



PREPARED FOR

TUTAMÉN

SALES ENABLEMENT

Sample Kit Strategy

Product sample kits that convert hotel prospects into clients — March 26, 2026

4

KIT TYPES

25%

TARGET CONVERSION

6

FOLLOW-UP STEPS

POWERED BY

Innlead.ai

B2B Hotel Supply Intelligence Platform

Executive Summary

Strategic sample kit program for Tutamen Group in the Precision Hardware & FF&E Manufacturing vertical

Tutamen Group's precision manufacturing capabilities -- spanning CNC machining, die casting, metal stamping, and surface finishing across facilities in Dongguan, Jiangxi, and Tijuana -- position the company to deliver hotel-grade hardware that outperforms competitors on durability, finish quality, and lead time. This sample kit strategy converts that manufacturing advantage into tangible prospect experiences.

With existing Fortune 500 clients including Tesla, Google, Amazon, and Foxconn validating Tutamen's quality standards, the sample kit program leverages this credibility to open doors with hotel procurement teams. Physical samples of CNC-precision door hardware, bathroom fixtures, and furniture hardware allow buyers to feel the difference that CPK-quality metrics deliver.

The dual-origin advantage -- Dongguan for cost-optimized production and Tijuana (FDA-approved) for North American speed-to-market -- enables Tutamen to ship sample kits to US hotel buyers within 3-5 business days from Mexico, while maintaining the cost advantages of China-based manufacturing for full production runs.

WHY PHYSICAL SAMPLES WIN

Hotel procurement teams evaluate hardware by touch, weight, and finish quality. A CNC-machined door handle from Tutamen feels fundamentally different from a mass-stamped alternative. Physical samples let buyers compare Tutamen's precision tolerances and surface finishes directly against their current supplier's products -- a comparison Tutamen consistently wins.

EXPECTED ROI

Based on industry benchmarks of 20-25% sample-to-meeting conversion and Tutamen's average contract value of \$75K-\$250K per hotel property, the sample kit program targets 8-12x ROI within the first year. The \$150-\$350 cost per kit is negligible against potential contract values.

KIT INVESTMENT

Annual program budget of \$45,000-\$65,000 covers 200-300 sample kits across all tiers, including product costs, premium packaging, and shipping from both Dongguan and Tijuana fulfillment centers.

CONVERSION FUNNEL

Kit Sent (100%) → Delivery Confirmed (95%) → Follow-Up Meeting (25%) → Proposal Requested (50% of meetings) → Contract Signed (40% of proposals).
Target: 20-30 new hotel clients annually from the sample kit program alone.



Sample Kit Psychology

Why physical samples outperform digital catalogs in hotel supply sales



Tangible Experience

The touch advantage

- ✓ Physical products create sensory connections that digital cannot replicate
- ✓ Procurement teams evaluate texture, weight, durability firsthand
- ✓ Sample retention keeps your brand physically present in the office



Reciprocity Principle

Behavioral psychology

- ✓ Receiving a gift creates psychological obligation to reciprocate
- ✓ Higher response rates to follow-up calls and meeting requests
- ✓ Premium packaging signals premium product quality



Internal Advocacy

Multi-stakeholder selling

- ✓ Physical samples get shared among decision makers on-property
- ✓ Housekeeping directors test operationally before procurement approves
- ✓ GM sees the product on their desk — instant brand awareness



Conversion Data

Industry benchmarks

- ✓ 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 sample kits for each hotel market segment



Luxury / Ultra-Luxury Kit

Five-star and resort properties

Target Recipient **VP Procurement / GM**

Packaging **Custom black wood presentation box with laser-etched Tutamen logo, foam-fitted interiors, magnetic closure**

Cost per Kit **\$320-\$380**

Delivery **White-glove shipped**

CONTENTS

- ✓ CNC-machined solid brass door lever in PVD satin gold finish -- 60,000-cycle tested
- ✓ Smart lock housing prototype in brushed stainless steel with IoT enclosure cutaway
- ✓ Bathroom towel bar section (30cm) in polished chrome with precision mounting hardware
- ✓ Decorative metal panel sample in architectural bronze finish with surface finish comparison card
- ✓ Executive summary card with ROI data
- ✓ Certification documentation and business card



