounds up consumer trends in coatings, colors and designs for homes and offices. Following is an abbreviated/amended version of trend reports from a variety of sources compiled specifically for Accessa customers and friends.

When your customers ask for the hottest colors and styles, you'll be ready.



**ACCESSA**  
Coatings Solutions

## ACCESSA 2019 DESIGN TRENDS

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Download the full report at [accessa.com/blog](https://accessa.com/blog).

## EDUCATION



### 2019 COLORS OF THE YEAR

## SHERWIN-WILLIAMS

Sherwin-Williams revealed its 2019 Color of the Year on the heels of its color palette this summer: Cavern Clay. A warm terracotta color with ancient, elemental roots, Cavern Clay is a nod to midcentury modern style, but with the soul of the American Southwest, which together creates the desert modern aesthetic.

"We believe 2019 will be a renaissance of the 1970s — with a twist," says Sue Wadden, director of color marketing, Sherwin-Williams. "In the coming year, we will embrace our pioneering spirits and artisan ingenuity. Our 2019 Color of the Year, Cavern Clay, embodies renewal, simplicity and free-spirited, bohemian flair."

**SOURCE:** <https://www.forbes.com/sites/megykarydes/2018/09/12/sherwin-williams-reveals-2019-color-of-the-year/#1be132302826>

## BENJAMIN MOORE

Benjamin Moore announced its Color of the Year 2019 – Metropolitan AF-690, a stylish gray with cool undertones.

"Comforting, composed and effortlessly sophisticated, Metropolitan AF-690 exudes beauty and balance," said Ellen O'Neill, Benjamin Moore director of strategic design intelligence. "It's a color in the neutral spectrum that references a contemplative state of mind and design. Not arresting nor aggressive, this understated yet glamorous gray creates a soothing, impactful common ground."

**SOURCE:** [https://www.coatingsworld.com/contents/view\\_breaking-news/2018-10-11/benjamin-moore-unveils-its-2019-color-of-the-year/7876](https://www.coatingsworld.com/contents/view_breaking-news/2018-10-11/benjamin-moore-unveils-its-2019-color-of-the-year/7876)

### 2019 COLORS OF THE YEAR

#### BEHR PAINT

It's always exciting when a brand announces its Color of the Year, but let's be honest, sometimes, we're unsure of the best way to incorporate it into our own design scheme. Thankfully, that's not the case with Behr Paint's 2019 Color of the Year: Blueprint.

Blueprint ... is a mid-tone blue that Behr's in-house color expert, Erika Woelfel, believes is universally appealing, as it's "warmer than denim and softer than navy." Woelfel says the company found inspiration in industries like fashion and hospitality when settling on this year's color choice. "It symbolizes our desire for positive energy, stability and confidence, both at home and out in the world," Woelfel says. "It's a hue that will stand the test of time."

SOURCE: <https://www.elledecor.com/design-decorate/color/a22804738/behr-color-of-the-year-2019/>

#### VALSPAR

Every year, design enthusiasts try to predict what shades all the major paint brands will announce as their Color of the Year, but Valspar really goes all out. Instead of choosing just one, the brand selects 12 colors to celebrate. Seriously, it's like the zodiac of color announcements.

This year, Valspar chose a lovely mix of bright, almost-neon shades and soft-but-interesting neutrals to usher in 2019, so you're sure to find one you love. Check them out below.



SOURCE: <https://www.housebeautiful.com/design-inspiration/g23489105/valspar-2019-color-of-the-year/>

### 2019 TRENDS: HOME



#### WHAT'S HOT: ALL THE INTERIOR TRENDS FOR 2019

Here's what's on the horizon style-wise. Get ready to embrace the cosmos, more scalloped edges, nude colours, concrete bathrooms, factory style taps, Crittall doors, fish scale tiles and dark kitchens.

##### 1. DARK KITCHENS

The trends for darker kitchen cabinetry and Scandi noir [a design aesthetic inspired by Scandinavian style] help to explain the fact that searches for black and navy blue kitchens are up 93% in [the] past six months, with matte and powdery finishes.

...

##### 4. BRASS TAPS

On-trend brass taps add some welcome shine to pared-down concrete bathrooms, or give extra punch to timeless marble bathrooms.

...

##### 7. NUDE

The latest interiors trend is barely there, warm, earthy neutrals. For the past few years, grey has dominated the neutral interiors palette. But sandy shades are back, and proving to be anything but boring.

##### 8. SPICED HONEY

You say Spiced Honey, we say Salted Caramel. Whichever way you look at it, warm autumnal shades are back with a bang.

## EDUCATION

### 9. CONCRETE BATHROOMS

Concrete is increasingly becoming the go-to material for bathrooms. New print and staining techniques allow you to use concrete as a blank canvas to have fun with, and it can be honed and polished down into a very smooth surface.

