



DISTRIBUTOR GUIDELINES

**Making Avolites The Number One Brand
Worldwide!**

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Introduction

The purpose of this document is to allow our International Avolites Distribution network to operate within the same guidelines so that a consistent and agreed service is provided worldwide. Ultimately, it will allow you to provide the tools in order to demonstrate, promote, support and sell our products successfully.

We understand that not all regions are the same but we expect you to employ dedicated staff for the sales and promotion of Avolites' brands. This document will help your team follow simple but effective guidelines and allow them in turn to provide the best service to your customers. We do hope that the points written in this document will help you to realise a steady growth in sales, turnover and profit.

In this document we will use the consoles as an example, but all the tips we give you also apply to the Ai media servers and the dimmers.

Avolites and our distributors are one team and we should be sharing knowledge and working more closely together. By working together, we can make Avolites the number one brand worldwide!

If you have any questions or suggestions, please do not hesitate to contact us.

Special thanks to Brad White at Group One and Menno Appelhof from Fairlight who have contributed to this document.

Demonstrations

An old and popular saying is “you cannot sell what you do not have”, that is something that definitely goes for selling lighting equipment. Users want to be able to touch and feel what they are going to buy and in a number of cases also ‘test drive’ the product on a live show.

Demo Stock

Do your homework: Know your competition in your territory and then determine the equipment you should have in your showroom and in your loan inventory. Ensure you keep up to date with the latest stock and hardware. Make sure you have all the relevant accessories and wings for each console, one high spec media server and dimmers when applicable. We are happy to advise you on what demonstration stock you need to invest in.

All consoles should be connected to a Capture Visualizer setup (unless you distribute another visualiser). Ideally you can use your demo stock as loan stock for when customers have technical issues with their products. Loan stock can be shared with the technical department for when they need to make an urgent switch. Remember that we can sell you a Capture license if need be.

Use your demo stock to entice customers to upgrade their product. For example, offer a better server when they send in their server for an annual service. Allow them to see what they could do better or more powerfully with the next product up.

Keep an open and honest eye to your market. When you are up against HOG4 consoles it does not make sense on only stocking Titan One’s and Titan Mobiles. And when you are up against a MA Command Wing the Sapphire Touch is a not a comparable solution.

Always remember that your demo stock should be sold after 6 months and this should be replenished with new stock purchased at the demo discount. You can adjust with the sales price to get that one client onboard. The advantage for you is also that your demo stock is always up to date, and every purchase counts towards your distributor target.

Undertaking Demos

Demonstration stock is not only important in your showroom, but also for your sales team that visit clients and demonstrate lighting fixtures for example.

The sales person should always bring an external monitor, which will allow the demonstration to use our showfile and Capture theatre file. This will allow you to clearly demonstrate important features such as Pixel Mapper and Key Frame Shapes. Links to the showfiles and Capture files can be found on the secure section of the website.

As highlighted in the Distributor Summit at Frankfurt 2017, it is also important to get in touch with current operators/users and ensure they are happy with their product. They should be offered the time on the latest version of software and feedback must be noted and then sent to Avolites.

Venues that currently use a different brand of media server or still use an old Avolites from the Pearl era must be focused on by the sales team and ideally a product should be left with the client after the demonstration so they can use it for a minimum of one week. A beginners training session should be offered free of charge too. If this demo works out fine and the client is looking to order, try to offer them a special price when it is a key operator or prestigious venue. This will allow you to market the sale through social media.

Education

Education of (new) users is the key to success.

The more people that know how to use our products and are pleasantly surprised about all the possibilities of the software, the more they will talk about our product, start buying and using it.

We feel that we should train as many people as possible and show them that Titan and Ai can do the same as and more than our competitors. That is why the foundation and advanced trainings are for free or a minimal charge, this includes a simple lunch and some swag. The small charge should cover the lunch and swag costs.

In 2016 our distributor in the Netherlands held a total of 22 open training days and a number of private training sessions. They noticed that people that join in on these sessions either at the training day itself or within 3 months after training start to invest in new Avolites Equipment. Some of them are real die-hard users of competitive brands but switch after being exposed to the capabilities of Titan and Ai.

