

More than Glorified Janitors

*Selling the Value of
Facility Management from
the Grounds Up*

John Rimer, CFM

FM360consulting.com

facilityU.com





The Road to Better
Facility Management

Introduction

John Rimer, CFM

- 20+ Years Facility Management
- Numerous Industries & Various Roles
- Owner, FM360 Consulting
- Owner, facilityU
- Certified Facility Manager (IFMA)
- IFMA & BOC Qualified Instructor
- B.S. Mechanical Engineering
- Southeast BOC Partner



Agenda



- State of State
- Recognize Value
- Sell Up, Out, & Down
- Measure, Manage, & Market
- Resources
- Q&A

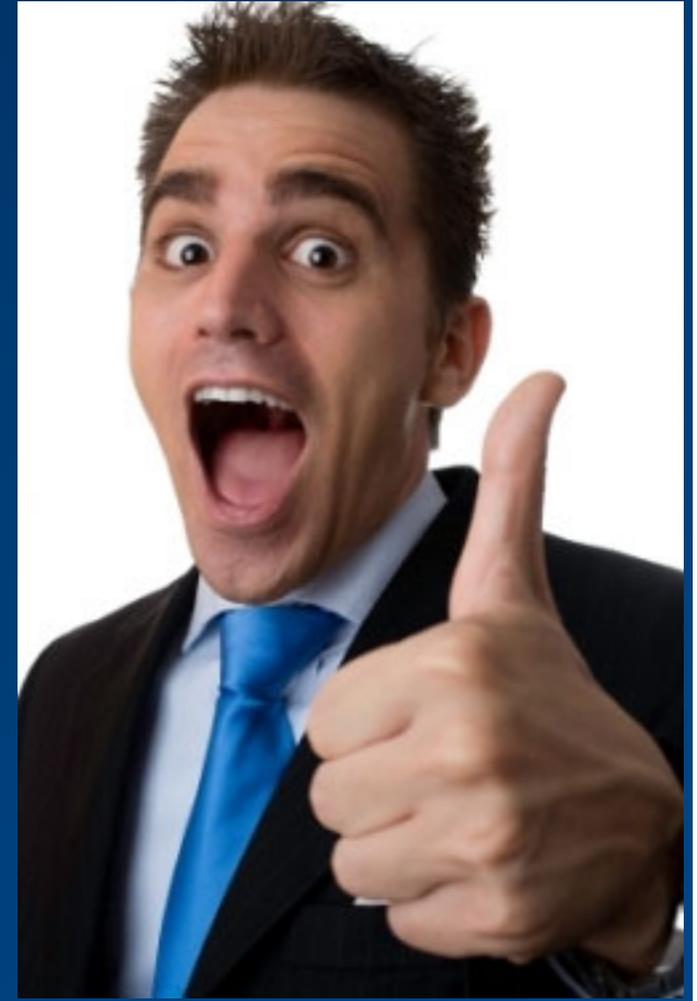
State of Facilities...



- Deferred Maintenance
 - Equipment End-Of-Life
- Lack of Resources
 - “Do More with Less”
- Reactive Maintenance
- Decreasing Revenue
 - Lower Enrollment
 - Negative Moody Rating

