



Selling Digital Signage Screens to your Clients

Fairfield Displays & Lighting Ltd
www.fairfielddisplays.co.uk



Why learn about selling digital screens

- Provide your customers with the latest technology
- Keep up with your competitors
- Increase your sales
- Increase your profits
- Your customers are asking for it!
- Be in at the start of a new industry
- Keep your business fresh



So what is the excitement all about?

Stats from the Samsung Screen Survey (Sept 2006)

- 13,661 outlets using screens
- Almost 100,000 screens in operation
- An increase of 63% on previous year
- 49% of companies said they were likely to increase screen use



So How Do You Sell Digital Screens?

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5 Step Sales Model

- 1) Build rapport & present
- 2) Establish the customer's needs & buying criteria
- 3) Build value & create desire
- 4) Overcome objections
- 5) Close the sale
- **Bonus step: Follow up**



Build Rapport & Present

- Who to deal with?
 - Marketing / I.T.
 - Premises / Finance
 - ? Board approval / The owner
- Do they have authority?
- What is the customer's buying process?
- Present- give them hands-on experience



Establish the Customer's Needs & Buying Criteria

- Things to think about
 - What do they want to show?
 - Frequency / method of update
 - Stand alone or networked
 - Who will update the screens?
 - How will they update
 - Graphics & sound- the content
 - Software



Build Value & Create Desire

How to convince customers of value?

- More than 50% of purchases in store are made on impulse
- Only three out of ten purchases are decided in advance of the shopper going to the store.
- 70% of buying decisions are made at the store.



Build Value & Create Desire

- Clearly grabbing the consumer's attention is the key to increasing your sales.
- You need to attract the customer to your product or service
- Static advertising was shown to increase sales by 54%.
- However, when motion was added, sales have been shown to rise an incredible 107%.



Build Value & Create Desire

- 83% of motion displays gain above normal sales when product is on the shelf.
- Actual POPAI case histories proved that displays without motion averaged a sales gain of 39% above normal shelf sales. (Range 7% to 170%)
- However, displays with motion averaged a sales gain of 83% above normal shelf sales. (Range 20% to 317%)



Overcome objections

The only objections in sales:

- Money
- Time
- I don't believe you
- It won't work for me

Pre-frame them out...



Overcome objections

- **Money**
 - Find out their budget
 - Finance
- **Time**
 - Show them how you can handle it all for them



Overcome objections

- **I don't believe you**
 - Technical competence
 - Testimonials
- **It won't work for me**
 - Maintenance contracts/support
 - Installation
 - Training customers



Close the Sale

- You know how to do that- don't you?



Follow up

- After sales
 - Arrange installation
 - Arrange training
 - Have a good hand over
 - Ask if they are happy with everything



Some Sales Ideas For You

- Presentations
- Puppy dog approach



What if...

- You start selling digital screens
 - Additional sales and profits
 - Increased status in the eyes of your customers
 - Happy customers
- It's a great business
- Get started now...



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s d e a

- Shop & Display Equipment Association
- Formed over 50 years ago
- Represents everyone who supplies to retail
- Membership has grown steadily and is now around 200



sdea- Benefits for Members

- Sales leads from website
- sdea directory to 15,000 buyers
- Save money on exhibition stands
- Free membership of ISO
- Free legal advisory service
- Newsletter- keep up to date



and that's not all...

- Discounts galore
 - Adverts in trade press & magazine subscriptions
 - Insurance
 - DHL
 - Van purchase
 - And much more...



Join Now

- Annual investment £525 - £960 (£1.44 per day)
- Free advert in directory worth £187
- Be one of the first



Any Questions

About the presentation or the sdea

See me
on the Fairfield Displays & Lighting
stand D54



Thank You

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