

INTELLIGENCE IN. AMAZING OUT.



How to Sell Digital Signage

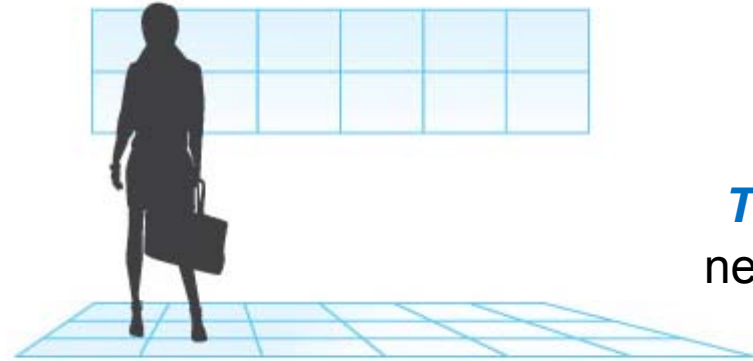
Step-by-Step Sales Techniques for Intel Technology Providers

March 2013



Intelligent Systems

Digital Signage: A Rapidly Growing Market



Today **2 million+**
networked out-of-home
displays

2015
22 million displays

Double-digit annual **growth**

\$7 billion in annual revenues

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Digital Signage: Applications Are Growing



