

Winning High-Value Locations: Five Pillars of Breakroom Success



SESSION DESCRIPTION:

In today's competitive landscape, securing high-value breakroom and vending locations requires more than just equipment and pricing. This session explored five essential pillars - trust, branding, targeting, consultative selling, and long-term partnership - that help new operators position themselves as credible, compelling, and capable of delivering real value. From modern prospecting tools to active listening techniques and post-sale engagement, attendees walked away with strategies to convert interest into opportunity.

Learning Point #1: People Over Products – Build Trust

Discussion highlights:

- 89% of B2B buyers choose providers they trust—not just the cheapest offer
- 71% say they buy because they like and trust the seller
- Become a partner, not a vendor: credibility, empathy, and reliability matter
- Active listening and long pauses (5x longer) outperform traditional objection handling

Learning Point #2: Brand & Digital – Make a Strong First Impression

Discussion highlights:

- 94% of buyers conduct their own research before speaking to a rep
- Your digital brand (website, LinkedIn, content) speaks before you do
- 80% of B2B social leads come via LinkedIn
- Consistency across brand touchpoints = trust and professionalism

Learning Point #3: Lead Generation – Target, Outreach, Educate

Discussion highlights:

- Use SEMrush for visibility audits, keywords, and competitor insights
- Use Apollo.io to build data-driven prospect lists and warm campaigns
- It takes 8+ touches to secure a meeting—be persistent but purposeful
- 50% of sales go to the first vendor to respond

Learning Point #4: Consultative Selling – Ask, Listen, Solve

Discussion highlights:

- Closed questions confirm facts but yield limited info
- Open questions invite insight; high-gain questions uncover emotion, pain points, and priorities
- Great sellers talk less, listen more (ideal ratio: 43/57%)
- High-gain examples:
 - “What concerns you most in this situation?”
 - “If you could make one improvement, what would it be?”

Learning Point #5: Trusted Partner – Deliver and Differentiate

Discussion highlights:

- 81% say customer experience is a competitive advantage
- Delivering on SLAs, measuring outcomes, and innovating post-sale drives loyalty
- Data, communication, and performance reports reinforce your value
- The journey continues after the sale - consistency builds lifetime relationships



Josh Rosenberg

PRESIDENT & PARTNER

SCAN TO DOWNLOAD

