



# **CKCA National Roundtable Discussion #4**

**Systems Saved Me**  
September 23, 2020

**Welcome!**



## **CKCA's Vision**

The Canadian Kitchen Cabinet Association (CKCA) will inspire progress and innovation in the Canadian kitchen manufacturing industry, by promoting excellence, facilitating continuous improvement and working to ensure high standards for design and manufacturing are upheld by members.

**We are here to support you!**





## Presenters

**Nikki Gipman**

Gipman Kitchens & Cabinetry

[www.gipmanmillwork.com](http://www.gipmanmillwork.com)



**Peter Lansitie**

[Hettich Canada](http://Hettich Canada)



## AGENDA

1. Welcome
2. Heidi Boudreault, CKCA President
3. Peter Lansitie, Hettich
4. Nikki Gipman, Gipman Kitchens & Cabinetry
5. Q&A/Roundtable Discussion – we can extend an extra 15 mins if needed!
6. On-line forum discussions/handouts/recordings available afterwards.

Feel free to contact us any time: Sandra Wood, Executive Director, CKCA Email [sandra@ckca.ca](mailto:sandra@ckca.ca) or call 613-493-5858.





## GOAL

- Connect you with colleagues in the industry who understand your challenges
- Deliver some insights on different tools to address your business needs
- Help you build relationships within the industry so you can reach out any time - because no one is alone.
- Get at the solutions - many solutions come from within the industry- you know your business best



**Heidi Boudreault**  
**CKCA President**

**Welcome!**





Hettich

Technik für Möbel







# LEAN

*Lean: "...a way to do more and more with less and less - less human effort, less equipment, less time, and less space - while coming closer and closer to **providing customers exactly what they want**"*

6σ





**AvanTech YOU**  
As individual as you.

Technik für Möbel

  
**Hettich**

77mm

101mm

139mm

187mm

187mm (Inlay)

251mm

**One cabinet drilling pattern for both wood & steel drawers & weight capacities**

**Interchangeable drawer boxes**

**No back panel connectors needed**

**No cover caps**

**No visible adjustment screws**

**P20 w/ Soft Close uses existing slides**

**No channelling of the bottom panel**

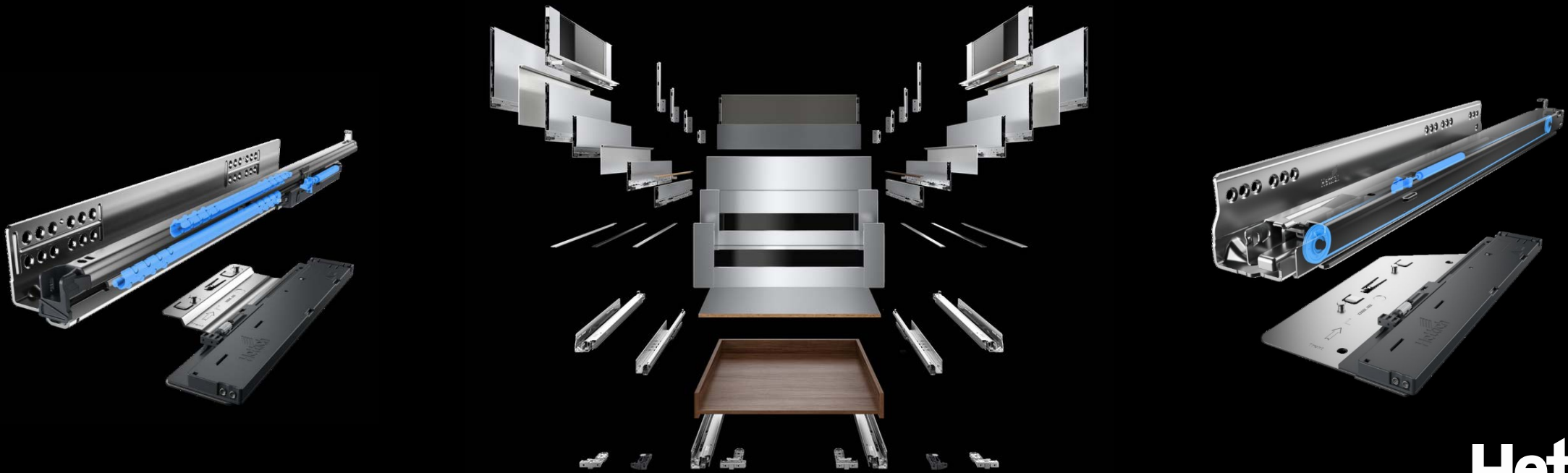
- **Less SKU's**
- **Less Processing**
- **More Customising**



