

Mobile

PRESENTING



Presentation Pt 3

In Part 3 of our Present series Bryony Taylor looks at the presentation products that suit the homemaker.

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he world of presentation products doesn't just stop with the office and corporate boardroom. For those lucky enough to work from home, presentation is also key, whether they are taking calls for sales reps or out on the road, they each need the right equipment and skills to function effectively in their jobs.

The world of the internet and its changing technologies has resulted in a huge increase in businesses running from home. For most homeworkers only the basics are needed. A working day will often consist of using a PC, internet connection and a telephone. With increasing competition any homemaker must look professional to be taken seriously.

"Sites such as eBay initially offered individuals the chance to trade goods, but huge growth and turnover has seen these individuals need to look like professional



businesses," said Amy Collins, marketing manager, for Avery Dennison Office Products. "With this come the pressures of producing high-quality materials that are distinctly branded, so that customers can identify with the businesses they are dealing with." With homeworkers being so varied, some being self-employed others working for a company, it is important to establish who has the purchasing responsibility and whether they play any part in the decision making process themselves.

"With many functions and facilities now being outsourced, there has been a sharp increase in SMEs, often set-up by those that used to perform a similar function within corporations," said Tony Cochrane of Bjurab UK. An excellent example of this is training, a high user of presentation products. Here this is often being outsourced to training individuals or companies who may well need to now provide their own equipment. Therefore, the self-employed, home worker and small enterprise can be very important to sales in this product sector.

Increasingly more sophisticated products like colour laser printers which speed up printing tasks, and allow personalisation are being used by the homemaker. "However, innovations in these products are simply not enough," continues Collins, "today's homeworkers need

fully integrated software and support to enable them to compete in a demanding business world. Therefore, these products need to be supplemented by free software solutions as well as offering consistent, quality customer support."

A reduction in size, pricing and portability, of many presentation products such as projectors has also had a large impact on the sector. "We have seen a significant move from the traditional tripod screen, which is somewhat difficult to put-up, to the latest portable screens that simply pull out of a cassette

when placed on the floor or table top," explained Cochrane. "These screens are also simpler to transport, again making the provision of a professional presentation much easier for those that need to move between venues and locations."

Dealers should identify those companies and homeworkers who make a lot of presentations in the course of their work such as PR, advertising or training. Once the product is sold there is often no need for installation which makes the sell easier than that of a larger company's boardroom. However, Collins points out that often it is not just good enough to have a great quality product, you need to offer a full solution and back it up with customer service.

She continues saying, "Maximising the sales value is very much dependant on stocking high-quality branded products. Selling a premium brand provides you with cutting edge products and consistent quality across their entire product range. These products build trust and customer satisfaction which ultimately lead to brand loyalty and, in terms of maximizing the sales prospect, repeat purchases. Of course, high-quality, premium branded products also deliver a greater profit contribution than unbranded products."

Collins believes that sampling is a key tool for raising awareness and demonstrating product performance in generating conversion to purchase. "Once consumers have tried a high-quality, technologically advanced product, which is specifically designed for a particular job, they come to depend on them," she says. Dealers in turn will benefit from the higher profit margin achieved by selling branded goods. For example, in the printable indexing arena, the biggest barrier to realising its growth potential has been a general lack of product awareness, specifically of how easy the products are to use. From our research, we know that 37% of consumers who use indexing products are more likely to switch to printable indexing once they have the awareness of the product and knowledge of the software enablement that is provided.

Sometimes the key is identifying not only the turnover that can be achieved on the sale of a product, but also the added value you can add to the sale. Selling a projection screen can offer more profit than selling the projector itself. "The essential thing for dealers is to qualify the customer, says Cochrane. The key to the homemaker market is ensuring that they have a requirement for presentation products and can make the purchasing decision." Present them with the variety of very professional options available for their requirements, just make sure you're presenting to the right person, and with the right equipment. ●

