

## **Adventure SUV Demo Site Web-to-print Salesperson Talk Track**

- 1) Before going through this script and demonstration, you should read and understand the **Adventure SUV Case Study**.
- 2) Print a copy and give it to your prospect before your scheduled demo meeting. It will help you both to better understand the demo scenario, so that you can more effectively walk them through the features of our Web-to-print solution that are inherent to the demo site.
- 3) The scripted words below that are in italics are suggested verbiage for you to use. Once you get comfortable with giving these demonstrations, you will find your own words to tell the story.

Before getting started, you should set up a user name and password that you will use whenever you show this site to someone. That way, you won't have to keep doing new logins.

**To get started, go to [www.adventuresuv.redirectme.net](http://www.adventuresuv.redirectme.net).**

*SALESPERSON: As you know from reading the case study, Adventure SUV wanted to better manage their brand while also helping their dealers with more effective marketing. Using our Web-to-print system, we created an online catalog of tools and resources that corporate and all of their dealers could use to market, sell and service their vehicles. As you can see, we set up four categories for the items. Let's take a look at their stationery items.*

From the Adventure SUV home page, click on the title of the first section listed or click on the image of the car on the left.

*SALESPERSON: We are looking at this site from an admin level, so we see both a 2-color and 4-color version of these cards, but if we were logged in under another user, we would only see one of these. This helps the company manage the ordering of items and the associated cost of printing. Let me show you how easy it is to customize and order a business card.*

Select the 4-color card by selecting Choose Template from the right. Then enter your user name and password in the Recurring Customer section. You will see a card on the left and quantity information on the right. Select Create New under the quantity box.

*SALESPERSON: Notice that titles and dealer locations have been preset and are displayed as drop down windows so it's easier for users to just select what they want rather than retype. This ensures consistency and accuracy. Notice too that the only other variable information I can enter is phone number and email. The address and website are preset in the template based on the dealer location chosen. This is a real time saver for people placing orders. I'll just enter some information so you can see how the system will generate an instant proof that you can either accept or go back and edit in case you typed something wrong.*

Enter a name, phone and email and then click Save.

SALESPERSON: *Notice that there's also pre-assigned quantities. I'll check the approval box, select 250 and submit the order. Now I'd like to show you just how easy it is to do a mailing.*

Now select Dealer Sales and Marketing Tools from the Home page, then select Marketing Postcards.

SALESPERSON: *Let's take a look at each of these postcards. The basic one on the left includes three different versions. You just select one, add your contact information, upload a list and you're done. We call this a static item.*

Select the basic postcard so they can see the fronts of the three versions, then go back.

SALESPERSON: *Now we'll take a look at the advanced postcard, which is a true variable postcard.*

Select the advanced postcard and then select Create New.

SALESPERSON: *As you can see from the drop down menus, we are essentially customizing the card by choosing the back offer we want as well as one of three front postcard designs. I'll fill in some selections and then we'll see an online proof.*

Complete this page and then select Save.

SALESPERSON: *You can see that now the card is customized with everything I selected. All I need to do now is order the quantities that I need and upload a mailing list.*

No need to fill anything in here, but scroll down the page to show the front and back of the card.

SALESPERSON: *Now I'd like to show you even more customization the system offers. Let's order a banner and you'll see that we have given the user some options attached to this item.*

Select Home, then select Dealer Sales and Marketing Tools, then select the second item, Showroom Banners and then select Choose Template, then Create New. Then select any banner and hit Save.

SALESPERSON: *In the upper right you can see that I'm now being asked if I want to order a banner stand for my banner.*

Enter 1 in the quantity field and then click Add to Order.

SALESPERSON: *Now you can see our shopping cart view. Notice the field to the right called, Cost Center. When you select the drop down arrow you can see that we have cost centers defined by department. This area can be customized to fit your needs. It can be used for office locations, or other defined cost centers in your company. It helps with budgeting and cost control. Now before we end this session today, I'd like to just briefly show you the type of reports that can be generated from this system.*

Select Reports from the left menu bar.

*SALESPERSON: As you can see there are a number of reports that you can view with the flexibility of either selecting a particular order to view or by type, status or date range, as well as inventory reports.*