


IDENTIFYING THE RIGHT PRODUCT FOR YOUR CUSTOMER

An eLearning Scenario Example

NAVIGATING THIS MODULE

OBJECTIVES

Upon completion of this module you will be able to:



Notes


Search

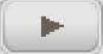
Slide Notes


Upon completion of this module you will be able to:

- Describe the primary enhancements of the 1.1 release
- List the brands and years of Smart TV that included in this release
- Describe how Sonos distribution works on the remote
- Recall the process for adding a Smart TV to your new or existing Savant

15 Minutes 26 Seconds Remaining










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00:03 / 00:23









Click this Button to Skip this Slide



OBJECTIVES

Upon completion of this module you will be able to:

- Identify typical customer types
- Recognize features of each product that align with each customer type
- Develop and conduct a “demo” of the ideally suited product experience for each customer type





SOLUTIONS FOR A MORE
HARMONIUS LIFESTYLE

PRODUCTS FOR THE TECH-
FORWARD CUSTOMER

A PROBLEM SOLVED OR
OPPORTUNITY CREATED



SHOWCASE RELEVANT
FEATURES

MATCH CUSTOMER
CHARACTERISTICS TO
PRODUCT FEATURES

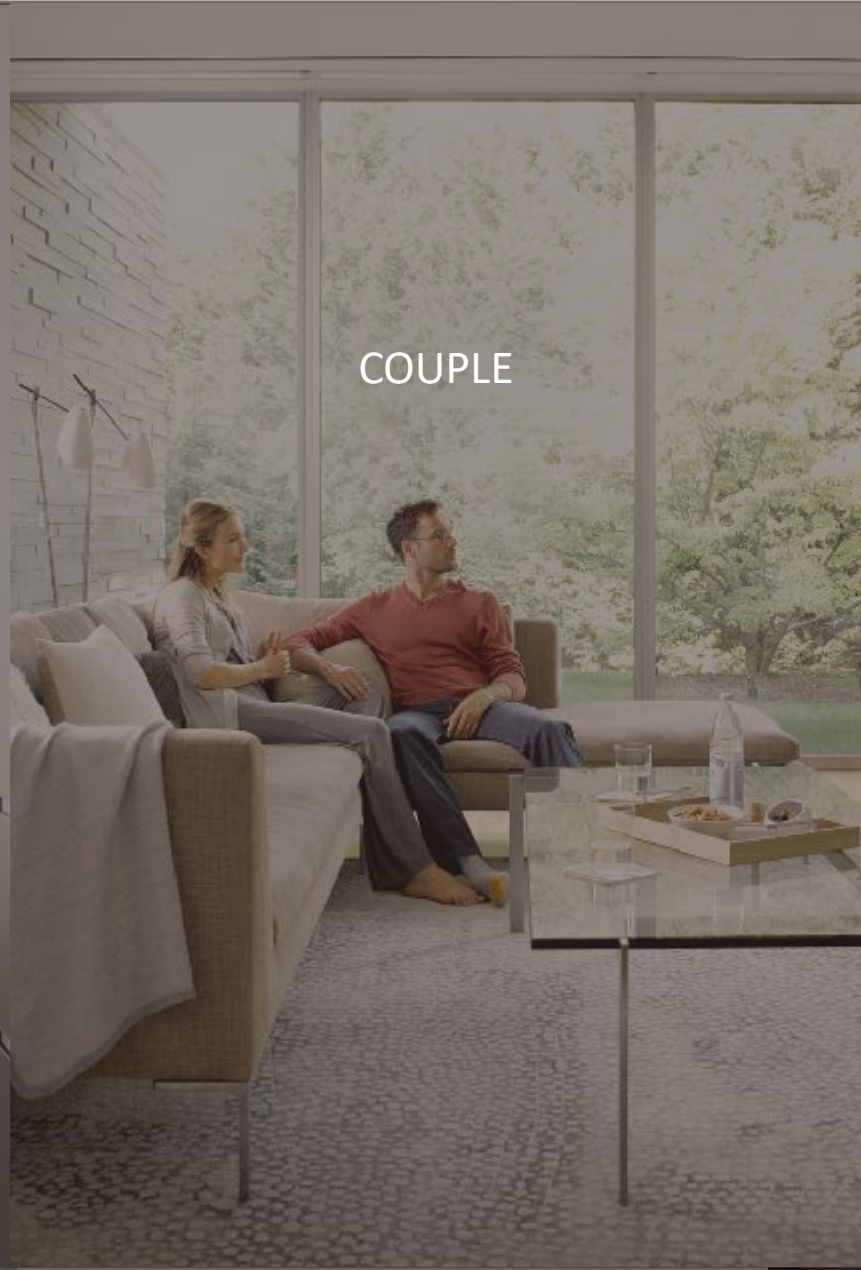
IDENTIFY CUSTOMER TYPE

THREE TYPICAL CUSTOMER TYPES

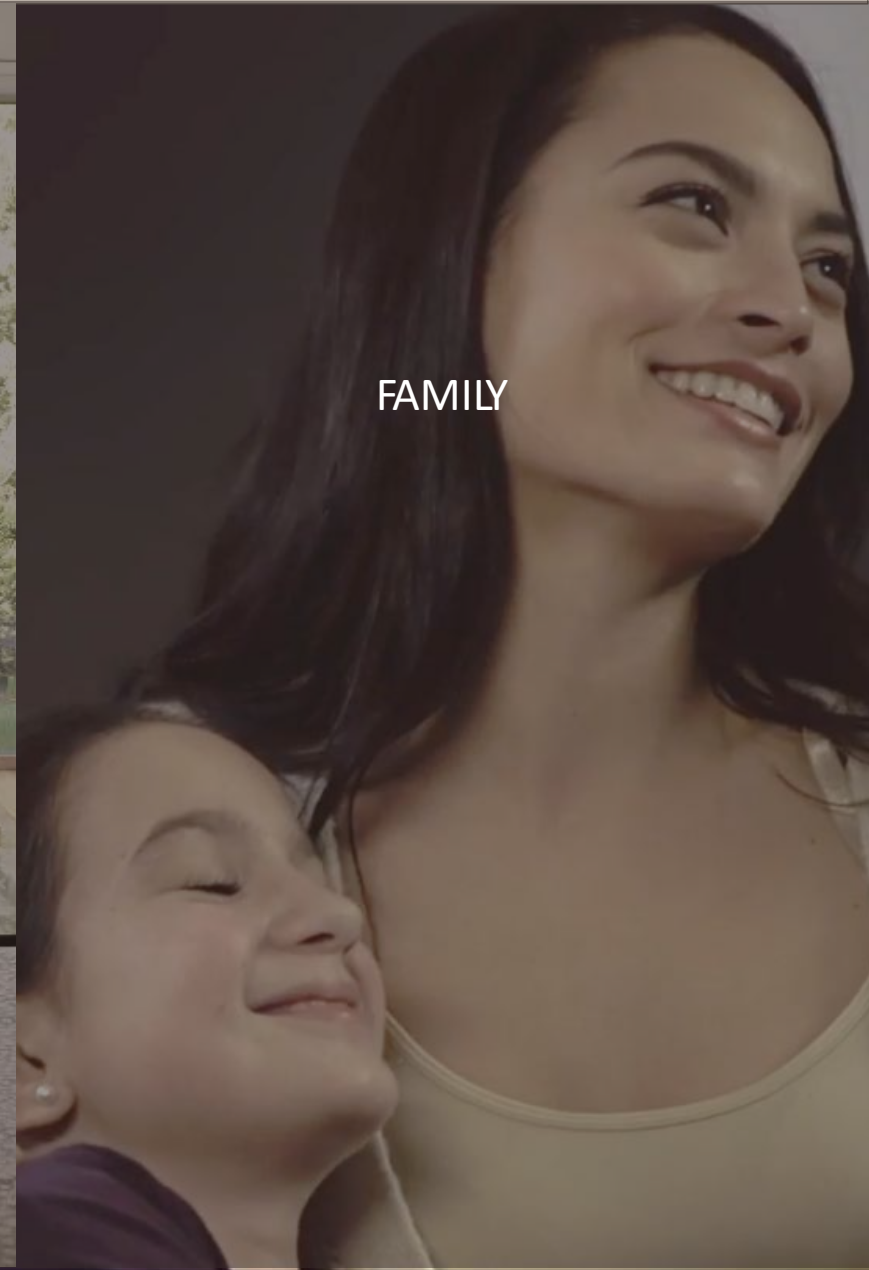
BACHELOR/ETTE



COUPLE



FAMILY



THE BACHELOR/ETTE

“GADGET” ORIENTED
EARLY ADOPTER

VALUES UNIQUE USER
EXPERIENCE OVER
SIMPLISTIC OR SINGLE
USE PRODUCT

DESIGN, PRESENTATION,
STYLE & IMPRESSION ARE
KEY

MOBILE SOLUTION



THE COUPLE

MORE DISCRETIONARY
INCOME

ONE PARTNER USUALLY THE
PRIMARY "TECHIE"