# AvanTech YOU | Virtual Launch

October 7 @ 1:30 PM (EST)

## Registration Opens September 25



Technik für Möbel

  
**Hettich**



# Systems Saved Me

---

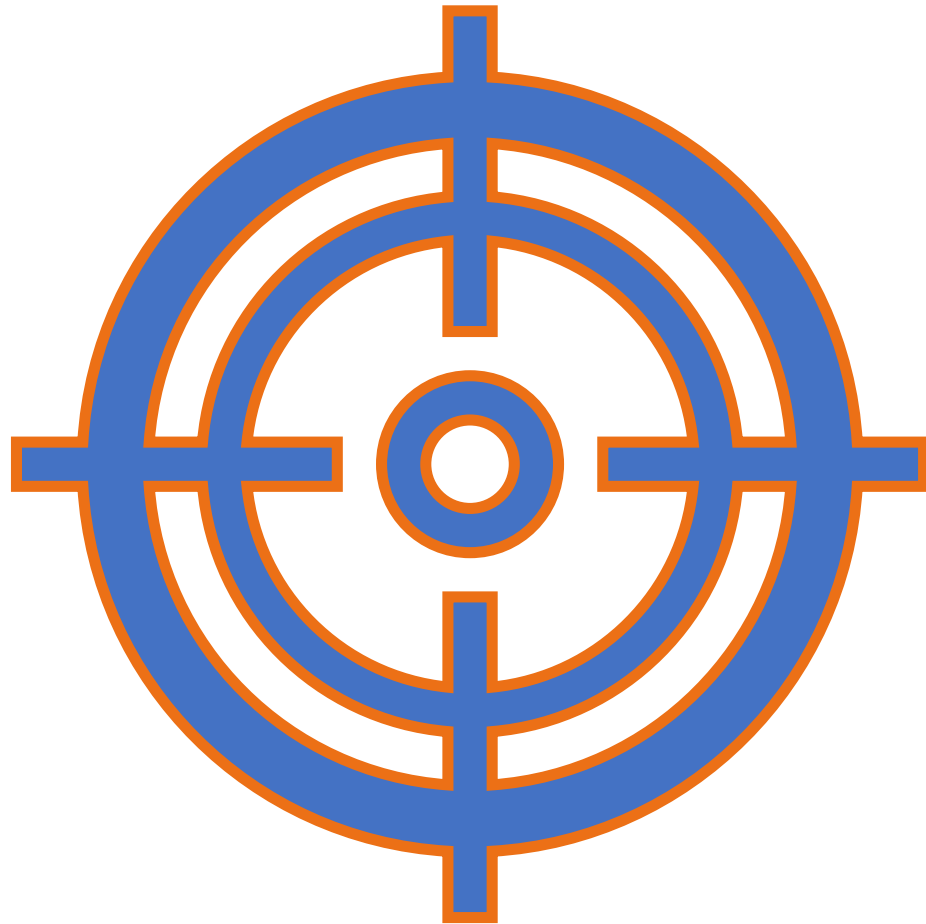
NIKKI GIPMAN

GIPMAN KITCHENS & CABINETS



# Brain Dumping

A **brain dump** is simply the act of **dumping** all the contents of your mind onto paper as one might **dump** the contents of a purse onto a table. You are spilling out stressors, your nagging thoughts, your pesky annoyances, little details.



# My Plan

---

In order to stay on top of things, and **most importantly manage the client's expectations**, I needed a consistent and reliable way of doing things.



# Repeatable Routine

---

## The Starbucks Beverage Repeatable Routine

The system Starbucks uses teaches its baristas how to make the perfect drink, regardless of customizations, every time efficiently and reliably.

When Starbucks refers to a repeatable beverage routine, it means a sequence of steps that is sustainable and minimizes wasted time or wasted effort.

Reading Recommendation: Onward by Howard Schultz



# The Gipman System

There is the...

