How to Sell Digital Signage
Step-by-Step Sales Techniques for Intel Technology Providers

March 2013
Digital Signage: A Rapidly Growing Market

2015
22 million displays

Today 2 million+
networked out-of-home displays

Double-digit annual growth

$7 billion in annual revenues
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

He resists change: “Our current signs and posters work just fine.”

He thinks they are just displays for showing ads.

He’s done a lot of homework: “I know what I want.”

He’s in IT and not happy about another project.

He’s NOT in IT—and does NOT want IT involved.

His company is in flux and struggling to figure out its next step.
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

**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
- Ad revenue
- Menu Boards (Cafeteria)
- Security Paging Emergency Alerts

**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

**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

<table>
<thead>
<tr>
<th>Replace Posters</th>
<th>Sales Promotion</th>
<th>Ambience</th>
<th>Branding</th>
<th>Customer Support</th>
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</thead>
</table>
| • Streamline communications  
• Lower costs  
• Respond faster to changing markets  | • More promotions based on, seasons, demographics, inventory, price changes, etc.  | • Enhance customer experience  
• Support sales  
• Entertain while queuing  | • Continuous support for brand via sign placement, content and interaction  | • Enhance service by providing more ways to learn, engage and interact  
• Support live sales/support  |

<table>
<thead>
<tr>
<th>Targeted Promotions</th>
<th>Advertising</th>
<th>Personalizing Experiences</th>
<th>Product Demonstrations</th>
<th>Directions / Wayfinding</th>
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| • Drive sales of overstocks, upsell customers with related products  
• Link signs to inventory/POS  | • Earn additional revenue by carrying 3rd party ads  | • Use interaction and analytics to target information and offers that enhance the experience, build loyalty  | • Use education/demos to drive sales, enhance support and service  | • Simplify the customer experience  
• Drive traffic to increase sales  
• Opportunity for interaction and ads  |

<table>
<thead>
<tr>
<th>Customer Demographics</th>
<th>Monitor Operations</th>
<th>Security</th>
<th>Emergency Alerts</th>
<th>Employee Communications</th>
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</table>
| • Know patterns by age, gender, time  
• Use info for sales, operations, traffic flow  | • Get accurate counts, monitor traffic flow, behavior in key locations  | • Instantly know if activity is taking place “off limits”  
• See patterns of illicit behavior—i.e., shelf sweeping  | • Use strategically placed displays for alerting  
• Enhance safety, comply with regulations  | • Use sign network for internal updates, training, security alerts, etc.  |
### Put It All Together

<table>
<thead>
<tr>
<th>Retail</th>
<th>Transport</th>
<th>Hospitality</th>
<th>Medical</th>
<th>Education</th>
<th>Banking</th>
<th>Buildings</th>
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**Promote**
- Merchandise
- Analyze
- Personalize
- Labeling
- Demos
- Branding
- Training
- Security
- Ads
- Visual Paging
- Emergency Alerts

**Inform**
- Schedules
- Directions
- Wayfinding
- Ambience
- Entertain
- Queueing
- Weather
- News
- Security
- Emergency Alerts

**Information**
- Ads
- Information
- Directions
- Wayfinding
- Ambience
- Entertain
- Queueing
- Weather
- News
- Security
- Emergency Alerts

**Paging**
- Alerts
- Emergency Alerts

**Ambience**
- Demos
- Branding
- Security
- Weather

**Security**
- Alerts
- Emergency Alerts

**Alerts**
- Paging
- Emergency Alerts

**Visual Paging**
- Info

**Demos**
- Branding

**Security**
- Alerts

**Weather**
- Weather

**News**
- News

**Alerts**
- Alerts

**Menu Boards**
- Cafeteria

**Weather**
- Weather

**News**
- News

**Emergency Alerts**
- Alerts

**Menu Boards**
- Cafeteria

**Emergency Alerts**
- Alerts

**Advertising**
- Ads

**Entertain**
- Ambience

**Queueing**
- Queueing

**Promote**
- Merchandize

**Merchandize**
- Merchandize

**Analyses**
- Analyze

**Branding**
- Branding

**Security**
- Security
Tailor Your Message to Your Audience

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

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

Sales
- Speed
- Availability
- Customizability
- Personalization
- Measurement

IT Manager
- Performance
- Reliability
- Integration
- Upgradeability
- Easy to administer
Be Prepared to Be Judged on the Following

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

<table>
<thead>
<tr>
<th>Business Objectives</th>
<th>Business Issues</th>
<th>Business Value</th>
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<tbody>
<tr>
<td>□ More sales</td>
<td>□ High cost of marketing</td>
<td>□ Enhanced Customer Experience</td>
</tr>
<tr>
<td>□ More customers</td>
<td>□ Getting “mindshare” of customers</td>
<td>□ More brand/marketing exposure at lower cost</td>
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<tr>
<td>□ More sales per customer</td>
<td>□ Standing apart from competition</td>
<td>□ More opportunities for personalized messaging</td>
</tr>
<tr>
<td>□ More sales per location</td>
<td>□ Tailor messages to demographics</td>
<td>□ More sales, more sales per customer/location</td>
</tr>
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<td>□ More higher margin sales</td>
<td>□ Lack of brand differentiation</td>
<td>□ Fewer inventory write-offs</td>
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<tr>
<td>□ Lower operating costs</td>
<td>□ Fast moving product cycles/inventory turn</td>
<td>□ More demonstrated instances of cross-selling</td>
</tr>
<tr>
<td>□ More productivity from sales/support associates</td>
<td>□ Products are poorly understood</td>
<td>□ Lower rates of shoplifting, security issues</td>
</tr>
</tbody>
</table>
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

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

High Demand
- **Competitive Edge:**
  - Multiple players, multiple displays (i.e., video wall)
  - Content: Extensive blending with real time feeds
  - Touchscreens, mobile, gesture
  - Audience analytics
  - Options to expand
  - Proven reliability/ proven performance
  - Investment protection

**TYPICAL PLATFORM:**
- **Basic:** Intel® Core i3 or Intel® Atom
- **Mainstream:** Intel® Core i5
- **High Demand:** 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 are you 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

12. How do you plan to measure the performance and ROI of your digital signage solution?
    - Audience demographics gathered in real time
    - 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

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INTELLIGENCE IN. AMAZING OUT.
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.*