



CMF DOORS

B2B Hotel Door Sales Methodology

A sales training guide for CMF Doors' team to build consultative relationships with hotel procurement decision-makers in the Niagara Region and beyond.

VERTICAL

Commercial Doors & Hardware

TEAM SIZE

~10 Employees

PREPARED

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INNLEAD.AI

B2B HOTEL SUPPLY INTELLIGENCE PLATFORM

SALES PROCESS

CMF Doors Sales Pipeline

Hotel door sales follow a 6-18 month cycle with multiple decision-makers. CMF's advantage is the full-service model -- every stage of this pipeline reinforces the "one vendor for everything" value proposition.

1 Prospecting

Identify hotels in the Niagara Region with aging doors, upcoming PIP renovations, new construction, or fire code compliance gaps. Monitor permit filings, renovation announcements, and brand standard updates. Target the 13,000+ hotel rooms within driving distance of St. Catharines.

2 Qualification

Confirm: Does the property have budget authority? Is there a specific trigger (fire marshal citation, PIP deadline, guest complaints about noise, ADA non-compliance)? How many doors need attention? Who makes the final vendor decision?

3 Needs Analysis (Complimentary Property Walkthrough)

Norm or Andrew conducts a free on-site door and hardware assessment. Document every door: fire rating status, hardware condition, ADA compliance, acoustic performance, automatic door operation. Deliver a written assessment report with photos -- this is CMF's most powerful sales tool.

4 Proposal

Present a door and hardware schedule with specifications, pricing (per-door or full-package), installation timeline, and annual maintenance contract option. The proposal should be AHC-quality: professional, code-referenced, and comprehensive.

5 Negotiation & Close

Negotiate on payment terms, project phasing (start with most critical doors), and maintenance contract bundling. CMF's leverage: no competitor offers spec writing + supply + install + maintain + inspect from one local team.

6 Onboarding & Account Management

Assign a project manager (Andrew or Rudy). Execute installation during low-occupancy periods. Set up annual inspection schedule. Quarterly check-ins to identify expansion opportunities (additional properties, hardware upgrades, automatic door additions).

DECISION MAKERS

Who Buys Hotel Doors?

Door purchasing decisions at hotels vary by property type. Map the buying committee early and tailor CMF's approach to each persona's priorities.

<p> Independent Hotel Owner / GM DIRECT DECISION</p> <p>How They Buy: Single decision-maker. Fast cycle (2-4 weeks). Often triggered by fire marshal visit or guest complaint.</p> <p>CMF Approach: Offer the free property walkthrough. Present a phased plan starting with highest-priority doors. Emphasize local response time and maintenance contracts.</p>	
<p> Franchise Hotel GM INFLUENCER</p> <p>How They Buy: Must comply with brand PIP requirements. Budget approved by ownership group. GM selects local vendor.</p> <p>CMF Approach: Show knowledge of brand standards. Demonstrate fire rating compliance. Offer spec writing to match PIP requirements exactly.</p>	<p> Facilities / Engineering Director TECHNICAL AUTHORITY</p> <p>How They Buy: Specifies door and hardware requirements. Strong influence on vendor selection. Values technical competence.</p> <p>CMF Approach: Lead with Norm's AHC expertise. Discuss NFPA 80 compliance details. Offer ongoing maintenance contracts.</p>
<p> Architect / Design Firm SPECIFIER</p> <p>How They Buy: Writes door schedule and hardware spec for new builds/major renovations. Selects products by specification.</p> <p>CMF Approach: Position as a specification resource. Offer to write or review door schedules. Provide sample boards and material options.</p>	<p> General Contractor BUYER</p> <p>How They Buy: Subcontracts door package for hotel construction projects. Selects on price, reliability, and schedule adherence.</p> <p>CMF Approach: Emphasize on-time delivery record, turnkey installation, and in-house metal shop for custom frames that reduce GC coordination.</p>

DISCOVERY

Qualifying Questions for Hotel Prospects

The right questions demonstrate expertise and uncover real needs. These are tailored for CMF Doors' products and services in the hotel door market.

Fire Safety & Compliance Questions

- "When was your last fire door inspection? NFPA 80 requires annual inspections of all fire-rated door assemblies."
- "Have you had any fire marshal citations related to doors or hardware in the last 2 years?"
- "Are all your stairwell and corridor doors currently meeting their rated fire protection level?"
- "Do you have documentation showing your fire doors were installed per the manufacturer's listing?"