Right way to do something

Wrong way to do something

Gipman way to do something

*In our building you do your job OUR WAY until you have learned why we do it that way, how it works, you can reliably do it without any help and you meet efficiency expectations.*



# Nothing Happens

---

NIKKI GIPMAN

GIPMAN KITCHENS & CABINETS



Nothing happens until a Sale is Made

---

# The Buyer Seller Dance

---

Buyers having a purchasing system that is basically identical and universal. Some are just better at hiding it and getting your hopes up that they are a real Prospect or client when they should still be considered a suspect.

Step #1 – They withhold important information (you feel like you have to ask very specific questions)

Step #2 – They are out to Gather Information (like requesting quotes and asking “how would you do this” “what do you think/what would you do?” resulting in a TON of unpaid consulting)

Step #3 – They commit to absolutely nothing

Step #4 – They disappear

# The Gipman Selling System

---

Repeatable Routine I developed that we do with EVERY SINGLE project. It takes our staff and customers through the same steps regardless of how complicated or how simple their order is.

Benefits:

#1 - We can automate and streamline redundant tasks

#2 - Less people can handle more work

#3 - Our messaging and branding is consistent to customers

#4 -



---

# My Software

---

Customer Relationship Manager

---

Time Clock

---

Scheduling Assistant

---

Training Software

---

Automation Integrator

---

Website

---

Payment Processor

---

---

Social Media Automation

---

Google Drive/Sheets/Forms

---

Email Services

# My Software Checklist

---



MUST BE FLEXIBLE  
AND ADAPTABLE



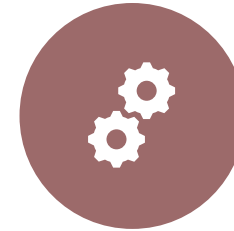
MUST BE COST  
EFFECTIVE



MUST BE SCALABLE

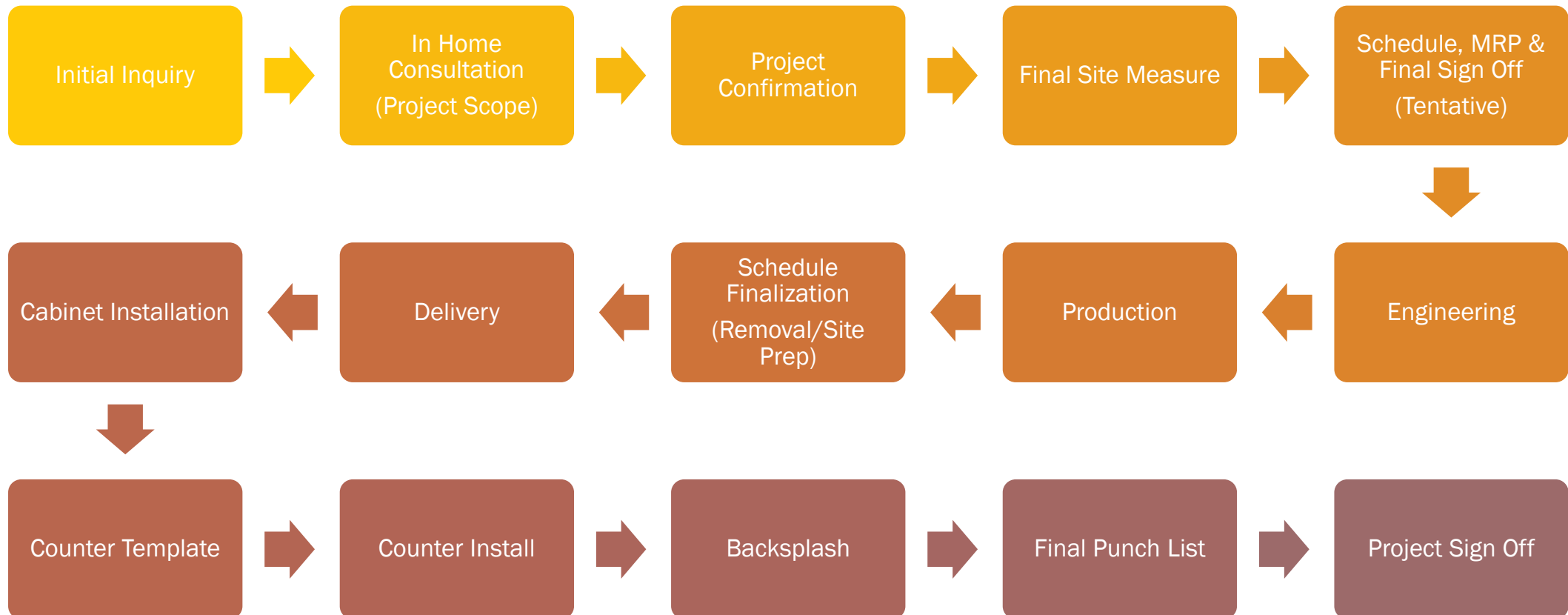


MUST PUT MY  
BRAND FIRST



MUST HAVE  
AUTOMATION  
INTEGRATIONS

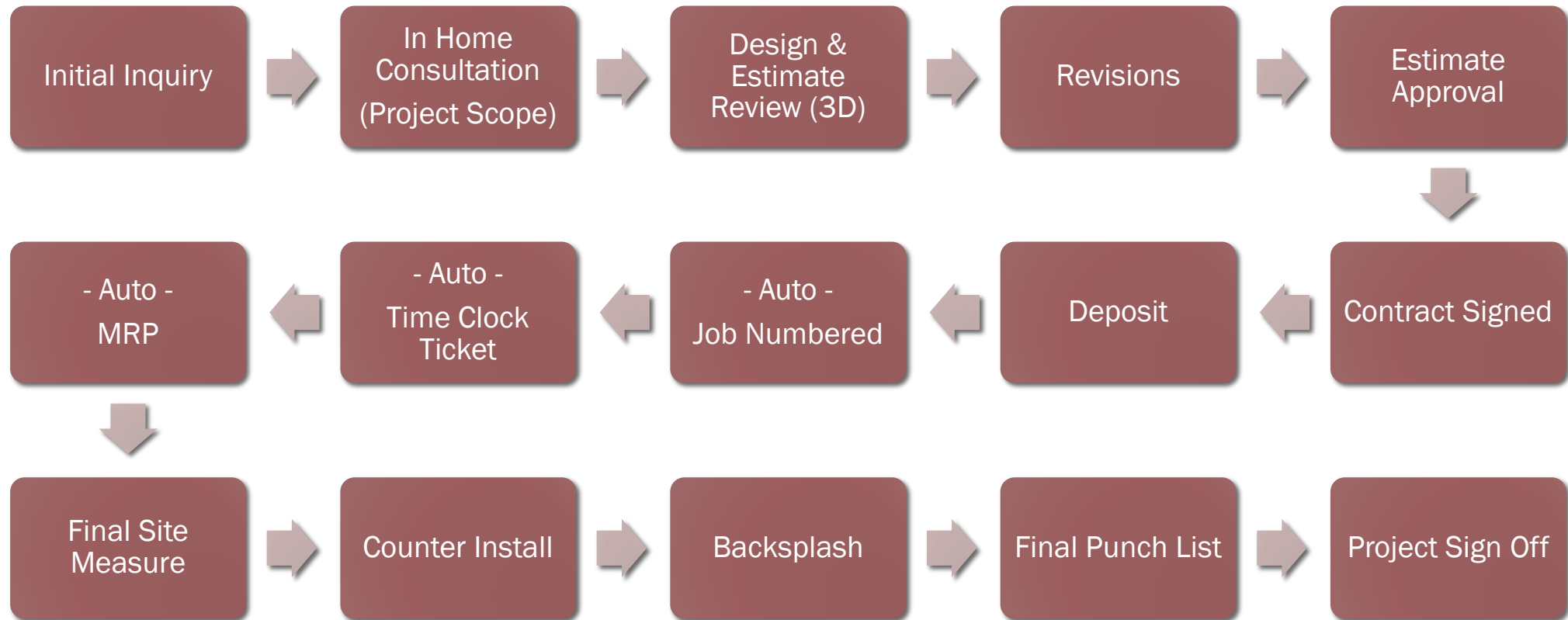
# Project Workflow





# Example: CRM

---





**THANK YOU!**  
**Presenter**  
**Nikki Gipman**  
**Gipman Kitchens & Cabinetry**  
**and**  
**Our sponsor**





## Q&A

*It's your turn to talk!*

*How's it going?*

*What are your  
challenges?*

*What tools can help?*





*Watch for our next webinar*

**October 15 at 1pm**

***Not a Tech Issue, a Business Issue***

*3 experts talk about Cyber Threats and how you can protect your business*



Robert Gordon  
Canadian Cyber Threat  
Exchange



Peter Mate  
Planit Canada



Connie Rowley  
Core Canada Insurance  
Solutions

Thanks to our sponsors:

