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ICREW NJ Member Spotlight

Q: How did you get involved in your business?

A: I got involved in the business of commercial architecture when I was looking to shift my career focus from marketing to sales. I applied for an advertised position at an architectural firm, although I had no experience in that industry, and got the job after several interviews and many hours of negotiation relating to my schedule. Industry experience is important, but it's one's skill set that is really the key to success.

Q: What are the positives & negatives about your business?

A: The positive aspects include the rewards of getting a new project, and especially landing a brand new client. I am lucky to work for one of the leading design firms in New Jersey that has amazing talent and a great 37 year reputation. One negative of business development in architectural sales is that the lead time tends to be quite long for new clients.

Q: What do you do in your spare time?

A: In my spare time I take care of my family and myself; I love going to the gym for yoga, pilates, weight lifting and dance classes. In the warm weather I golf. We have a second home in Hilton head Island, and I can do business while I am there as well.

Q: How have you & your business benefited from ICREW NJ Membership?

A: I am learning so much from my fellow ICREW members. Most have been in real estate or related industries much longer than I have and they are so very generous with their ideas, experience, and suggestions. I have yet to receive a strong tangible lead, but I'm sure that will also come in time. I have received several important introductions. My business is getting broader exposure from everyone I meet through ICREW.

3 Business Tips:

1. **CONNECT WITH YOUR CLIENT**
Learn a piece of personal information about your prospective client; it will help to connect you and if you've made note of it, it will give you something to inquire about when you follow up.
2. **TAKE CARE OF YOURSELF**
Don't give so much to your business that you are giving up the other things that make you happy.
3. **KEEP A KUDOS FILE**
Keep a kudos file; make note of your contributions to the company other than obvious accomplishments like sales; it will help you to remain positive about your self worth if business is slow, and you should always be able to articulate your value to your company.