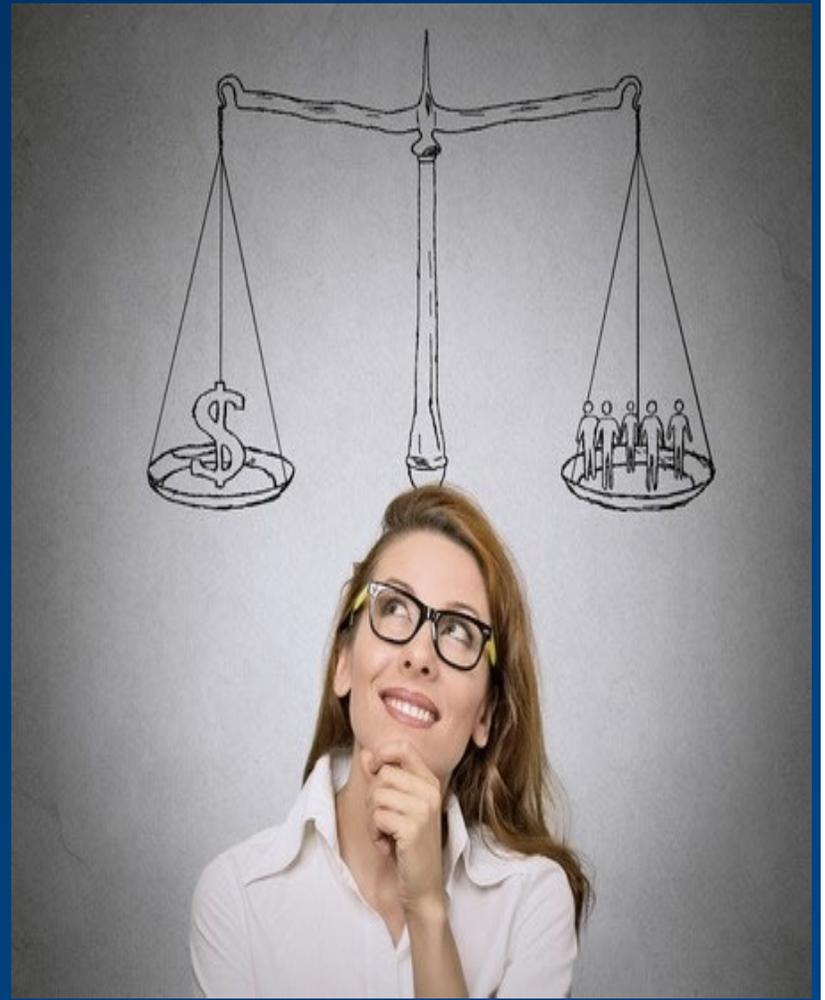
Selling Facility Management

- Technically Apt
 - Strength = Weakness
- How measure & market
 - "Always Selling"
- Sell the Value of the Team and every Team Member
 - *From the Grounds Up*



Selling FM

- Understand Business
 - Business Drivers
 - Political Motivators
- Recognize Value
 - The Rule of 100/10/1
- Sell Value
 - *"More Than Glorified Janitors"*



Recognize the Value of FM



- The Rule of 100/10/1

- 100 – People Productivity
 - 10 – Facilities
 - 1 – Utilities
-
- A diagram consisting of a red L-shaped arrow. The top horizontal part points from the '100 – People Productivity' bullet point to the '10 – Facilities' bullet point. The vertical part points from the '10 – Facilities' bullet point down to the '1 – Utilities' bullet point. A grey curved arrow also points from the '100 – People Productivity' bullet point to the '10 – Facilities' bullet point.

Costs - Overhead

100 – Increase Productivity...



Thermal Comfort

- 4% per 1 degree
- Warm = 56% more errors
- Cold = 28% more errors
- Low RH (below 25% = 7% slower