Digital advertising



Wayfinding kiosks



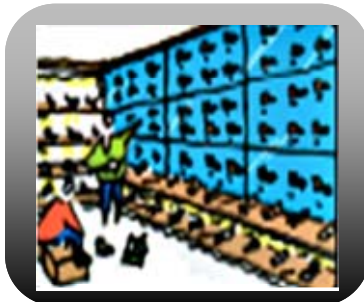
Check-in & search



Gesture windows



Shelf media



Touch/gesture walls



Smart workforce



Interactive tables



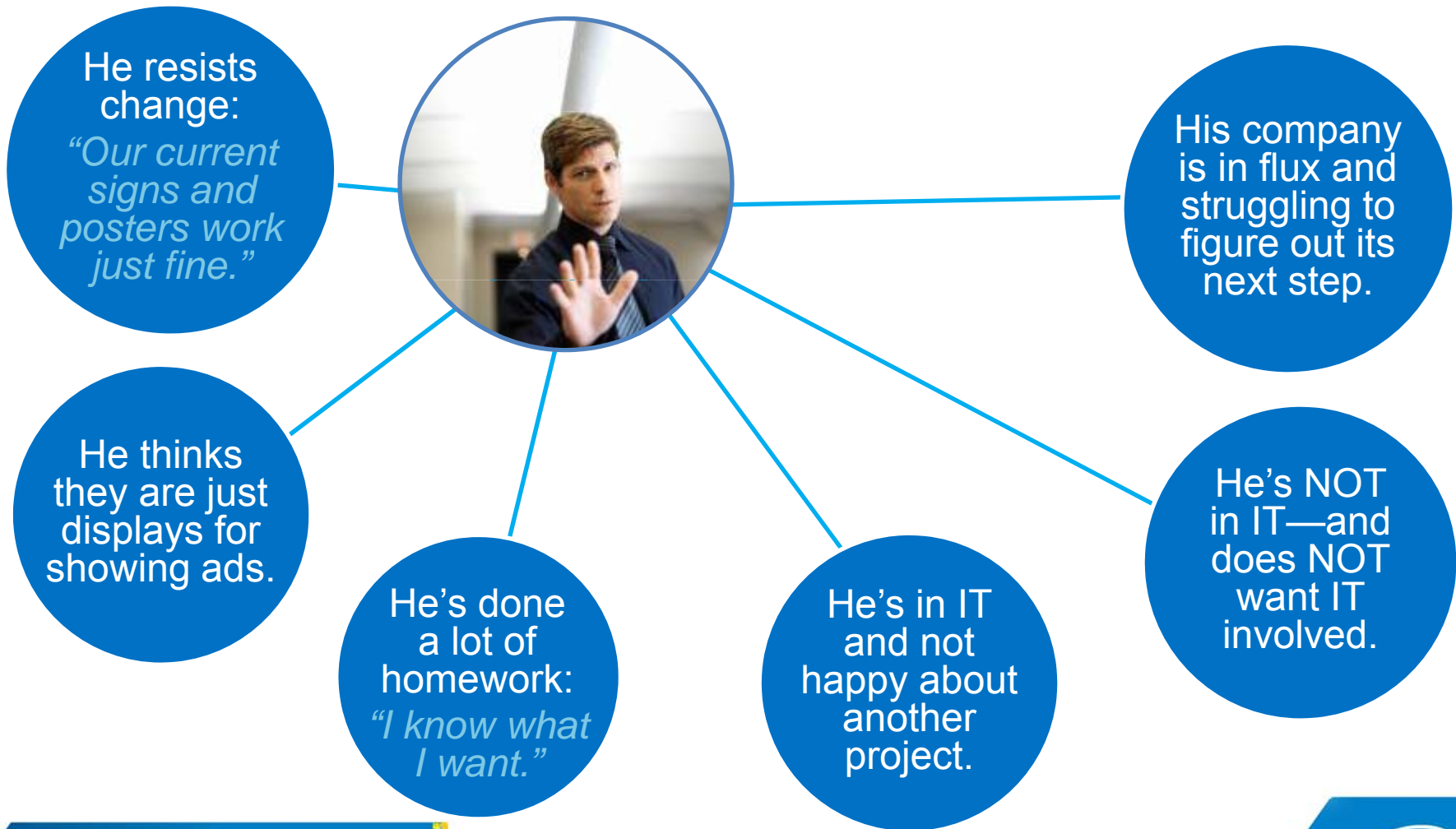
Check-out



Big media

Resistance to Buying

Even in a growing market — every sale can be a challenge



Making the Sale / What's Required



1. Knowledge

Big retailers use digital signs in their stores. So do small businesses, schools, colleges, hotels, restaurants, sports/entertainment complexes and more. **Get to know specific markets—the language and hot buttons—in order to sell effectively.**



2. Education

Digital signage is familiar to most people, but not well understood. The technology is evolving (displays, media players, software) and so are the form factors: traditional signs, touch screens, kiosks, embedded signs, menu boards, etc. **Be prepared to educate your prospects and explain all the different possibilities for using it.**



3. WIFM

You may be selling to the owner of a company, the head of sales/marketing, the CFO—or one person who does all three. IT may or may not be involved. A decision maker may have an A/V background. **Be prepared to tailor your sales presentation to different hot buttons.**

