

Mis en place

Objective

Your only job on the sales floor is to make your company look good and sell your “brand”.

1. **You** have to create the desire for the goods and services your company has to offer.
2. Every walk-in must leave as a positive ambassador for “your brand.”
3. Your demos and presentation have to be yours, reflect your company and soundly beat the market standard approaches.
4. Create and control every aspect of the first impression.
5. Make sure that your environment does most of the work for you.

Musts

Before the door unlocks in the morning you need to have all of your tools ready for the work day.

- Every demo should be practiced. (on every system, every time)
- Key systems must all be functioning. If components are missing, place and test alternatives prior to opening.
- Always judge the showroom, your presentation and demo “using someone else’s eyes.”
- You need to be the “media playback guru” and have something to offer that others don’t.
- Study, learn, steal good ideas and don’t get attached to your own perspective.
- Do not be esoteric for esoteric’s sake, but be creative always.

Procedures

1. Scale and practice demos that only work on your systems..
2. Music must be playing at all times in every “zone” of the the showroom. It should be at low volume and IT MUST SOUND GOOD. It should reflect neutral, adult musical taste of broadest possible appeal.
3. All displays should be on short hi-def loops of high quality non animated images with pleasing sound on.
 - If there is a dedicated theater, the lights should be on low, theater “walk-in” music should be playing and the projector should be off.
 - Your demo material should be on the ready for the controlled presentation.
 - Create any excuse to show your best system.
 - Everyone gets a demo. (If for no other reason than your simply needing the practice.)