



SALES ENABLEMENT

# CMF Doors Sample Kit Strategy

Product sample kits that convert hotel prospects into clients — March 2026

**4**

KIT TYPES

**25%**

TARGET CONVERSION

**6**

FOLLOW-UP STEPS

INNLEAD.AI

B2B Hotel Supply Intelligence Platform

## Executive Summary

Strategic sample kit program for CMF Doors in the Commercial Doors & Hardware vertical

CMF Doors operates in the Niagara Region — a tourism corridor with 13,000+ hotel rooms — yet currently has zero confirmed hotel clients. A physical sample kit program is the most direct way to break into hotel procurement, where decision-makers need to see, touch, and test door and hardware products before committing to six-figure supply contracts. Digital catalogs cannot replicate the tactile evaluation that hotel directors of engineering and procurement teams require.

This strategy outlines four tier-specific sample kits tailored to luxury, upscale, midscale, and economy hotel segments. Each kit leverages CMF Doors' unique competitive advantages: AHC-certified specification expertise (Norm Schwenker's 40+ years), in-house metal fabrication capability, AAADM-certified automatic door inspection, and the broadest material range in the region (wood, metal, aluminum, stainless steel, fiberglass). The kits are designed to demonstrate these differentiators physically, not just verbally.

With an estimated annual investment of \$8,200 CAD and a structured 6-step follow-up cadence, the program targets a 25% sample-to-meeting conversion rate and 3+ new hotel client contracts in Year 1. Given CMF Doors' average commercial project value of \$50,000-\$150,000, even a single converted hotel client would generate positive ROI on the entire program.

### WHY PHYSICAL SAMPLES WIN

Hotel procurement teams evaluate door products by touch, weight, and finish quality. A fire-rated door cross-section and hardware finish sample sitting on a facility director's desk keeps CMF Doors top-of-mind for months — something no PDF brochure can achieve. Sample-to-meeting conversion rates average 15-25% vs. 2-5% for cold email alone.

### EXPECTED ROI

At \$8,200 annual kit investment and an average hotel door contract of \$75,000+, converting just 2 hotel clients per year yields \$150,000+ revenue against \$8,200 cost — an 18:1 return. Factor in recurring maintenance contracts and annual inspection revenue for compounding long-term value.

### KIT INVESTMENT

Total annual program: \$8,200 CAD across 4 kit tiers. Luxury kits (\$350/each, 6/year), Upscale kits (\$175/each, 12/year), Midscale kits (\$85/each, 18/year), and Economy/Trade Show kits (\$25/each, 50/year). Most cost is front-loaded in production; per-kit shipping is minimal for the Niagara Region.

### CONVERSION FUNNEL

86 kits sent annually → 22 meetings booked (25% conversion) → 11 proposals submitted (50% meeting-to-proposal) → 3-4 contracts signed (30% close rate). Each stage is tracked with unique QR codes and CRM automation to optimize the funnel over time.



## Sample Kit Psychology

Why physical samples outperform digital catalogs in hotel door and hardware sales



### Tangible Experience

The touch advantage for doors and hardware

- ✓ A fire-rated door cross-section shows construction quality that photos cannot convey
- ✓ Hardware finish samples let procurement teams match existing property aesthetics
- ✓ Sample retention keeps CMF Doors physically present on the facility director's desk



### Reciprocity Principle

Behavioral psychology in B2B sales

- ✓ Receiving a professionally packaged sample kit creates psychological obligation to respond
- ✓ Higher response rates to follow-up calls and meeting requests from Norm and the team
- ✓ Premium CMF Doors packaging signals premium product quality and professional standards



### Internal Advocacy

Multi-stakeholder hotel selling

- ✓ Physical door and hardware samples get shared among hotel decision makers on-property
- ✓ Directors of engineering test hardware operationally before procurement approves
- ✓ Hotel GM sees the CMF Doors sample on their desk — instant brand awareness