Operational & Maintenance Questions

- "How are you currently handling automatic door maintenance and AAADM inspections?"
- "How many service calls for door-related issues do you get per month? What are the most common problems?"
- "Do you have a maintenance contract with a door company, or do you call for repairs as needed?"
- "Who is your current locksmith, and are you satisfied with their response time?"

Project & Budget Questions

- "Are you planning any renovations or PIP work in the next 12-18 months?"
- "How many total doors does your property have, and what's the age of the oldest door assemblies?"
- "What's your annual CapEx budget for building envelope and life safety systems?"
- "Are you evaluating smart lock or touchless entry solutions for guest room upgrades?"
- "How many properties do you own or manage in the Niagara Region?"

Discovery Best Practice

The fire door inspection question is CMF's most powerful opener. Most hotel operators do not know that NFPA 80 requires annual fire door inspections. When you ask this question, you immediately establish expertise and create urgency. Follow with: "We have an AAADM-certified inspector on staff -- I can schedule a complimentary assessment of your fire-rated doors."

OBJECTION HANDLING

Common Objections & CMF Responses

Hotel buyers raise these objections when evaluating door and hardware suppliers. Each response leverages CMF Doors' specific competitive advantages.

OBJECTION: OVERSEAS SUPPLIER

"We source our doors from China -- it's much cheaper."

CMF RESPONSE

"I understand the price appeal. Let me share what our clients have found: when you factor in shipping time (8-16 weeks vs. our 2-4 weeks), customs/tariff costs, no local installation support, no warranty service, and no fire door inspection capability, the total cost of an overseas door package is often comparable -- but with significantly more risk. If a fire-rated door fails inspection, who installs the replacement? With CMF, we're 20 minutes away. We've seen hotels lose months waiting for overseas replacements after a fire marshal citation."

OBJECTION: EXISTING VENDOR

"We already have a door supplier we've used for years."

CMF RESPONSE

"Great -- reliability matters in this business. Here's what I'd suggest: let us handle the one thing most door suppliers don't offer -- AAADM automatic door inspections and annual fire door inspections. We can do a complimentary assessment of your property. If everything's in perfect shape, you'll have documentation proving it. If we find issues, you'll know before the fire marshal does. Either way, you win -- and we earn the chance to show you our full-service capability."

OBJECTION: PRICE

"Your price is higher than the other bids we received."

CMF RESPONSE

"Let me walk through what's included in our price that the other bids likely don't cover: AHC specification review, professional installation by our own technicians (not subcontracted), first-year inspection included, and a direct line to our locksmith for any hardware issues. When you add installation costs, inspection costs, and emergency service calls to a supply-only bid, our all-in price is typically 10-15% lower. Let me prepare a side-by-side lifecycle cost comparison for your property."

OBJECTION: NOT THE RIGHT TIME

"We're not planning any door work right now."

CMF RESPONSE

"Understood. Most hotels don't plan door work -- it becomes urgent when a fire marshal visits or a guest room door fails. The best thing I can do for you right now is a free 30-minute walkthrough to assess your fire door compliance status. If everything looks good, you'll have peace of mind. If we spot issues, you'll have time to budget for repairs on your schedule instead of in an emergency. Can I send Norm out next week?"

PRODUCT KNOWLEDGE

What Every CMF Salesperson Must Know

Every member of the CMF Doors team who interacts with hotel prospects must be fluent in these technical fundamentals. Expertise builds trust -- and trust wins contracts.

Fire Ratings

RATING	HOTEL APPLICATION	KEY FACT FOR BUYER
20-minute	Guest room corridor doors	Minimum code requirement; most common hotel door rating
45-minute	1-hour fire partition openings	Required where wall is 1-hour rated per IBC
60-minute	Stairwells, mechanical rooms	Most stairwell enclosures require this rating
90-minute	2-hour fire barrier openings	Highest-rated assemblies; heavy commercial applications

ADA Compliance Essentials

- **32" minimum clear opening** -- measure with door at 90 degrees
- **Lever hardware only** -- no round knobs on accessible routes
- **Max 5 lbs opening force** for interior doors
- **3-second minimum closing** from 70 degrees to latch
- **Threshold max 1/2 inch** with beveled edges
- **Hardware 34"-48"** above finished floor
- **Automatic openers** required at primary hotel entrances
- Non-compliance = ADA lawsuit risk + brand standard violations

Smart Lock Compatibility

70%+ of hotels are adopting mobile key / smart lock technology. CMF must be conversant in: **ASSA ABLOY** (Visionline, Mobile Access -- market leader), **Dormakaba** (Saflok), and **Allegion** (ENGAGE, Schlage). All require specific door prep (mortise cutout, wiring chase) that CMF's team must know how to execute. Yale (CMF's partner brand) is an ASSA ABLOY company. Position CMF as able to supply the door, prep for the lock, install the hardware, and maintain the assembly -- one vendor for the entire guest room entry system.