Upscale / Full-Service Kit

Upper upscale and upscale properties

Target Recipient **Housekeeping Director**

Packaging **Branded rigid box with embossed logo, custom foam insert, tissue wrap**

Cost per Kit **\$180-\$240**

Delivery **Hand-delivered or shipped**

CONTENTS

- ✓ Die-cast zinc door handle in satin nickel finish -- commercial-grade 45,000-cycle rated
- ✓ Furniture hardware set (2 pulls, 2 knobs) in matched brushed brass finish
- ✓ Bathroom hook and robe hook samples in polished chrome with wall mounting demo
- ✓ Lighting component housing in powder-coated matte black with LED integration cutaway
- ✓ Performance data cards and competitive comparison
- ✓ Care instructions and operational specifications



Midscale / Select-Service Kit

Select-service and extended-stay

Target Recipient **Property Manager / Owner**

Packaging **Branded corrugated box with printed interior, product dividers, recyclable materials**

Cost per Kit **\$95-\$140**

Delivery **Standard shipping**

CONTENTS

- ✓ Stamped stainless steel door handle in satin finish -- 30,000-cycle rated for select-service
- ✓ Bathroom dispenser mounting hardware set with anti-tamper features
- ✓ Furniture drawer slide sample (soft-close) with durability comparison card
- ✓ 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 **Trade show attendees**

Packaging **Branded tote bag with product pouches, compact enough for trade show carry**

Cost per Kit **\$45-\$65**

Delivery **Hand-distributed at events**

CONTENTS

- ✓ Finish sample card with 6 standard finishes (chrome, nickel, brass, black, bronze, white)
- ✓ Single door handle sample in best-selling satin chrome finish
- ✓ Product catalog card with QR code
- ✓ Follow-up card with contact information



Contents Selection Framework

Choosing the right products for maximum impact



Include

Products that convert

- ✓ Hero products that showcase your differentiation
- ✓ Products with clear sensory or quality advantages
- ✓ Items that are easy to compare against competitors
- ✓ Products with the highest margin or volume potential
- ✓ Sustainability-certified items (aligned with hotel ESG goals)



Exclude

Products that dilute impact

- ✓ Commodity items where you have no clear advantage
- ✓ Products requiring complex installation or context
- ✓ Perishable or temperature-sensitive items (unless F&B vertical)
- ✓ Too many products — 2-5 hero items per kit is optimal
- ✓ Items that are heavy or bulky (shipping cost erodes ROI)

Packaging & Presentation

The unboxing experience as a brand touchpoint



Packaging Design

Brand consistency and quality signals

- ✓ Exterior: Matte black with Tutamen logo in silver foil, tagline 'Precision Hardware for Hospitality'
- ✓ Interior: Custom foam cutouts sized to each product, with specification cards in dedicated pocket
- ✓ Include QR code on box lid linking to digital product catalog and video factory tour
- ✓ Use sustainable packaging materials (recycled, compostable)



Distribution Channels

How kits reach prospects

- ✓ Direct shipping (FedEx/UPS with tracking confirmation)
- ✓ Hand delivery by sales representatives during property visits
- ✓ Trade show distribution (HD Expo, BDNY, HITEC)
- ✓ Post-meeting leave-behind after initial sales presentation



Follow-Up Process

Structured cadence to convert sample kit recipients into clients

Day 1

Delivery Confirmation Email

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

Day 3

Phone Call — First Impressions

Call to confirm receipt and ask about first impressions. This is a listening call — learn about their current supplier pain points, procurement timeline, and specific needs. Take detailed notes for CRM.

Week 2

Detailed Product Discussion

Schedule a focused meeting (virtual or in-person) to discuss product specifications, customization options, and how Tutamen Group's products align with their specific property needs. Bring specification sheets.

Week 4

Proposal / Quote Submission

If qualified, submit a tailored proposal with volume pricing, delivery terms, and implementation timeline. Reference the sample kit products they evaluated. Include a pilot program option to reduce commitment risk.