### Conversion Data

Industry benchmarks for door/hardware

- ✓ Sample-to-meeting conversion: 15-25% (vs 2-5% for cold email)
- ✓ Meeting-to-proposal rate: 40-60% when sample was pre-delivered
- ✓ Average deal size 2-3x higher when decision maker has tested product

# Kit Types by Hotel Tier

Tailored CMF Doors sample kits for each hotel market segment

### Luxury / Ultra-Luxury Kit

Five-star and resort properties

---

Target Recipient	<b>VP Procurement / GM</b>
Packaging	<b>Embossed magnetic-close presentation box with foam inserts</b>
Cost per Kit	<b>\$350 CAD</b>
Delivery	<b>White-glove shipped</b>

---

**CONTENTS**

- ✓ Fire-rated door cross-section (45-min rated, showing internal construction layers)
- ✓ Stainless steel and designer hardware finish sample board (6 finishes)
- ✓ Electronic entry lock demo unit (Yale partnership — functional key card demo)
- ✓ Custom metal fabrication sample piece from CMF's in-house shop
- ✓ Executive summary card with ROI data
- ✓ Certification documentation and business card

### Upscale / Full-Service Kit

Upper upscale and upscale properties

---

Target Recipient	<b>Director of Engineering</b>
Packaging	<b>Branded rigid box with compartmented tray</b>
Cost per Kit	<b>\$175 CAD</b>
Delivery	<b>Hand-delivered or shipped</b>

---

**CONTENTS**

- ✓ Fire-rated door edge sample (showing seal, intumescent strip, and label)
- ✓ Hardware finish card with 4 options (satin chrome, brushed nickel, bronze, black)
- ✓ Touchless sensor demo unit (hands-free opener activation sample)
- ✓ AHC specification writing sample (2-page excerpt from Norm's work)
- ✓ Performance data cards and competitive comparison
- ✓ Care instructions and operational specifications

### Midscale / Select-Service Kit

Select-service and extended-stay

---

Target Recipient	<b>Property Manager / Owner</b>
Packaging	<b>CMF Doors branded mailer box with printed tissue</b>
Cost per Kit	<b>\$85 CAD</b>
Delivery	<b>Standard shipping</b>

---

**CONTENTS**

- ✓ Door material swatches (wood veneer, steel finish, fiberglass composite samples)
- ✓ Restricted key blank sample demonstrating master key system capability
- ✓ Fire-rated door label replica showing UL certification markings
- ✓ Cost savings one-pager with ROI calculations
- ✓ QR code to digital product catalog

### Economy / Trade Show Kit

Budget properties and high-volume events

---

Target Recipient	<b>Trade show attendees</b>
Packaging	<b>CMF Doors branded poly bag with header card</b>
Cost per Kit	<b>\$25 CAD</b>
Delivery	<b>Hand-distributed at events</b>

---

**CONTENTS**

- ✓ Hardware finish sample card (single card with 4 finish swatches)
- ✓ CMF Doors capabilities brochure (tri-fold with service overview)
- ✓ Product catalog card with QR code
- ✓ Follow-up card with contact information



## Contents Selection Framework

Choosing the right CMF Doors products for maximum impact



### Include

CMF products that convert

- Fire-rated door cross-sections — CMF's core differentiator in quality
- Hardware finish samples from the Yale partnership — sensory quality advantage
- Custom metal fabrication samples from CMF's in-house shop — unique capability
- Touchless/hands-free sensor demos — aligned with post-COVID hotel demand
- AHC specification writing samples — showcases Norm's 40-year expertise



### Exclude

Products that dilute impact

- Full-size door panels — too heavy and costly to ship as samples
- Washroom partitions and accessories — not a differentiated product line
- Generic hinges or commodity hardware available from any distributor
- Too many products — 3-5 hero items per kit is optimal for CMF
- Automatic door operator units — too bulky; demonstrate via video link instead

