

J.D. DAY & COMPANY

Building business relationships helps build company success

BY CHRISTOPHER CUSSAT

J.D. DAY & COMPANY (JDDC) HAS FOUND its niche in the construction industry, and it's successful because of a simple, yet not always attainable goal—do what you specifically do better than anyone else.

Jim Day, president of JDDC, has a diverse resume which includes years working in building, manufacturing, and marketing. After starting and selling his own general construction company, Day combined all of his professional experience and founded JDDC in 1988. "I was looking for something new, and my strengths were in sales and construction products—that led me to the concept of being a manufacturer's representative."

JDDC primarily buys single-skin metal and factory insulated panels, standing-seam roofs, and metal-composite material products for the design-build industry. The company then packages them and resells them. Day explains, "By packaging products, I mean we include shop drawings and all of the details. We'll also include fasteners, flashings, and all the trims that are required, and sell it as a total package."

According to Day, over 70 percent of JDDC's time is spent calling on architects. "When they're conceptualizing buildings, we work closely with architects so they'll incorporate our products into their designs. We then continue to collaborate with them on building details and specifications."

As a completely involved rep, JDDC brings the construction process full circle by bidding the jobs to subcontractors. Day adds, "We can sell more effectively by getting in, working on the design, and influencing the job early on."



Jim Day (seated in chair) with staff members Don Willis and Durin Barta.

JDDC's success is a direct result of the specialized nature of its employees, who not only have experience in construction, but fully appreciate the design and manufacturing processes as well. Day explains, "Four of us have either been general contractors or subcontractors, so we realize how particular contractors work and how our products integrate with other products. We've also all worked with architects and understand the conceptualization and design stages of the process." He adds, "Two of us have worked directly for manufacturers, so we really know how our products are made."

This separates JDDC from other reps because although others may know their products, buyers, contractors, and

architects, they may not fully understand how their products are made. Day notes, "With our firm, we are probably one of the few that has a working background of all the phases—spanning from how our suppliers get the raw materials to how the end product fits with other products in a finished building." He adds that this expertise helps JDDC supply its customers with exactly what they need and want. "Often when an architect is doing something specific, it may require us to ask our suppliers to change their manufacturing process so that the product better fits the needs of our clients—this is why we work so hard to understand all the phases of the whole process."

Day also attributes JDDC's success to

AT A GLANCE

LOCATION:
OVERLAND, KS

AREA OF SPECIALTY:
MANUFACTURING
REPRESENTATIVE
SPECIALIZING IN
ALUMINUM AND
OTHER METAL
COMPOSITE
PRODUCTS

**SALES GROWTH IN
LAST YEAR**
30%

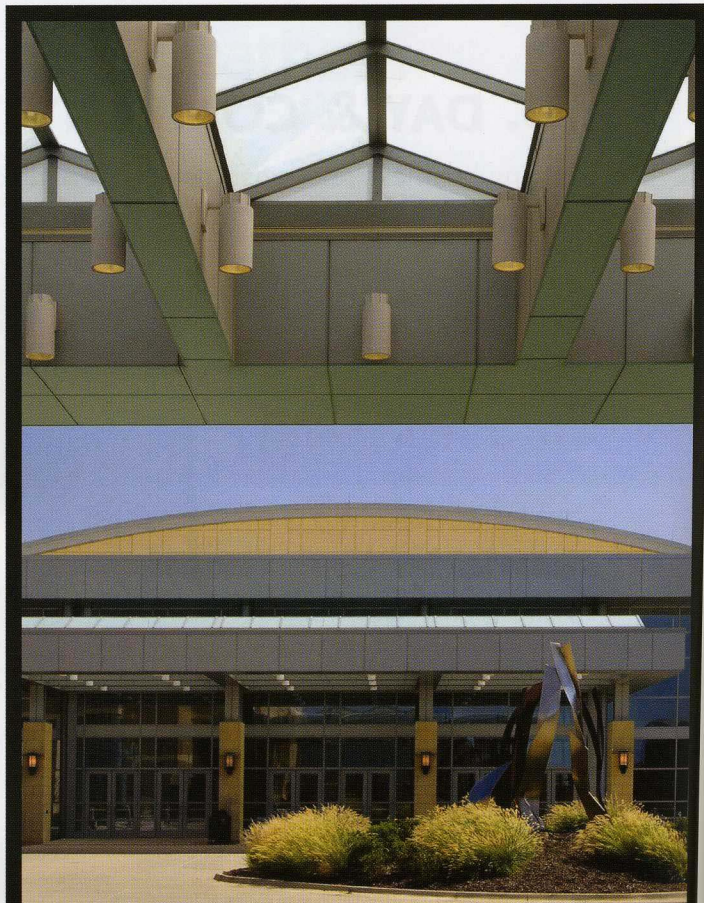


Discovery Center, Springfield, MO.

the high level of personalization that the company affords its customers. "Even though we're in this age of impersonal technologies like the Internet, e-mails, and so forth, we want to be face to face with whomever we're talking to—as a result, we end up closing a higher ratio of our sales than many others."

Growing a successful company often requires some personal growth as well. Day has had his share. "One of the things I've learned is to keep my hands out of my employees' business—if they understand what you're basically doing and if they can do the job competently, just let them do it."

With any growth there often comes revelation. Day concludes, "I'll tell you what this [realization] does—it causes you to grow and focus on more important things, because if you aren't micro-managing your employees you have to spend more time on your own projects or figure out other roles that you can play in taking your company someplace else." ABQ



J.D. DAY

Painted Steel and Aluminum
 Standing Seam Roofs
 Architectural Panels
 Louvers • Vents • Sunshades
 Translucent Skylights • Day Lighting
 Roof Deck Material
 Glazeguard
 Envelope 2000 • ACM
 Insulated Foam Panels

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