Manuals - Quick Start and Full

Education is not limited to training only.

Good training also saves you time on the support side. Therefore, it is a good idea to write a quick start manual in your own language. Break them down in small sections. One to get going (patch, programming basic cues and lists) and one for more advanced setup, pixel mapper, key frame shapes, etc.

It also helps to have the full manual translated into your native language. It is a lot of work that is why translating topic by topic is a good way to start. In the end you will have the full translated manual that you can put in one PDF and you can update it when a new version of software is released.

Remember that Titan has a number of languages that you can operate in. This includes, German, Russian, Chinese, French, Portuguese, Spanish and Polish to name a few. Use this advantage when demonstration and selling Titan.

Training Videos

You can find a number of training videos on YouTube and other social media platforms when YouTube is not available. You can also subtitle our YouTube video tutorials and send the video to customers who need assistance. As a lot of users watch videos you should utilise these assets better and promote them via your social media platforms.

Note on translating

As there are many languages commonly used in different countries around the world, there is a great chance that a distributor with the same language has already translated the documents, wrote quick start manuals or even recorded the YouTube videos. As Avolites and our distributors work as one, please contact them and request if you could use them or how much they would charge you to use them. They have put in the time and effort to translate or make the documents so use them wisely.

Marketing

Online & Offline Marketing

Offline marketing is the most traditional way to reach your (potential) customers. We feel it is important to advertise your company and the brands you represent, but it should not be limited to this as it is not the most important way to reach and keep your customers.

Offline marketing, or simply advertising in a magazine, should never be just placing an advertisement in a magazine. Always try to accompany this by an article placed on a different page.

For example, that one big TV show that uses Avolites, you place half a page congratulating them on their 5th season on a different page.

Qualify your spend with your local trade magazine by conducting your own surveys by asking your customers what magazine they read or what online site they attain their industry news from. This will allow you to understand where to spend your offline marketing budget.

If your market does not have a good trade magazine or is non-existent then we must focus more time and money with Online marketing. Identify the best Online options available in your territory and don't be afraid to pay a little extra to reach more of a targeted audience.

Some magazines allow you to mailshot their audience for a small fee and sending out information on significant projects or well recognized shows. This may be a viable option when you are running a campaign on a particular product.

Social Media

If you have your own Facebook page or Instagram account for Avolites then please ensure that you share stories with and from us. If you are unable to maintain the social media platform then encourage your clients to like our pages or posts and we will request them to follow or join us.

The benefits of having your own Facebook page for Avolites is that you are able to inform your clients of news stories in your native language. Please ensure you keep up to date with our news feeds so that your clients are fully aware of the latest events and stories from around the world.

Monitor the amount of posts you put up weekly and take note of the amount of likes you receive. Feel free to promote any sales campaigns you may be exercising and remember not to post too much as that could cost you 'page likes'. You can run incentive campaigns and other promotions that are not easy to do with old fashion mailings.

Try to respond immediately to messages and posts on social media as they could go negative very fast. Also, setup an online policy for your staff and stick to that policy. One negative post can do more harm than 10 positive comments can do good.

Encourage your top Avolites users to join the Programmers and Users Facebook page to attain and share information on their experiences. This will help identify issues quicker and attain solutions faster.

Avolites User Days

A good way to bond with your clients and keep them interested in our products is to setup an Avolites User Day. The aim is to try to get in as many Avolites users as possible and from all different levels. On the day itself the users will network with each other and exchange experiences and you have the ability to excite them with what's new. Inviting a selected number of non-users is encouraged as you will have a room full of dedicated Avo fans and this will help the non-users recognize the popularity of our products. Strategically place your advanced users with these individuals and have them talk about what they love about the Avo products and features.

User Days - Titan

A lot of high profile operators today came from an Avolites background, they started on a Pearl 2000 but later made the switch to MA or HOG for a number of reasons. Today, they do not know or realise what Titan is capable of. That is why we are encouraging, once per year after the summer season, that you setup a special User Day. The aim is to get in 10 to 15 high profile operators that prefer to use a different brand than Avolites. We make clear to them in advance that it is not an opportunity to sell to them, but to get to know their opinion on our software. It is crucial that you also invite some high level Avolites users/fans to attend the event as they will promote the reasons why they use Avolites to the non-Avolites users. We are certain that we can change the perception and educate everyone to the advancements of Titan.