## Packaging & Presentation

The unboxing experience as a CMF Doors brand touchpoint



### Packaging Design

Brand consistency and quality signals

- CMF Doors logo and tagline ("Really... any door you need!") on all packaging
- Include AHC and AAADM certification badges on exterior for instant credibility
- Personalized letter from Norm Schwenker on branded letterhead inside each kit
- Use sustainable packaging materials (recycled, compostable)



### Distribution Channels

How CMF Doors kits reach prospects

- Hand delivery by Norm, Andrew, or Rudy during Niagara Region property visits
- Direct shipping via Purolator/Canada Post with tracking confirmation
- Trade show distribution at DHI conNextions and Greater Niagara Chamber events
- Post-meeting leave-behind after initial sales presentation at hotel properties



## Follow-Up Process

Structured cadence to convert sample kit recipients into CMF Doors clients

Day 1

### Delivery Confirmation Email

Send a personalized email from Norm confirming the kit has shipped or been delivered. Include a brief note about what is inside and express enthusiasm about the potential partnership. Attach the CMF Doors digital product catalog as a complement to the physical samples.

Day 3

### Phone Call — First Impressions

Norm or Andrew calls to confirm receipt and ask about first impressions. This is a listening call — learn about their current door supplier pain points, upcoming PIP or renovation timeline, and specific door/hardware needs. Take detailed notes for CRM tracking.

Week 2

### Detailed Product Discussion

Schedule a focused meeting (on-property or virtual) to discuss door specifications, hardware options, and how CMF Doors' turnkey capabilities — from AHC specification to installation to AAADM inspection — align with their property's specific needs. Bring full specification sheets.

Week 4

### Proposal / Quote Submission

If qualified, submit a tailored proposal with volume pricing, delivery terms, and installation timeline. Reference the sample kit products they evaluated. Include a pilot program option — e.g., "Start with 10 fire-rated doors on one floor" — to reduce commitment risk.

Week 8

### Re-engagement (if no response)

Send a value-add touchpoint — fire door inspection checklist, NFPA compliance guide, or updated product information. Reference the sample kit and offer to send additional hardware finish samples for their design team. Keep tone helpful, not salesy.

Week 12

### Long-Term Nurture Entry

Add to CMF Doors' quarterly newsletter and ongoing nurture sequence. Continue providing value through fire safety updates, new product announcements, and Niagara Region project showcases. Many hotel procurement cycles are 6-12 months — patience converts.



## Cost Analysis & ROI

Investment breakdown and return on CMF Doors sample kit program

KIT TIER	PRODUCT COST	PACKAGING	SHIPPING	TOTAL / KIT	ANNUAL VOLUME
Luxury	\$180	\$95	\$75	\$350	6 kits
Upscale	\$85	\$50	\$40	\$175	12 kits
Midscale	\$40	\$25	\$20	\$85	18 kits
Economy / Trade Show	\$12	\$8	\$5	\$25	50 kits

**\$8.2K**

### Annual Kit Budget

Total investment in sample kit program including product, packaging, and shipping across all 86 kits

**18:1**

### Projected ROI

Return on sample kit investment based on 25% conversion rate and \$75K average hotel door contract value

**\$2.7K**

### Cost per Acquisition

Average cost of sample kits required to acquire one new hotel client (\$8,200 / 3 clients)

### ROI CALCULATION

Annual kit investment: \$8,200 CAD (86 kits across 4 tiers). At 25% sample-to-meeting conversion (22 meetings), 50% meeting-to-proposal rate (11 proposals), and 30% close rate (3.3 contracts), CMF Doors can expect 3 new hotel clients per year. With an average hotel door/hardware contract of \$75,000 and recurring annual maintenance/inspection revenue of \$5,000-\$10,000 per client, Year 1 revenue from the program: \$225,000+ against \$8,200 investment. Breakeven requires just 0.11 contracts — meaning a single small hotel project pays for the entire annual program.