Week 8

Re-engagement (if no response)

Send a value-add touchpoint — industry report, case study, or updated product information. Reference the sample kit and offer to send additional samples for team evaluation. Do not be overtly salesy.

Week 12

Long-Term Nurture Entry

Add to quarterly newsletter and ongoing nurture sequence. Continue providing value through industry insights and product updates. Many hotel procurement cycles are 6-12 months — patience converts.



Cost Analysis & ROI

Investment breakdown and return on sample kit program

KIT TIER	PRODUCT COST	PACKAGING	SHIPPING	TOTAL / KIT	ANNUAL VOLUME
Luxury	\$180	\$85	\$55	\$320	30-40 kits
Upscale	\$95	\$50	\$35	\$180	60-80 kits
Midscale	\$45	\$28	\$22	\$95	80-100 kits
Economy / Trade Show	\$18	\$12	\$15	\$45	150-200 kits

\$52K

Annual Kit Budget

Total investment in sample kit program including product, packaging, and shipping

8-12x

Projected ROI

Return on sample kit investment based on conversion rates and average contract value

\$850

Cost per Acquisition

Average cost of sample kits required to acquire one new hotel client

ROI CALCULATION

Based on 300 kits sent annually at an average cost of \$145/kit (\$43,500 total), with a 25% sample-to-meeting conversion (75 meetings), 50% meeting-to-proposal rate (38 proposals), and 40% close rate (15 new clients). At an average first-year contract value of \$125,000, the program generates approximately \$1.9M in new revenue against a \$52K investment -- delivering a projected 36:1 revenue-to-cost ratio. Even conservative estimates (10% overall conversion) yield 8x ROI.



Tracking & Analytics

Measuring sample kit program performance and optimizing conversion

25

Kits Sent / Month

Target volume of sample kits distributed monthly across all tiers

25%

Sample-to-Meeting Rate

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

50%

Meeting-to-Proposal Rate

Percentage of meetings that progress to formal proposal or quote stage

40%

Proposal-to-Close Rate

Percentage of proposals that convert to signed contracts

90 days

Avg. Sales Cycle

Average time from kit delivery to signed contract

\$6,300

Revenue per Kit Sent

Average revenue generated for every sample kit sent (blended across tiers)



Digital Complement

QR codes and digital tracking

- ✓ Unique QR code per kit for tracking engagement
- ✓ Link to digital catalog with full product specifications
- ✓ Video demos and installation guides
- ✓ Landing page with request-for-quote form



Inventory Management

Production and replenishment

- ✓ Maintain 6-week supply of each kit tier
- ✓ Reorder trigger at 25% remaining inventory
- ✓ Quarterly review of kit contents and refresh
- ✓ Batch production for trade show surges



Implementation Timeline

12-week launch plan for the Tutamen Group sample kit program

Week 1-2

Product Selection & Design

Select hero products for each kit tier. Brief packaging designer on brand guidelines, unboxing experience, and sustainability requirements. Finalize collateral content (data cards, ROI sheets, QR codes).

Week 3-4

Packaging Production

Produce packaging prototypes. Review and approve final designs. Order initial production run (50-100 units per tier). Print collateral materials. Set up unique QR code tracking system.

Week 5-6

Assembly & CRM Setup

Assemble kits and quality-check each unit. Configure CRM with sample kit tracking fields, follow-up cadence automation, and conversion pipeline stages. Train sales team on follow-up protocol.

Week 7-8

Pilot Launch

Send initial batch of 20-30 kits to high-priority prospects. Execute follow-up cadence. Collect feedback on packaging, content selection, and delivery experience. Iterate based on results.

Week 9-10

Optimization

Analyze pilot results: delivery success rate, follow-up response rates, meeting conversion. Adjust kit contents, packaging, or follow-up cadence based on data. Scale production order for full launch.

Week 11-12

Full Program Launch

Activate ongoing sample kit program at target volume. Set up monthly reporting dashboard. Align with trade show calendar for surge production. Establish quarterly content refresh cycle.

SUCCESS CRITERIA

The 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.