

Hussey Seating wins \$250,000 Worth of Contracts as a Result of Onvia

Client: Hussey Seating

Location: North Berwick, ME **Onvia Client Since:** 2004

Subscriber To: Onvia Business Builder

Problem

Even niche companies that dominate the market need a way to ensure that they aren't missing any government contracts. Such is the case of Hussey Seating, the global leader in spectator solutions. As the Regional Dealer Sales Manager, Adam Pearson works with two regional sales representatives and 13 dealers across the U.S. Contracts for stadium and bleacher seating for the K-12 market makes up approximately 75% of Hussey Seating's business. With such a substantial amount of revenue reliant upon regional sales people and dealers across the country, it was important for Hussey Seating to get reliable, timely information on bleacher sales opportunities. A consistent source of upcoming project information would not only help ensure that the company is gaining visibility into every seating opportunity, but also assist their dealers in uncovering leads that are not always visible.

Solution

Pearson subscribed to Onvia Business Builder to solve Hussey Seating's business needs. "In one report, I am able to identify spectator and bleacher seating opportunities, specific to different states. I forward these leads to my regional sales force to help them uncover opportunities within their territories", says Pearson. Hussey Seating also uses Onvia as a way to provide their dealers with additional awareness of sales opportunities. "A lot of other services miss the smaller legitimate opportunities—Onvia catches them all and provides us with a resource to find each opportunity to make revenue", says Pearson. Onvia Business Builder even helps Hussey Seating's dealers identify important contact information associated with each bid opportunity. Pearson relates, "There have been a couple of instances where we went into Onvia Business Builder to locate specific purchasing agent contact information for the dealers. This is another way Onvia Business Builder helps us gain visibility into information that can be hard to find." Because Pearson's report is organized by state, the company is able to monitor their market opportunities. "Onvia helps back up our market opportunities. We monitor the lists of bleacher projects and keep track of when there is a high volume of bids—this helps us focus in on spikes in particular markets", says Pearson.



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– Adam Pearson, Regional Dealer Sales Manager, Hussey Seating

About Hussey Seating:

Hussey Seating Company, founded in 1835, is a world leader in developing and manufacturing seating solutions for the education, sports and entertainment markets. Hussey's high quality range of products includes fixed plastic and upholstered chairs, telescopic platforms, and telescopic gym seating. Hussey has provided spectator seating solutions to, among others, The Gillette Center (New England Patriots) and facilities for the Olympics in Athens, Calgary, Lillehammer, and Salt Lake.

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Value

The value for Hussey Seating, in one word, is ROI. “The service is affordable in comparison to other services, and you can depend on the consistency of getting the report – it is always there so we can go in and find the opportunities”, says Pearson. An example of the return on investment is a recent opportunity that Hussey Seating would have missed if it weren’t for Onvia. Pearson says, “I recently received my weekly summary of bids from Onvia. I noticed three schools in Tennessee that looked like legitimate bleacher opportunities. I called my dealer and he stated that he was not aware of these projects.” Hussey Seating bid on the job and was awarded \$250,000 for the three contracts in Tennessee. “There is no question that without Onvia’s service, we would have missed out on \$250,000 worth of revenue . . .needless to say, we are thrilled with this and are happy that we had the service in place”, says Pearson. In addition to the Tennessee bleacher bid announcements, Onvia has helped Hussey Seating catch on to other opportunities they would have missed if they didn’t have the service in place. Pearson says, “We won 6-8 other jobs as a direct result of Onvia’s service. Onvia really helps us get the business.”

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