Acoustic Ratings Quick Reference

<p>STC 30</p> <p>ECONOMY MINIMUM</p>	<p>STC 50</p> <p>UPSCALE STANDARD</p>	<p>STC 60</p> <p>LUXURY TARGET</p>
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ACCOUNT GROWTH

Account Management & Upsell Opportunities

Winning the first project is only the beginning. CMF Doors' full-service model creates multiple recurring revenue streams from every hotel account.

Recurring Revenue Streams

SERVICE	FREQUENCY	TRIGGER	CMF TEAM
Annual Fire Door Inspection	Annual	NFPA 80 code requirement	Austin (AAADM)
AAADM Automatic Door Inspection	Annual	Code / insurance requirement	Austin
Door Maintenance Contract	Quarterly	Preventive maintenance program	Cory + Caleb
Locksmith Services	As needed	Lockouts, rekeying, key system changes	Caleb
Hardware Replacement	8-15 year cycle	Wear, brand upgrade, technology change	Andrew/Rudy
Door Replacement	5-20 year cycle	Damage, renovation, code upgrade	Andrew/Rudy

Upsell Pathways

↗ From Initial Project

- Door installation leads to annual maintenance contract
- Fire door assessment leads to replacement project
- Automatic door install leads to AAADM inspection contract
- Hardware upgrade leads to master key system redesign
- Single property leads to multi-property portfolio deal

💰 Revenue Multiplier

- Average hotel: 300-500 doors per 100 rooms
- Initial project value: \$150K-\$750K
- Annual maintenance contract: \$5K-\$25K/year
- Emergency service calls: \$2K-\$10K/year
- Lifetime account value: 5-10x initial project

📌 The Maintenance Contract is CMF's Moat

Once a hotel signs an annual maintenance/inspection contract with CMF, switching vendors becomes extremely difficult. You are embedded in their compliance program. You know every door in their building. You get first notice of any replacement needs. **Always include a maintenance contract option in every proposal -- even if you discount the first year.** The recurring revenue and relationship lock-in are worth far more than the initial project margin.

COMPETITIVE INTEL

Positioning Against Competitors

Know how to position CMF Doors against each competitor type when hotel buyers compare options.

COMPETITOR TYPE	THEIR PITCH	CMF'S COUNTER
SPH / Ontario Commercial Doors Regional, 50-100 employees	Largest fire-rated door selection in Ontario. ASSA ABLOY/Dormakaba partnerships.	SPH sells and ships. CMF consults, specifies, supplies, installs, inspects, and maintains. Ask the hotel: "Does SPH send an AHC to write your door schedule? Do they have an AAADM inspector for your automatic doors? Will they be there in 20 minutes for an emergency?"
Forest Bright (China) 10,000 doors/month capacity	Lowest unit pricing. Major brand hotel clients (Marriott, Hilton). Massive capacity.	8-16 week lead time. No local installation. No inspection service. No warranty support in Canada. Tariff exposure. "If a fire-rated door fails during a fire marshal inspection, how fast can Forest Bright send a replacement from Hebei?"
Lux Doors Corp (California) E-commerce, supply-only	Transparent published pricing (\$383-\$1,499). Online ordering convenience.	Supply-only. No specification support. No installation. No inspection. No local service. "Lux sells doors like Amazon sells books. CMF is the architect, builder, and maintenance team rolled into one."
General Contractor's Sub Whoever the GC knows	Already on the job site. Bundled into GC contract. Familiar relationship.	"Does their sub have an AHC who can catch spec errors before doors are installed? We've seen GC subs install non-rated doors in fire walls because nobody caught the spec mistake. That's a \$100K rip-and-replace. Norm catches those problems at the spec stage."

 **CMF's One-Line Competitive Summary**

"Other companies sell doors. CMF Doors is your full-service door partner -- from the first consultation through decades of maintenance. One local team, one phone number, one vendor who knows every door in your building by name."