Indoor Air Quality

- Change Air Filter = 9%
- +1 CFM/SF = 4%

10 – No More Firefighting

Cost of Reactive Maintenance

- RM Costs 3X to 5X more than PM (MT-Online)
- DOT Study found 8X higher costs

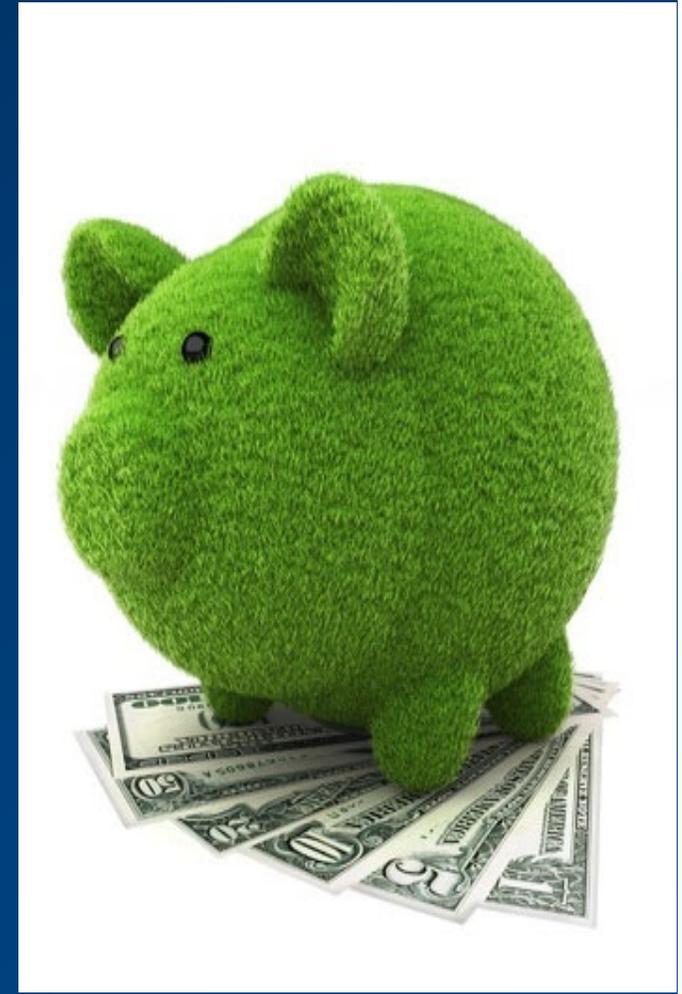
Value of a robust program

- Reduce O&M costs by 50% (IFMA)
- Double productivity of staff (IFMA)



1 – Green Equals Green...

- Understand Green Goals
- Maintenance Saves Energy
 - Filters – 15% to 20%
 - Cleaning Coils – 30%
 - Aligning Equipment – 15+%
- RCx and Cx365 – 15% to 25+%
- Measure & Market Savings!



Selling FM “Up”...



C-SUITE

- **Collect Data**
- **Study Players**
- **Understand Climate**
- **Interpret Facilities**
- **Tout Value**
- **Execute**

Selling FM "Up"...

Triple Bottom Line*

- Financial
- Social
 - Workplace
 - Marketplace
 - Community
- Environmental

*Elkington 1994



Selling FM “Out”...

- Know your stakeholders
 - Department heads
 - Internal/External customers
 - Occupants/visitors/public
- Don't be Afraid to Ask...
 - Surveys (variety)
 - Customer satisfaction scores
- Manage by Walking Around (MBWA)
 - Manage relationships
 - No HIDING in basement...



Selling FM “Down”...



- Shared Vision & Goals
- Get Team On-Board
- Every Team Member Sells
- Market Team
- Diplomats...

Selling FM “Down”...



- Shared Vision & Goals
 - Top-down & Bottom-up
 - Collaborative
 - Establish Purpose/Direction
- Get Team On-Board
 - Ownership
 - Work With, Not Against
 - Multiply Efforts
 - “I’m Not a Role Model”

Selling FM “Down”...



“Selling from the Grounds Up”

- Recognize Value
 - Ownership in Delivery
 - Job Satisfaction
 - Employee Retention
 - Mutual Appreciation

Selling FM “Down”...



- Sell Value
 - Soft Skills Training
 - Every Team Member Sells
 - “Elevator Speech”
 - Diplomats...
 - Always Selling
 - Solicit Customer Feedback

Measure/Manage/Market

- Measure
 - CMMS/CAFM/IWMS
 - Key Performance Indicators (KPIs)
 - Benchmarking
- Market
 - Marketing Plan
 - Share Successes
 - Post Goals & Progress
 - Training & Certifications
 - Team Member of the Month



Questions?

John Rimer, CFM

john@fm360consulting.com

www.fm360consulting.com/selling