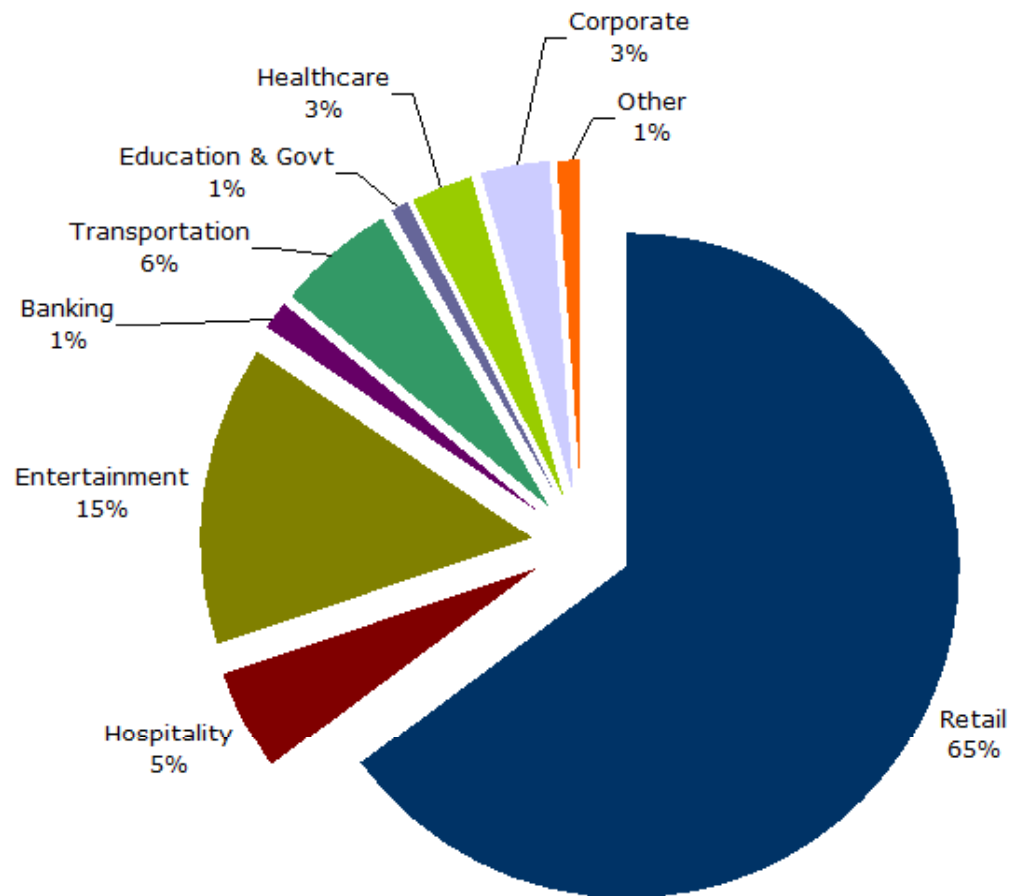


4. ROI

Digital signage is not just about flashy graphics and bells & whistles. It's a significant investment that offers proven ways to increase sales, enhance customer experiences, turn inventory faster and much more. **Talking technology alone won't get you far—be prepared to talk value and bottom line impact.**

Choose Your Markets

Retail is still the biggest, but other markets are large enough to deliver big potential and opportunities to specialize.



SOURCE: Northern Sky Research

Know the Industry Hot Buttons

Match capabilities to specific industry needs

Retail

- Shopper experience, ambience
- Promote sales/merchandize effectively
- Upsell, cross sell
- Drive inventory turn: Overstocks/Out of Stocks
- Personalize the Customer Experience
- Bring “online experience” into the store; Enhance Sales Floor /‘Bricks & Mortar’

Transportation Centers

- Traveler updates/scheduling
- Weather/news
- Simplify directions/ wayfinding
- Ambience: Entertain while waiting / queuing
- Security monitoring, Emergency Alerts
- Advertising

Hospitality

- Enhance Guest Reception/Guest Experience
- Updates on meetings, events, local activities
- Simplify directions / wayfinding
- Drive traffic to facilities (spa, restaurants)
- Weather/ News (Elevator/Welcome Boards)
- Menu Boards
- Ad revenue
- Security

Medical

- Patient experience
- Medical advice
- Ambience: Entertain while waiting
- Ad revenue
- HOSPITALS: Directions / Wayfinding Emergency Alerts Paging Security

Education

- Student experience
- Campus Schedules/Event Information
- Directions / Wayfinding
- Weather/ News
- Security Paging Emergency Alerts

Banking / Financial

- Client experience
- Promote offers, branding
- Ambience/Queuing

Corporate

- Tenant experience
- News/weather
- Ad revenue
- Menu Boards (Cafeteria)
- Emergency Alerts

Understand the Different Applications

Different companies will use the same technology in different ways



Classic Digital Signage



Interactive Digital Signage



Mobile Interaction



Kiosks



Menu Boards



Way Finding



Office Welcome



Guest Welcome

Be Prepared to Talk Value

Replace Posters

- Streamline communications
- Lower costs
- Respond faster to changing markets

Sales Promotion

- More promotions based on, seasons, demographics, inventory, price changes, etc.

Ambience

- Enhance customer experience
- Support sales
- Entertain while queuing

Branding

- Continuous support for brand via sign placement, content and interaction

Customer Support

- Enhance service by providing more ways to learn, engage and interact
- Support live sales/support

Targeted Promotions

- Drive sales of overstocks, upsell customers with related products
- Link signs to inventory/POS

Advertising

- Earn additional revenue by carrying 3rd party ads

Personalizing Experiences

- Use interaction and analytics to target information and offers that enhance the experience, build loyalty

Product Demonstrations

- Use education /demos to drive sales, enhance support and service

Directions / Wayfinding

- Simplify the customer experience
- Drive traffic to increase sales
- Opportunity for interaction and ads

Customer Demographics

- Know patterns by age, gender, time
- Use info for sales, operations, traffic flow

Monitor Operations

- Get accurate counts, monitor traffic flow, behavior in key locations

Security

- Instantly know if activity is taking place “off limits”
- See patterns of illicit behavior—i.e., shelf sweeping

Emergency Alerts

- Use strategically placed displays for alerting
- Enhance safety, comply with regulations

Employee Communications

- Use sign network for internal updates, training, security alerts, etc.

