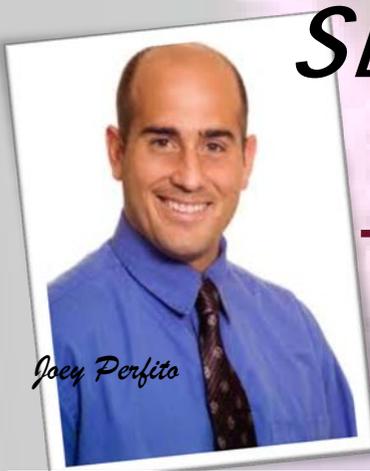


## SEMINAR SPOTLIGHT



Joey Perfito



Mark Blanton

## THE ART OF THE DEMO

Joey Perfito is the Regional Sales Manager for Paradigm and Anthem. Joey is an industry veteran of 19 years, working for both custom integrators and manufacturers. He began as a technician during the early 2000's economic boom. He worked for 2 of the most prestigious AV companies in Orlando. Joey spent 12 years as Tributaries' National Trainer and National Product Specialist. In 2010, he was among the 25 recipients of Custom Retailer's "Young Turks of CE". In 3 1/2 years, Paradigm and Anthem have taken Joey's level of selling, education, and business acumen to new heights. He understands the issues, challenges and opportunities today's integrators and retailer's face on a daily basis.



ANHEM

Getting them into the store is hard enough but you did it. Now what do you do once you get em through the door?

Moving somebody emotionally with a demonstration of something initiates an urge to purchase, which is exactly what you want. Learn how to effectively plan and execute a controlled demonstration.

Learn how to be effective and in control of the demo.

- \* What you do with the time....
- \* When to demo and when not to.....
- \* What questions to ask and what not to ask...

This will be a comprehensive approach about giving a good demonstration in order to close a sale.

Your presenters are a retailer and a manufacturer, covering demonstrations to retailers and from retailers to consumers.

Mark Blanton is an owner operator of a local Cincinnati mobile electronics store. He sells and installs. Mark has been able to present professional looking and functioning displays and loading them with more expensive better product. In the end, the tickets are bigger and the wow factor is higher. Mark's displays and his approach are working. He grew up in the industry from the install bay and has had a hand in countless Cincinnati systems that have gone over and above what customers walked in for. Mark's enthusiasm and technique to a demo have set him apart from the rest.

