

Michael Sin Meeting — Punch List

Tuesday Feb 17, 2026 | 6:00 PM

1. Welcome & Role Definition

- What Michael's role is: Sales & Business Development, first dedicated salesperson
- Territory: South Florida, Caribbean, LatAm
- Reporting: directly to Peter
- Compensation structure (if not already covered)

2. Company Overview

- Walk through the **one-pager** (already emailed)
- HI's two pillars: Design and Fulfillment — sold together or independently
- Key differentiator: Peter has 25 years of *operational* experience, not just design
- HI ships but does NOT install — installation through trusted partners
- Introduce **Liora & Co** as HI's own furniture brand

3. Current Active Projects

- **Ritz-Carlton Bal Harbour** — flagship, orders by end of March
- **WG Hotel** — \$1.8M FF&E, Winter Garden FL
- **Mahoney** — residential cabana, 3 quotes in play
- **40 Edgewater** — residential, indoor + outdoor
- **Santorini Fort Lauderdale** — Georgios
- **1WLO / Nube Restaurant** — active quoting
- Show him what a project lifecycle looks like start to finish

4. Pipeline Intelligence Review

- Walk through the **pipeline intel doc** (16 early-stage projects, already emailed)
- Tier 1 hottest: Miami Design Residences, Riviera Beach Marina, Pink Plaza, Treehouse Hotel, Kempinski
- Emphasize: these are early enough that FF&E decisions haven't been made

5. Pipeline Contacts

- Walk through the **contacts doc** (already emailed)
- 10 confirmed emails for immediate outreach
- 5 phone numbers for calls this week
- **5 CRM warm intros** — Kempinski (Sebastien Mariette), Hilton (Andrew Joyce), Four Seasons (Brent Martin)
- These are Michael's door-openers

6. Architect Relationships

- Walk through the **architect targets doc** (41 firms, already emailed)
- Architects are the gatekeepers to FF&E decisions
- Priority: EoA Group, HBA Miami, ODP Architecture, Kobi Karp
- **PROFILE Design Summit — March 4** — Kobi Karp & Ralph Choeff attending. Michael should be there.

7. Sales Process & Tools

- How leads flow: identify → intro call → site visit → proposal → contract
- CRM: Cloze has 456 categorized contacts + 13K uncategorized — mine for connections
- Monday.com Leads board has 57 items loaded (his pipeline)
- Iris (me) supports with research, email, document prep
- Michael's email: michael@higneyintl.com is set up

8. Expectations & Cadence

- Weekly check-in with Peter (suggest a standing time)
- Pipeline updates: how often, what format
- First 30 days: relationship-building with architects, qualify top 5 pipeline projects
- First 90 days: close or advance at least 2 new projects
- Commission/comp milestones (if applicable)

9. Immediate Action Items for Michael

- [] Review all 4 docs tonight (one-pager, pipeline, contacts, architects)
- [] Start outreach to Tier 1 contacts this week
- [] Register for PROFILE Design Summit (March 4)
- [] Schedule intro meetings with top 3 architect firms
- [] Report back on first conversations by end of week

10. Questions & Next Steps

- What does Michael need from Peter/the team?
- Any industries or contacts Michael already has?
- Set next meeting cadence

Docs already sent to Michael: One-pager, Pipeline Intel, Pipeline Contacts, Architect Targets