

Effectively using PA/Lecterns to Grow Profits

Meet Jack & Jill, they are new customers and own their own business. They need a sound system and they're on a budget. Budget. That's a very common word we hear everywhere; from schools to small business and even the corporate world. But, Jack & Jill still need a sound system that looks great and sounds great. How about one that can adapt to their presentation needs and expand when the business grows? You carry AmpliVox products and you know how to configure the vast product line to meet and exceed Jack & Jill's expectations and get them rolling with the right system.

Sales Feature: AmpliVox offers a complete line of solid hardwood lecterns with built-in 50 watt wireless sound systems to portable 100 watt sound powerhouses that cover football fields and, of course, all the accessories that are going to drive up your profit.

So you ask Jack, "How many people are in your audience?" Jack replies, "I present to about 250-500 people. I travel a lot and need something that will travel with me and my computer."

One of the first items that you would recommend to Jack is this great "all around" product the **SW222 Wireless Audio Portable Buddy**.



This system includes computer interface cables that will take his 2 watt computer and blast the sound up to 50 true watts! He will be able to cover an audience of 1,000 in 10,000 sq. ft. of space, and the best part, its ultra portable, lightweight and rugged. The plug and play design makes it an easy to use system, yet the features on the amplifier make it technologically advanced.

Another product that comes to mind is the **SW124 Wireless AmpliPod Podium PA** - A tabletop lectern that is rugged with built in handles. It has two speakers set on an angle for maximum room coverage. It has the same amplifier as the Portable Buddy and also comes with computer and audio interface cables.

Sales Feature: If your customers are on the go, one of the great benefits of having their

own sound system is they are never surprised. They can focus on their work instead of putting out fires.

Think of all the great uses for these products: Multimedia Presentations, Training Seminars, Board Rooms, Company Meetings, Conferences, Educational Settings, Talent Shows, Trade Shows

Jack & Jill's business has grown and now need a snazzy lectern for their board room/meeting room/training room. They want a modern lectern for a room that has multiple uses.

"Hmm," you say, "Try the **Executive Adjustable Sound Column Lectern!**"

Our lectern collection has the modern and elegant look that fits with today's office design.

This lectern is perfect because it is easily adjustable from 39 in. to 45in. and it's on wheels for easy maneuverability.

Paydirt. Jack & Jill's company has grown and their audience is now 3,500 people! Wow, good for them. So you say, "How about having an all in one, easy to use and affordable system on wheels? You can play music, have two or more wireless presenters and control it all from one simple unit."



The Digital Audio Travel Partner from AmpliVox® Portable Sound Systems is that system. The Digital Audio Travel Partner has many capabilities that are built in plus the ability to expand sound coverage depending on your needs. It is rugged, small and lightweight and has many digital features for today's and tomorrow's technology. All these great features create the perfect solution to presentations on the go.

Sales Feature:

The Digital Audio Travel Partner in the industry to have a remote control, digital interface, talk-over, voice/music and many other capabilities. It features 250 watts of power driven by internal rechargeable batteries or AC that give you up to 30 hours of battery runtime. One stand out feature is the multimedia capabilities. You can have 5 devices running at the same time - that works out to: 2 built-in wireless mics plus 3 wired or external wireless devices. So you can hook up a computer, MP3 player or instruments to run your sound through the Digital Audio Partner and then cue your visual presentation and speak through the wireless mic.

Jack & Jill have been customers for a long time and you have had the wonderful experience of watching their business grow with the advice and products you sold them.

Kinda makes you all warm and fuzzy inside, doesn't it?