...

### 12. VELVET

Searches for velvet have increased by 400% over past six months and is the most searched for fabric. Sumptuously seductive, velvet beds and velvet sofas are some of the most covetable ways to bring the look home.

**STORY/IMAGES SOURCE:** <https://www.livingetc.com/whats-news/the-biggest-18-19-interiortrends-195539>



## 2019 TRENDS: KITCHEN & BATH

### WHAT'S HOT & WHAT'S NOT IN 2019 KITCHEN TRENDS

Bathrooms, move aside — 2019 is the year of the kitchen.

HomeAdvisor's Smart Home Strategist and Home Expert Dan DiClerico said homeowners (especially first-timers) in 2018 focused their renovation efforts on bathrooms to accommodate the needs of a growing family. But homeowners are now moving their attention to the kitchen, where they're aiming to create an in-home oasis that reduces stress and boosts wellness.

"Wellness is going to be a huge theme for 2019," DiClerico said. "Many people are living longer, healthier lives, and they're looking to the kitchen to support those efforts."

DiClerico and National Kitchen and Bath Association Industry Relations Manager Elle H-Millard say homeowners are creating their wellness retreats by purchasing appliances such as blenders and steam cookers, connecting indoor and outdoor spaces with sliding glass walls and playing with earthy tones such as blue and green to create an overall sense of calm.

"The more muted emerald greens, almost like an earthy green, are taking off too [alongside blue]," H-Millard told Inman. "I spoke to someone else about those colors, and they read as neutrals because we see them so much in nature, and they come across as very positive optimistic colors."

"When we have times where we're uncertain with political things or whatever may be happening, we have the opportunity to then change [those feelings] up with design," she added.

### THESE ARE THE HOTTEST TRENDS IN BATHROOMS FOR 2019

If you've been contemplating that bathroom reno for a while now, it's time to take the next step. The new year is bringing with it a bunch of new design trends, and some things that have been around for a decade (hello, wall-to-wall mirrors) are being replaced with new, fresh, and fun ideas. Interior designer and Creative Director at Emily Henderson Designs, Brady Tolbert, let us in on what's hot for bathrooms in 2019, and you're going to want to copy everything on this list.

1. **STORAGE LEDGES ARE HAPPENING**
2. **EXPOSE YOUR HARDWARE**
3. **CONCRETE AND PLASTER ARE GETTING A MAKEOVER**
4. **STICK TO ONE MATERIAL**
5. **MAKE A STATEMENT WITH YOUR MIRROR**

**SOURCE:** <https://www.housebeautiful.com/room-decorating/bathrooms/g25053086/bathroom-design-trends-2019/>



## 2019 TRENDS: OFFICE

## OFFICE TRENDS 2019-2020: BEST INTERIOR DESIGN FOR OFFICES

The trends for 2019-2020 offices lean towards ergonomics and more efficient offices. Pleasant environments that offer comfort, rooms that enhance communication, creativity, spaces to relax or elements that make life easier will be key to generating greater productivity and effectiveness in the long run in our companies. Workspaces are adapted to the new labor realities and no longer only respond to an aesthetic question or fashion, but appear as a consequence to new needs and ways of understanding work.

### 1. INCREASINGLY TECHNOLOGICAL OFFICES ...

little by little the offices of the world are adapting and incorporate furniture that integrates technological elements such as screens and other tools that make our work easier.

### 2. OFFICES WITH MORE FLEXIBLE AND MULTIFUNCTIONAL SPACES ...

From rooms where small informal meetings, interviews, spaces to find concentration, have a coffee ... these multifunction spaces are transformed depending on the needs of each moment.

### 3. DARK COLORS DRESS OFFICE FURNITURE ...

definitely going strong this season are the dark colors in the furniture. Both wood and smooth tones are passed to the fashion of dark colors for office furniture.

### 4. THE FORCE OF NATURE IN THE WORKSPACES

... vertical gardens, plants and green spaces add that breath of fresh air in the workspaces.

### 5. MORE AND MORE LEISURE AND RELAXATION SPACES ...

some large companies, such as Google or Microsoft, have served as an example to many others ... giving more and more importance to leisure and relaxation spaces allowing the workers take a break in their workday.

SOURCE: <http://www.indecortrends.com/office-trends-2019-2020-best-interior-design-for-offices/>



We are happy to introduce two new Accessa Chemical Solutions products. Contact your Coatings Consultant or call us at 1-800-593-0126 for more information.



#### Henkel's BONDERITE M-NT 701 Cleaner Coater—

BONDERITE M-NT 701 is a phosphate-free reactive conversion coating formulated for use in the treatment of steel, zinc and aluminum surfaces. Spray or immersion application simultaneously cleans and coats metal surfaces. The process converts metal surfaces to a non-metallic, conversion coating which retards corrosion and increases the adhesion and durability of paint finishes.

