



“100% success rate with Virtual Worlds 4D”

For a while, Awesome Interiors' sales success was in an unopened box on top of a desk. Managing director **Jamie Mckinley** explains how Virtual Worlds 4D technology made all the difference to his bottom line...

Two of the biggest and most common challenges faced by independent kitchen and bathroom retailers are lack of showroom space and lack of time. This was certainly the case for Mckinley.

Busy designing bathrooms for his customers and dealing with enquiries, Mckinley learned about the latest 4D design software from Virtual Worlds from the sales team, but lacked the time to actually try it out. When he did, he quickly realised the advantages 4D technology could bring to his business, and he's not looked back since, thanks to a 100% success rate after switching to 4D.

"I'd been a Virtual Worlds 3D customer for a while and was given the VR headset to try, but was too busy to take it out of the box originally. Once I did, I was very impressed and realised it was something my customers needed to have access to."

Awesome Interiors reaped the benefits immediately, with the very first use of Virtual Worlds 4D resulting in a sale. "I did one design in it, the customer put the VR headset on and immediately fell in love with it. That resulted in a £44,000 job," explains Mckinley.

"Often customers are slightly cagey when you show them initial designs, as it can be difficult to visualise them

as the finished product. With virtual reality, boom, you've got them hooked straightaway. We've got a 100% success rate when using Virtual Worlds 4D Theatre – every customer who has seen their design through the software has gone on to buy it."

Based in Rugeley in Staffordshire, Awesome Interiors has been in business for more than 25 years and, as well as kitchens and bathrooms, also offers a full architectural design service, taking care of construction work, including plastering, brickwork, electrics, plumbing and carpentry.

"Virtual Worlds offers a full architects tool, which you can't get anywhere else and this has really helped move

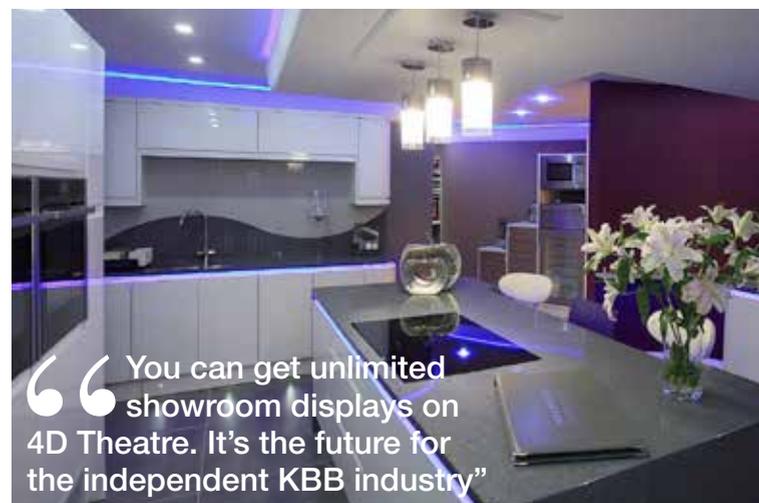
our business forward," Mckinley says. "Customers can see the difference that structural changes will make to their home before any work commences, and this really matters when you're talking big things, such as knocking down walls and changing ceiling heights."

According to Mckinley, Virtual Worlds 4D has led to a direct increase in value-added sales too. He says: "We always start a design by putting the very best of everything into it and then adapt where necessary to suit the customer's budget. With Virtual Worlds 4D, we most often find that the customer will commit to spending a lot more than they originally intended,

as they can see for themselves just what a difference that extra investment will make.

"For example, one customer came to us for a new kitchen with a £25,000 budget in mind. We went in with a £40,000 design and they quickly confirmed the plans at £36,000. That's quite an increase on their original intentions and this is the difference that 4D technology makes to a sale."

For the future, Mckinley plans to install a Virtual Worlds 4D Theatre in the Awesome Interiors showroom, recognising the benefits it can bring when floor space is at a premium. He says: "When you think you can get unlimited showroom displays on to 4D Theatre, the cost of doing that in terms of actual retail space just doesn't compare. 4D software is changing the way people buy kitchens and bathrooms and not just that, but it's changing what they buy, too. It's without a doubt the future for the independent KBB industry."



“You can get unlimited showroom displays on 4D Theatre. It's the future for the independent KBB industry”



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