Put It All Together

Retail	Transport	Hospitality	Medical	Education	Banking	Buildings	Religion
Signs Kiosks POS	Signs Schedule Boards Kiosks Elevator Signs	Signs Schedule/Menu Boards Kiosks Elevator Signs	TV Signs Kiosks Elevators	Signs Schedule /Menu Boards Kiosks	Signs Kiosks	Signs Elevator Signs Kiosks	Signs Schedule Boards
Promote Merchandize Analyze Personalize Labeling Demos Branding Training Security Ads Visual Paging Emergency Alerts	Schedules Directions/ Wayfinding Ambience Entertain Queuing Weather/ News Security Emergency Alerts Ads	Welcome Meeting Info Directions / Wayfinding Weather/ News Ads Security	Information Ads Directions / Wayfinding Ambience Emergency Alerts Paging Security	Schedules Information Directions / Wayfinding Weather/ News Emergency Alerts Paging Security Promote Ads	Promote/ Merchandize Ambience Queuing Analyze Branding Security Weather/ News Emergency Alerts	Paging Emergency Alerts Menu Boards (Cafeteria) Weather/ News Emergency Alerts Ads	Information (Sermons/Hymns) Paging Emergency Alerts

Tailor Your Message to Your Audience

Owners

- ▶ Overall support for the business
- ▶ ROI
- ▶ Reliability
- ▶ Scalability



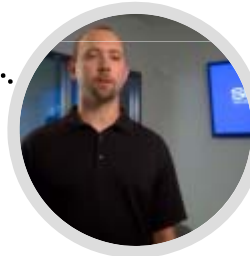
Sales

- ▶ Speed
- ▶ Availability
- ▶ Customizability
- ▶ Personalization
- ▶ Measurement



CFO

- ▶ Initial Cost
- ▶ Ongoing Costs
- ▶ Savings
- ▶ Revenue potential
- ▶ Overall ROI



IT Manager

- ▶ Performance
- ▶ Reliability
- ▶ Integration
- ▶ Upgradeability
- ▶ Easy to administer

Be Prepared to Be Judged on the Following

- | | |
|---|-------------------------------------|
| Overall cost of the system | <input checked="" type="checkbox"/> |
| Cost of management and maintenance | <input checked="" type="checkbox"/> |
| Hidden costs | <input checked="" type="checkbox"/> |
| Overall projected value (Revenue, Lower Costs) | <input checked="" type="checkbox"/> |
| Manufacturer brand/reputation | <input checked="" type="checkbox"/> |
| Reseller reputation | <input checked="" type="checkbox"/> |
| Longevity/Scalability | <input checked="" type="checkbox"/> |
| Reliability | <input checked="" type="checkbox"/> |
| Integrate with existing IT solutions | <input checked="" type="checkbox"/> |
| What disruption will the installation cause | <input checked="" type="checkbox"/> |
| How easy is it to train our staff to use the system | <input checked="" type="checkbox"/> |



Your Sales Presentation Needs to Address...

Whatever solution you are presenting must be linked to what you have learned about the business objectives and issues.

Business Objectives

- More sales
- More customers
- More sales per customer
- More sales per location
- More higher margin sales
- Lower operating costs
- More productivity from sales/support associates

Business Issues

- High cost of marketing
- Getting “mindshare” of customers
- Standing apart from competition
- Tailor messages to demographics
- Lack of brand differentiation
- Fast moving product cycles/inventory turn
- Products are poorly understood

Business Value

- Enhanced Customer Experience
- More brand/marketing exposure at lower cost
- More opportunities for personalized messaging
- More sales, more sales per customer/location
- Fewer inventory write-offs
- More demonstrated instances of cross-selling
- Lower rates of shoplifting, security issues

Positioning Digital Signage Solutions

Basic

Starter Solution:

- ▶ Plug & play package: Single player/ screen
- ▶ Content: still images, video; no real-time Video/Web feeds
- ▶ No audience analytics.
- ▶ No in-house technical support needed
- ▶ Options to grow—when the time is right

