



A Reseller's Roadmap to Addressing Digital Signage Concerns



INTRODUCTION

Digital signage opportunities for resellers are endless. However, VARs and integrators are not taking advantage of this.

“ In a recent survey by Commercial Integrator, over 55% of integrators said they do not sell digital signage. ”

Yet, in the same survey, over 93% of small and medium-sized businesses said they are likely to buy digital signage.

If you're facing #resellerprobz and are struggling to sell digital signage and address client concerns, look no further! This playbook provides a series of common client objections resellers face, and tips to overcome them. You'll quickly see yourself mastering the art of handling client objections!



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COST OF TRAINING

Some of your clients will be budget-conscious e.g. those purchasing 1-2 digital menu boards or digital building directories. They will most likely object to paying for training so they can lower the overall cost of the project.

While most digital signage software is easy to use, the reality is that most of your clients are either new to digital signage, not tech-savvy, or lack time to learn a brand new software.

How to rationalize training costs:

- Compare the cost of the training vs the cost of their time. Your clients will spend more time learning on their own terms vs spending 1 hour in a paid training session.
- Let your client know they can have as many members of their team sit in on the training.

Common concerns include:

- "I don't need it, I'm in IT."
- "I've used digital signage before."
- "If the solution is so easy to use, why do I need training?"

PRICE OF THE MEDIA PLAYERS

Common concerns include:

- "Why is the price so steep initially?"
- "What comes with this price?"
- "Why should I pay for additional services beyond the hardware?"

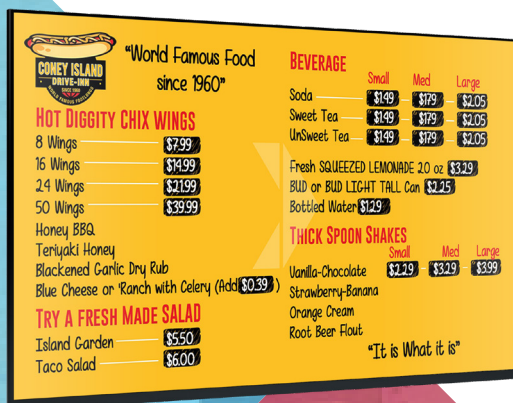
When it comes to digital signage, your clients will bring up the steep startup cost of the hardware, as well as the ongoing costs for additional services.

For subscription-free solutions, the initial price point is higher because the software is included. This lowers the requirement for an ongoing recurring subscription.

The upfront cost may be reduced by including an ongoing cost if needed.

What to consider when justifying the price point:

- Your clients will free up their budgets and have the ability to create their own content.
- There's a dedicated cloud-hosted SaaS model that can be updated via the website from anywhere, anytime.
- There's free technical support.



COST OF IMPLEMENTATION AND CREATIVE SERVICES

Common client concerns include:

- "With building directories, why do I need additional Implementation Services when design is purchased?"
- "I'm not looking for another additional service."
- "I thought this program was easy to use."

You'll have clients that don't understand the benefits of creative services. This includes getting the software configured for them and having a team of signage experts create customer screen layouts for their digital signage.

Most clients are either new to digital signage or do not understand the depth of the software. Implementation services help clients get from A to B as quickly as possible, saving them time and money.

Things to consider when selling implementation and creative services:

- Most clients are not digital signage savvy.
- Clients receive guidance on project planning and ongoing content management.
- This service removes the additional time that their team members need to spend creating templates.



ONGOING/RECURRING FEES

Clients are attracted to one-time cost options. The discussion of additional product offerings or services can quickly become a deterrent if your client is looking for a one-time payment.

Things to consider when justifying recurring fees:

- This cost provides elevated support for clients and their team.
- SaaS licensing and support both have recurring costs in any industry.
- These features will add value to your client's user base.
- Clients are getting higher levels of support or more features.

Common client concerns include:

- "I don't need support or ongoing services."
- "I'm pretty tech savvy."
- "I don't want ongoing fees."



ON-PREMISE VS. CLOUD

Common client concerns include:

- "Our company mandates LAN only."
- "We have highly sensitive data that we don't want to get out there."
- "We want to be able to host and control the environment of our information."

Often times, clients have sensitive data that they do not want hosted in a cloud environment e.g. hospitals or government offices. Instead, they try to opt for an on-premise solution because they believe it is more secure.

The industry is making a shift away from LAN solutions due to the robust securities of cloud-hosted platforms.

How to validate the efficiency of cloud-based software:

- Cloud-based software allows for content to be pulled from your LAN securely.
- The cost discrepancy between an on-premise and cloud hosted solution is significant.

SITE SURVEY COST

Clients often question the need for a site survey as they see it as an unnecessary cost to their purchase, especially where they have purchased install services.

