

SEMINAR SPOTLIGHT

TUNING A ROOM FOR MAXIMUM PERFORMANCE & PROFIT



Jason Ehrlich
Strategic Marketing
Administrator

Jason has spent a majority of his 20 years at Kinetics ensuring that the acoustical design is properly implemented in commercial projects. Acting as the interface between acoustical consultants, sales reps, designers, and contractors exposed Jason to thousands of projects large and small. More recently he has turned his focus to marketing the noise control and acoustic market groups for both commercial and residential applications. These new efforts include developing website content, training representatives, and speaking at tradeshows and for professional organizations.

kineticsnoise.com



In this jam-packed hour you will learn the fundamentals of acoustics and noise control. You will discover how to offer your client a basic acoustic report based on their specific room in less than ten minutes! Learn how to take acoustic knowledge and turn it into product sales as you partner with the manufacturer who can deliver the widest variety of acoustical and noise control products on the planet.

Knowledge- Every sales professional understands how product and theory knowledge makes the sale. While the world of acoustics has a lot of rules, Kinetics has the experience to help position you as the subject matter expert. Whether it is through room analysis, product selection, or installation, we will be your partner from napkin sketch to the first time the equipment gets powered up.

Scale- Learn about how you can provide a solution for the discriminating client who demands that the acoustics be perfectly tuned for their particular equipment, furniture, and seating position. Create the perfect environment by covering all the acoustic treatment with a beautiful starfield ceiling, complete with constellations and shooting stars. Perhaps your client is eighty feet away from a train track and the theater area is subject to low frequency vibration problems and you need a solution. Every room needs to be acoustically treated to bring out the subtle details that high-end equipment delivers; Kinetics is ready to assist you with every project from the small listening room to entire house acoustic and noise control treatment.