TYPICAL PLATFORM:
Intel® Core i3 or Intel® Atom

Mainstream

Keep Growing:

- ▶ Single player/multiple screens
- ▶ Content: HD video blended with real time feeds
- ▶ Touchscreen input/mobile device integration
- ▶ Audience analytics
- ▶ Options to expand

TYPICAL PLATFORM:
Intel® Core i5

High Demand

Competitive Edge:

- ▶ Multiple players, multiple displays (i.e., video wall)
- ▶ Content: Extensive blending with real time feeds
- ▶ Touchscreens, mobile, gesture
- ▶ Proven reliability/ proven performance
- ▶ Investment protection

TYPICAL PLATFORM:
Intel® Core i7

Evaluating a Sales Opportunity

Here are some of the key questions you can use to “scope out” a potential opportunity in digital signage. It’s important to start with a “big picture” approach. There will be plenty of time later to get further into the details of hardware and software selection.

1. What is the basic size and scope of the digital signage solution you have in mind?

- Number of locations
- Number of screens/display devices per location
- Identify other factors that will dictate the size and scope of your solution: _____

2. What is your timeline for implementing your solution?

- 3 months 6 months
- One year
- Are there other activities that this is contingent upon (e.g., completing construction/renovation on other locations): _____

3. Who are the major decision makers who will impact this project?

- CEO CFO IT
- CMO Customer Service
- Other decision makers (e.g., line of business owners): _____

4. What is your intended audience?

- Customers Visitors
- Employees
- Other audiences: _____

5. What are your objectives?

- Drive sales
- Enhance brand awareness
- Educate and inform
- Create a more sophisticated customer experience
- Internal communications
- Monetize your displays

6. What kind of content do you intend to show?

- Slides with text and pictures
- HD video
- Animated graphics (e.g., Flash graphics)
- Advertisements
- 3D content (glassless)
- Live feeds such as from network TV or the Web
- Information drawn from internal databases (such as a calendar of events, menu items, etc.)
- Information from external data sources (such as weather, traffic, local news, etc.)
- Other: _____

7. How do you plan to create content?

- Use in-house resources
- Hire an agency
- Acquire ready-made content
- Rely on the product manufacturer
- Other content resources: _____

8. How you are going to manage your content?

- Locally Centrally
- Centrally with a provision for limited localization _____

9. What screens are right for you?

- Floor-standing, poster-like stands
- Monitors hanging from the ceiling
- A video wall
- Interactive kiosks
- Screens embedded in other devices, such as gas pumps or vending machines
- Other options: _____

10. Where do you intend to place display devices/screens?

- Near entrances/exits
- Check-out/point of sale areas
- Waiting areas
- Aisle end caps
- Out of doors
- Other locations: _____

11. What level of interactivity are you looking for?

- No interactivity—a one-way broadcast of information
- Touch-screen interactivity (single or multitouch)
- Touchless interactivity (e.g., gesture-based) screens
- Interactivity via mobile devices
- Content gets triggered by a scheduled event

11. (Cont.)

- Content gets triggered by the age/gender of the viewer
- Other forms of interactivity: _____

12. How do you plan to measure the performance and ROI of your digital signage solution?

- Audience demographics gathered in real time
- Awareness and recall surveys conducted after the fact
- Sales performance (e.g., sales data linked to the time when specific content is showing)
- Social media analytics
- Usage analytics
- Other ways of measuring performance: _____

13. How do you plan to manage your digital signage network?

- Asset management
- Software updates
- Security
- Remote repair and diagnostics
- Other ways of managing your solution: _____

14. How many nodes will exist in a full digital signage network deployment?

- <100
- < 500

Final Thoughts: Paint the Value Picture

- Your digital signage solution already “exists” in the mind of the buyer (i.e. a solution that will solve his/her problems)
- To win the sale: create a matching vision between your solution and the capabilities it will deliver to solve those problems
- *Paint a picture* of what the customer’s world will be like after making the investment in your solution



The Ultimate Decider

People make *emotional* buying decisions for **logical** reasons.

Emotion: They get excited about their ability to satisfy the need that motivates the change

Logic: They develop a rationale to explain or justify their decision



Your job is to provide the logical basis (i.e., the value) for motivating the change.



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