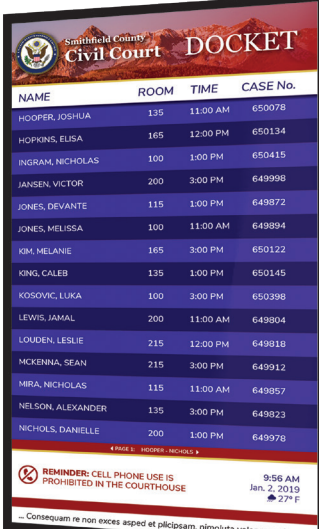
Site surveys are an installation standard practice. They are performed to ensure that the professional installation team is able to inspect the space before mounting your solutions.

Ways to handle the objection include:

- Site surveys ensure everything on-site is ready to go before the installation begins
- Makes sure no hiccups happen in the installation process.
- Site surveys protect clients from overage charges such as additional materials, truck rolls, etc.

Common client concerns include:

- "Why do I need a site survey?"
- "Is this a standard practice?"
- "Do I really need this for one screen?"
- "Can the survey and install be done all at once?"



NAME	ROOM	TIME	CASE No.
HOOPER, JOSHUA	135	11:00 AM	650078
HOPKINS, ELISA	165	12:00 PM	650134
INGRAM, NICHOLAS	100	1:00 PM	650415
JANSEN, VICTOR	200	3:00 PM	649998
JONES, DEVANTE	115	1:00 PM	649872
JONES, MELISSA	100	11:00 AM	649894
KIM, MELANIE	165	3:00 PM	650122
KING, CALLEB	135	1:00 PM	650145
KOSOVIC, LUKA	100	3:00 PM	650398
LEWIS, JAMAL	200	11:00 AM	649804
LOUDEN, LESLIE	215	12:00 PM	649818
MCKENNA, SEAN	215	3:00 PM	649912
MIRA, NICHOLAS	115	11:00 AM	649857
NELSON, ALEXANDER	135	3:00 PM	649823
NICHOLS, DANIELLE	200	1:00 PM	649976

REMINDER: CELL PHONE USE IS PROHIBITED IN THE COURTHOUSE

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Jan. 2, 2019
27° F

... Consequam re non exces asped et plicipiam, nimoluta valor magni...

BULK DISCOUNTS

Clients often bring up the question of bulk discounts when their order is large. They are curious to see how they can bring the cost down, without eliminating services.

Bulk discounts should be at the partner's discretion, and they should be used to accelerate the purchases or be used to upsell.

Common client concerns include:

- "I have to have this under X dollar value in order to purchase, what can you do to lower the price?"
- "Do you offer discounts for large orders?"

Ways to handle the objection include:

- Usually, bulk discounts are available on orders of 50 units or more.
- Discounts may be available on multi-year contracts, would your client be interested in a 2 or 3-year agreement?

SPLITTERS

Common client concerns include:

- "Is there a lower-cost option?"
- "Can I just use a splitter?"

Clients will often be reluctant to purchase a device for each screen and would rather opt to use a splitter.

Commercial-grade media players have significant graphics processing power, however, they are designed for only one screen.

Things to consider about using splitters :

- If clients use a splitter, all of their content will go down if the device goes down, i.e., "single point of failure."
- Your client will be locked into the same content on all screens.



USB DRIVE/POWERPOINT

Common client concerns include:

- "Can I just use a USB drive?"
- "It's cheaper to use a USB."

Clients will often ask why they should purchase media players and why they can't just stick a USB into their screen or use a PowerPoint.

Clients often mistake USBs for digital signage, thinking they have the same capabilities. However, this is a myth. USBs are NOT digital signage. The client does not get remote management and they are limited in the types of content they can display when they use a USB.

Things to consider when using USBs:

- USB sticks are static memory, not dynamic processing hardware.
- Clients will need to climb up to the TV to take the USB out and update it, then plug it back in.
- USBs can only show content in slideshow format instead of multiple zones.

CONTENT DESIGN SERVICE

Clients often want content designs for digital menu boards or building directories, but when they see the price, they are reluctant to pay for the design service.

Visuals speak louder than words. Clients may be more likely to purchase design services if they are provided with design examples.

Common client concerns include:

- "I don't need support or ongoing services."
- "I'm pretty tech savvy."
- "I don't want ongoing fees."

How to rationalize design services:

- If your client has a design deadline, this service will make it easier to meet.
- Your clients will not have to worry about constantly updating templates themselves.



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RESELLER TIP: NO MARGIN ON PROSUMER PRODUCTS?

Many first time resellers of digital signage are attracted to inexpensive media players thinking this is a scalable way to grow their bottom line.

Conditions to consider when analyzing margins:

- ▾ Lower end, prosumer solutions are not designed for commercial use.
- ▾ Lower-end digital signage solutions result in higher support required from resellers long-term.
- ▾ Clients do not typically get commercial levels of tech support and content assistance, i.e., where the margins are.
- ▾ Resellers should strive to sell COMMERCIAL solutions only, for the reasons listed above plus brand value.

CONCLUSION

Handling client concerns doesn't have to be an obstacle. With these tips, you'll feel confident in reselling digital signage to your clients.

Common client concerns include:

- ▾ "Why are my margins so low?"
- ▾ "I thought lower-end media players were a solution to cost-sensitive clients."



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