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ACROW LTD
SCAFFOLDING·FORMWORK·FALSEWORK

Remote Sales Rep Mixes Showcase With Manufacturer's Materials For Successful Sales Meetings

Imagine this: You walk onto a construction site. You've scheduled 15 minutes to pitch the site manager or company owner, but in reality you've got about 15 seconds to earn his attention.

If you pull out a laptop, you risk evoking memories of bland PowerPoint presentations, frozen screens, and time-wasting reboots. If you choose to bring paper materials, Murphy's Law dictates you'll have the wrong set. (Or, if you've taken the 'kitchen sink strategy,' your back will have begun a revolt by the time you two find a place to talk.)

Sales Nightmare?
No, Cliff Davis's Reality.

As the National Formwork Manager for Acrow, a construction support firm in New Zealand, Davis has seconds to pitch complex solutions to his busy audience. When he meets them on-site, there's no time to wait for PowerPoint, nor sift through a quiver of brochures.

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I was looking for a new way to stand out. Showcase fit perfectly. It opens prospects' eyes right up. We're better prepared to answer their questions, and respect their time.

"If I can show them something different –something they can assess quickly- they love it," explains Davis. "They'll take the time to watch a short video, and consider what I'm offering."

As the leader of a small sales agency for Doka, a large European construction formwork manufacturer, Davis can draw on a library of enterprise-grade animations and videos. But he's free to market Doka's product line in the format that he prefers.

Independent, but Integrated.

In his search for a tablet sales app, Davis considered an array of options before choosing Showcase; "I needed something that would be easy to update, and share those updates with my team easily. Showcase fit my needs perfectly."

Even though Doka had developed and shared their own proprietary tablet sales app with their global network of reps, Davis stuck with Showcase; "It's easier to use, and more attractive. That helps to make a good first impression, and

holds my prospect's attention past that initial hurdle."

In sales meetings, Davis reports that his prospects 'just get it' when he shows them a demonstration video on his Android tablet. He doesn't worry that the tablet will freeze like a laptop. And he doesn't have to explain technical concepts, as he would with paper materials.

Promising Results

In the short time that Davis's team has been using Showcase, they've already seen encouraging results. Because prospects quickly grasp how their projects could benefit, they make decisions faster.

Davis and his team remain calm and confident with the inevitable follow-up questions; "We can show relevant answers immediately. We couldn't do that with paper materials, because we never knew what they would ask about. If we were on a laptop, we'd interrupt the conversation while we hunted for the right file. Either way, we didn't look as professional as we would have liked. With Showcase, we do."

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