#### Henkel's BONDERITE M-NT 41042 Cleaner Coater —

BONDERITE M-NT 41042 is an innovative liquid product for the treatment of ferrous materials, aluminum, and zinc alloys. Applied by spray application it simultaneously cleans and coats the metal surface. BONDERITE M-NT 41042 creates a strongly adhering zirconium-based conversion layer that forms an excellent base for liquid, powdered or electrophoretic paints. BONDERITE M-NT 41042 is a phosphate-free alternative to standard iron phosphate conversion coatings. Bonderite M-NT 41042 is used in spray systems in pre-paint processes for appliance, metal furniture and plate articles.



# IS THIS A REAL RELATIONSHIP?

*By Joe Todd*

How companies sell their products and services varies widely, and there isn't a one-size-fits-all method. At Accessa, we take a relational approach, opposed to a transactional one. I'm discussing these here for two reasons:

1. To pass along pros and cons of each type to shed light on why this fits the Accessa model.
2. To show how this sales strategy best serves Accessa customers.

Accessa customers are typically not in the business of single-use, disposable products. Instead, they are manufacturing products that will be used by third parties for years. A set of custom kitchen cabinets, order of military equipment or delivery of auto parts must stand the tests of time, wear and tear.

These goods also represent the manufacturer who sold them. As the provider of a coating or chemical used in the production of those goods, we take that responsibility to our customers seriously. We want them to look as good as possible for their customers.

First, let's define the two sales approaches.

## DEFINITIONS

**Relational Selling:** This kind of selling involves nurturing a prospect. This is more “white glove” service opposed to commoditization of a product or service. In relational selling, a salesperson builds rapport with the buyer and earns their trust in order to sell to them. Highlighting a product's features and negotiating prices aren't top priorities. Relational selling is based on a sincere foundation of trust, and final decisions tend to be made based on “a good gut feeling.”

**Transactional Selling:** This strategy involves focusing on achieving quick sales, not long-term customer relationships. A transactional selling tactic is most often a fit for businesses that offer more generic products or services, and generate profits by closing a high volume of deals. In these situations, salespeople are hitting the phones early and often to make cold calls and pitch the benefits of their products or services.

So, which style fits your business? Consider these pros and cons:



### PROS

#### RELATIONAL SELLING

- **Customer Loyalty:** Once a customer knows they can trust you and your products, you earn their loyalty. Even when something goes wrong, if you have an open, honest relationship with your customer, you can more quickly and comprehensively handle the issue and help them move forward. This sort of service can lead to continued sales.
- **Can Be Professionally Rewarding:** In long-term customer relationships, the sales rep must exhibit high levels of customer service. When a process needs troubleshooting or an order needs to be rushed, the salesperson (and his/her inside team) must jump in and make sure the customer is well cared for. This sense of responsibility and connection to a customer can give sales teams more reasons to be loyal to their customers and employer.

#### TRANSACTIONAL SELLING

- **It's Fast:** Transaction-focused selling doesn't require you to think far into the future for a customer. It's all about quick sales and lots of them.
- **It's Simple:** Relationships can be messy. When a sales rep is more focused on making the sale than nurturing a prospect, they avoid the need to get to know the customer's business and the turbulence of a long-term relationship.

### CONS

#### RELATIONAL SELLING

- **It's Slow:** Earning trust and loyalty can't be done overnight. It takes conversations, interactions, proof and great customer service. If you're looking for a quick, one-time sale, do not spend time building relationships with your customers.
- **Takes People Skills:** For salespeople who would rather hide behind a phone or email inbox than get face to face with customers, relational selling can be a challenge.
- **Have to Think Long Term:** Real customer relationships last longer than the time it takes to process an order. Sales teams that only want to think about the short-term sale will be ill-equipped to practice relational selling.

#### TRANSACTIONAL SELLING

- **Lack of Loyalty:** When someone buys based on price and features, they will use the same logic when another potential vendor comes along with a slightly better price or suite of features. They have no loyalty to you because they have no relationship with you.
- **Can Be Combative:** If you and your prospect are haggling over price, you can easily create a win-or-lose situation. When buyers feel like they have had to compromise unnecessarily, you can likely say goodbye to any repeat business.
- **Short-Term Rep Rewards:** People are motivated by different things. If your sales team craves something more from their work than the satisfaction of closing a deal, transactional selling isn't likely the best approach for them.

When we at Accessa call our customers "partners," it's not lip service. In our business, relationships, honesty and accountability are what matter. In manufacturing processes, there will be bumps. When someone screws up, which sometimes is us because we're human, we need to get down and fix it — no matter who is to blame. That sort of response requires a real connection to customers.

*If you're a sales leader, which makes more sense for you?*



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