

# Destination Audio

## *Our Dealer Support Program Gives You the Tools to Grow Your Business and Increase Your Profits*

### **Comprehensive Product Offering**

Imagine how much easier it would be to work with one company for all your audio needs. No more having to work with one company for your speakers and another for your electronics. Imagine the time saved in ordering, accounts receivable and day to day communication. Let's not forget the higher margins that can result from purchasing from fewer companies. Now, add to that the fact your one source for audio products is only selling to a select group of distributors, and gone is the concern any trunk slammer can sell the same products you do.



### **Support**

Anyone can import audio products from China and call themselves a manufacturer. However, when you come across a company which has great customer service, understands your needs and can provide you with the tools and programs to succeed, you don't call them a manufacturer, you call them a partner. As a privately held company, we answer to our most important shareholders, our customers.



### **Proactive Marketing Programs**

Proactive sales and marketing can be a real struggle for small businesses. There is so much to do and there never seems to be enough time. Destination Audio can help you with your sales and marketing efforts. We can help with custom designed literature, ed-op articles for local newspapers, display material for your builder's model homes and show room, provide leads and; if you so desire; list your company on our web site.





## Model Home / Demo Product Program

The most effective way to sell your products and services is to demonstrate them. This means more than just hooking up some equipment and turning up the volume. It means showing your customers the value in your services as well as your products. You can effectively and professionally show your customers the benefits they will receive from your products with Destination Audio's Model Home and Demo Product Programs. Additionally, you can offer reduced rate and free products to your builders.



## Training

Your customers rely on you because you are the expert. When you have a good working knowledge of designing and installing audio systems, it shows. Training from Destination Audio will not only turn your install crew into audio experts, but also show you ways to increase your revenue and profitability/profits through add-on products and features. After all, leaving money on the table for another installer is no fun.



## Builder Support Program

Remember the first time you talked to a builder about technology? Most of these conversations fall on deaf ears. Why? Because the builder is more concerned with the marketability of their homes than the technology of their homes. Show them how they can increase their profits and separate themselves from their competition, and you will have their full attention. The Destination Audio Builder Support Program provides them with just that...give us a call and we will show you how it works.

**Quality Products...**

**Excellent Support...**

**Proactive Marketing Programs!**

