

HOW TO... SELL DLP PROJECTORS

HAVE YOU SEEN THE LIGHT?

Portable projector sales is among the fastest growth areas in the office equipment market, so get on board!

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Our current advertising headline reads, "It's a vision thing", and aside from the very obvious pun, it really is a vision thing. The vision to see how the office equipment inventory is moving ever faster into new digital technologies, enabling the display of presentation material and data in ever more powerful and versatile ways. It's our particular vision to make ownership and use of this technology as carefree and approachable as anything else people use regularly in the office environment. A major plank in that philosophy is enabling the supply of things as exotic as DLP projectors via the office supply channel.

Portable projector sales is among the fastest growth areas in the office equipment market. While technology — especially technology this advanced — can be pretty scary, it offers a terrific opportunity to grow your business and strengthen your customer relationships. More importantly, it's an opportunity that a lot of other people are looking to take up if you don't.

Recent survey published in AV Magazine, the audio-visual industry's bible, projectors accounted for 40% of all AV equipment sales, making it the largest product sector and twice the size of the next largest, plasma screens. Other surveys project 100% growth of the projector market in just four years, with over 75% of these represented by portables. Year on year growth is currently around 24% and the total UK projector market worth about £200m.

Accelerating sales growth of digital DLP projectors over older LCD analogue technology, continues apace as approaching



price parity makes the operational advantages of the improved performance, size and weight, available to all.

With sales of DLP projector currently increasing year on year by about 60%, according to general AV industry statistics, they could account for some 50% of market share within the next two years. There is already a marked shift in sales, from the AV dealership channel to IT and Office channels, as the market continues to grow and mature. The emerging question would seem to be whether customers will purchase their digital presentation technologies from the company that installs and maintains their PC network, or from you.

At ACCO we view delivery of this technology to the customer as an end-to-end solution, one that makes it easy for the dealer to sell and the customer to own.

It's a growth market, and anyone can get involved. ■

Statistics quoted in this article are from research conducted by DTC (Decision Tree Consulting), Interconnection Consulting and Pacific Media.

TOP TIPS

FOR SELLING SELLING DLP PROJECTORS

>> 1. CHECK THAT WHILE THE TECHNOLOGY MAY BE ADVANCED, IT IS EFFECTIVELY 'PLUG- AND-PLAY', THAT IT'S EASY TO OPERATE AND TO DEMONSTRATE.

>> 2. CHECK THAT THE PRODUCT AND ASSOCIATED VALUE ADDED SERVICES ARE PRICE COMPETITIVE, SUCH THAT THERE IS NO APPRECIABLE INCENTIVE TO TRY AND GO WITHOUT THE SUPPORT AND WARRANTY ELEMENTS ON OFFER.

>> 3. CHECK THAT THE PROVISION OF A LEVEL OF SUPPORT AND AFTERCARE TO THE CUSTOMER, IS SUCH THAT IT EFFECTIVELY REMOVES AFTER-SALES LIABILITY FROM YOU, THE DEALER OR SALESPERSON.