## Tracking & Analytics

Measuring CMF Doors sample kit program performance and optimizing conversion

**7**

### Kits Sent / Month

Target volume of sample kits distributed monthly across all tiers (86 annual / 12 months)

**25%**

### Sample-to-Meeting Rate

Percentage of kit recipients who agree to a follow-up meeting or property visit

**50%**

### Meeting-to-Proposal Rate

Percentage of meetings that progress to formal CMF Doors proposal or quote stage

**30%**

### Proposal-to-Close Rate

Percentage of proposals that convert to signed door/hardware contracts

**90 days**

### Avg. Sales Cycle

Average time from kit delivery to signed contract for Niagara Region hotel clients

**\$2,600**

### Revenue per Kit Sent

Average revenue generated for every sample kit sent (\$225K / 86 kits, blended across tiers)



### Digital Complement

QR codes and digital tracking

- ✓ Unique QR code per kit linking to cmfdoors.com product pages with UTM tracking
- ✓ Link to digital catalog with full door and hardware specifications
- ✓ Video demos of automatic door installations and touchless entry systems
- ✓ Landing page with request-for-quote form pre-filled with kit recipient info



### Inventory Management

Production and replenishment from 23A Hiscott St

- ✓ Bryson (Warehouse Supervisor) maintains 6-week supply of each kit tier
- ✓ Reorder trigger at 25% remaining inventory — Wendy (Scheduler) coordinates
- ✓ Quarterly review of kit contents and refresh with latest product additions
- ✓ Batch production of Economy kits for Greater Niagara Chamber and trade show events



## Implementation Timeline

12-week launch plan for the CMF Doors sample kit program

### Product Selection & Design

Week 1-2

Select hero products for each kit tier: fire-rated door cross-sections from CMF inventory, hardware finish samples from Yale partnership, touchless sensor demo units. Brief packaging designer on CMF Doors branding. Norm writes personalized letters for each tier. Finalize data cards and QR code system.

### Packaging Production

Week 3-4

Produce packaging prototypes for all 4 tiers. Review and approve final designs with Norm. Order initial production run: 6 Luxury, 12 Upscale, 18 Midscale, 50 Economy kits. Print collateral materials at St. Catharines printer. Set up unique QR code tracking through cmfdoors.com.

### Assembly & CRM Setup

Week 5-6

Bryson assembles kits at the 23A Hiscott St warehouse and quality-checks each unit. Configure CRM with sample kit tracking fields, follow-up cadence automation, and conversion pipeline stages. Train Norm, Andrew, and Rudy on the 6-step follow-up protocol.

### Pilot Launch

Week 7-8

Send initial batch of 15-20 kits to high-priority Niagara Region hotel prospects: Niagara Falls hotels due for PIP renovations, new-build properties in planning phase, and existing CMF commercial clients with hotel connections. Execute follow-up cadence. Collect feedback on all 4 tiers.

### Optimization

Week 9-10

Analyze pilot results: delivery success rate, follow-up response rates, meeting conversion. Adjust kit contents (e.g., add or remove hardware finish options), packaging (e.g., upgrade Midscale box), or follow-up cadence based on data. Scale production for full launch.

### Full Program Launch

Week 11-12

Activate ongoing sample kit program at target volume (7 kits/month). Set up monthly reporting dashboard for Carol (Accounting) to track ROI. Align with Greater Niagara Chamber events and DHI conNextions trade show calendar for surge production of Economy kits. Establish quarterly content refresh cycle.

### SUCCESS CRITERIA

The CMF Doors sample kit program will be considered successful when achieving a sustained sample-to-meeting conversion rate above 15%, a positive ROI within 6 months of launch, and at least 3 new hotel client contracts directly attributed to the program within the first year. Secondary success metrics include QR code scan rates above 40%, follow-up call answer rates above 50%, and at least 1 referral from a kit recipient to another hotel property.