

2020 Customer Success Story

2020 Design: Part of a Successful Team

In recent years, Debby Binnick has seen the kitchen and bath industry become more and more competitive and understands that customers are demanding and expecting more. As managing member of the Binnick Group, an independent rep agency based in Charlotte, North Carolina, she has covered the territory for her line of cabinet makers for more than 15 years and sells to designers, kitchen and bath dealers, remodeling contractors and people who promote and sell kitchen and baths.

"When you're getting started, 2020 Design is such an important investment. The way things are changing so dramatically, I honestly think it's more important than showroom displays."



*Debby Binnick
Owner, The Binnick Group*

The Binnick Group recognizes the importance of 2020 Design and employs an in-house support person, who is very experienced with the program, to help their reps and dealers. Created specifically for kitchen and bath industry professionals, 2020 Design's built-in rules ensure that projects comply with industry design standards, from start to finish. "The kitchens my dealers design are complicated, the pricing can make or break their business," Debby explained. "Now that it is so competitive, they have to be that much more accurate with the pricing." 2020 Design allows designers to produce bills of material and pricing estimates quickly and easily. Customers can change an option or feature and instantly see a new and accurate project estimate.

Interior designers also benefit from 2020's time-saving drawing and positioning tools which allow them to be more efficient, and a web order entry solution that allows orders to be submitted electronically and tracked in real time. "A designer can email me a file to look at and make suggestions about what my factory might be able to offer to make the design more interesting or more cost-effective. I can look at it quickly and the next thing I know, it's an order."

With life-like presentations, customers can imagine a new space easily. 2020 Design offers accurate detail on manufacturer products and room design with amazing photo-realistic renderings featuring full lighting effects. "When you can give a person, basically a photograph of what their kitchen is going to look like, that is so powerful. People are not buying kitchens for the same reasons they were a few years ago. We don't talk about investment anymore, we're talking about lifestyle and what a kitchen can do for your lifestyle. I've seen some of my dealers set the mood—it can be romantic, it can be whatever you want it to be, but it's going to help you close your sale. I think it's going to bring down the selection process and create an emotional attachment, which is a big part of sales."

2020 Design has close relationships with suppliers to the kitchen, bath and home improvement industry and offers the widest range of available catalogs. Designers can choose from thousands of manufacturer's items, and ensure precision with instant feedback on design issues thanks to built-in NKBA rules, guidelines and design assistants. "Dealers need to investigate all that 2020 Design can do. You need to invest in the program and then invest the time to understand the full capabilities.

"This is really a team effort. It's a very complicated business, and for dealers, it's harder than ever before. For my success and theirs, we have to build a team. It's the factory, the rep, the dealer and I think 2020 is part of that team."

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