User Days – Ai

We need to get more clients in front of Ai and there is one simple way and that is by inviting key video designers in or going to see them. We need designers to understand the capabilities and benefits of Ai and getting in front of designers and specifiers are crucial to the success of the brand.

We would recommend that you target at least 3 designers and that gives you adequate time to spend with each of them through the day/evening. A powerful demonstration can be put together and presented with help from our Ai training guide. This will allow your technician to show off the cool features whilst showing them the USP's.

In order for the above to be undertaken successfully you must have an engineer who has been trained by our Ai team and fully assessed. Avolites is happy to support your events but it is vital you have your technician fully trained by us.

We understand and recognize that the rental market is one that is prioritised by many of you and that it has been a key market for your business. However, we must encourage you to focus on the install market by building relationships with specifiers. Look at other areas of business, as I am sure we all tend to remain in areas that we are comfortable with, and allocate a certain amount of resources to this market.

Promotional items

All of our trainees leave the beginners course at Avolites with an Avolites tee shirt, lanyard and brochure. If they attend the advanced course they leave with a PC bag and a USB stick too. It is crucial that all trainees leave with some form of merchandise and you should invest in this for your trainees.

You should also think about something more significant for your dedicated and loyal Avolites user. A jacket or even a flight to London should be considered as they are your ambassadors and by keeping them close to the brand they help you promote and sell the brand.

Support

As we mentioned before, our demo stock is also shared with the technical department for emergency situations. But besides having demo stock that you can use to cover support issues on the hardware side, it is absolutely a must that you have at least one person on your technical staff that knows the technical basics of an Avolites desk. They must have attended our technical training course in London and completed the assessment too. You can always rely on the Avolites hardware support engineers but your in-house engineer(s) must know the basics themselves.

It should not be needed to state that having spare parts in stock is an absolute must. Especially for the most critical parts like faders, touch screens, and other commonly ordered parts. Sending 10 faders over night from the UK can be a very expensive business so keeping stock of the frequently ordered parts is sensible.

Ensure your team are fully trained and assessed annually by us. They should also have access to our Distributor section on our website as it hosts a number of useful documents which should assist them in supporting our clients.

Phone Support

Make sure you have an emergency phone number that your clients can call for those outside of office hours moments where they are in desperate need of help because of a hardware or software crash. We run a 24/7 service, but running this service from Friday evening until Monday morning should also be sufficient in a lot of regions.

Logging details of issues is very important and we need you to record all the relevant details and send them to us so we can log, track, fix and communicate back to you and our clients. We are improving our methods internally so we can give feedback to our clients more quickly and we need you to supply us information and return faulty parts quicker too.

We are currently working on a system where all registered users will be able to fill in a form on our website with their issue and that is viewed by our Software support engineer and then automatically entered into our Helpdesk software. We will provide more information on this in due course.

Support Documents

In the training part of this document we mentioned the need of having documents translated into your native language. We need to extend this to the support documents too. This is where you explain how to do a full recovery, apply for a new license, etc.

Resources

We have also made some resources available to you to help attain the tools you need to undertake the training and support of our products.

These are now on the distributor section of the Avolites website.

If you do not have an account to the Avolites website, please apply for one

<https://www.avolites.com/user-login?returnurl=%2f>

Useful Links:

Avolites	http://www.avolites.com
Avolites Youtube	https://www.youtube.com/c/avolites
Avolites Facebook	https://www.facebook.com/Avolites/
Avolites Programmers and Users Facebook	https://www.facebook.com/groups/Avolites/
Avolites Titan One Programmers and Users Facebook	https://www.facebook.com/groups/AvolitesTitanOne/
Avolites Twitter	https://twitter.com/avolitesltd
Avolites Instagram	Avolitesltd or Avoliteslatino
Distributor Guidelines Resources	https://www.avolites.com/user-login?returnurl=%2f

Get In Touch

If after reading this document you still have questions about these guidelines, you can get in touch with you Avolites Account manager.

Also please let me know if you have any addition to this document.

You can find all details here below.

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