OFTEN ARE FILM BUFFS &
MUSIC LOVERS

SPEND TIME ENTERTAINING

SOLUTION SHOULD
INTEGRATE WITH EXISTING
A/V & IOT DEVICES



THE FAMILY

VERSATILE, SIMPLE,
ELEGANT, & EASY TO USE

SYSTEM FEATURES &
RELIABILITY

NEEDS TO ACCOMMODATE
MULTIPLE USERS IN & OUT
OF HOME

CREATES A FAMILY-FOCUSED
ENTERTAINMENT SPACE

PROVIDES EXPANSION
OPPORTUNITIES AS
LIFESTYLE GROWS



FEATURES TO SHOWCASE ACCORDING TO CUSTOMER TYPE



- ✓ Scenes – including recurring weekly programs or playlists
- ✓ Expandable and portable
- ✓ Set up favorite playlists for streaming audio



- ✓ Platform-based with OTA updates
- ✓ Scenes – ability to program favorite music & lighting
- ✓ Distributed audio with Sonos in up to 4 rooms for entertaining



- ✓ Personalization to set each family member up with their own favorites
- ✓ Scenes- movie night
- ✓ Single remote, single app solution



CUSTOMER SCENARIO QUESTIONS



SCENARIO 1 – THE BACHELOR/ETTE

You are installing a new system for a bachelor/ette that resides in an upscale apartment in the city. You know that he is into gadgets and has a new 4K TV. You also know that he will want to be able to access his sport channels with one touch. He is also a giant football fan and already has Super Bowl tickets. What features do you showcase in your demo?

Continue



SCENARIO 1 – THE BACHELOR/ETTE

Select from the options below.

You demonstrate a Monday Night Football Scene complete with dimming Control in an App that you initiate via voice command with a Remote, followed up by showing how you created that Event.

You set up ESPN as a Favorite.

You show how to change the channel to ESPN on a remote.



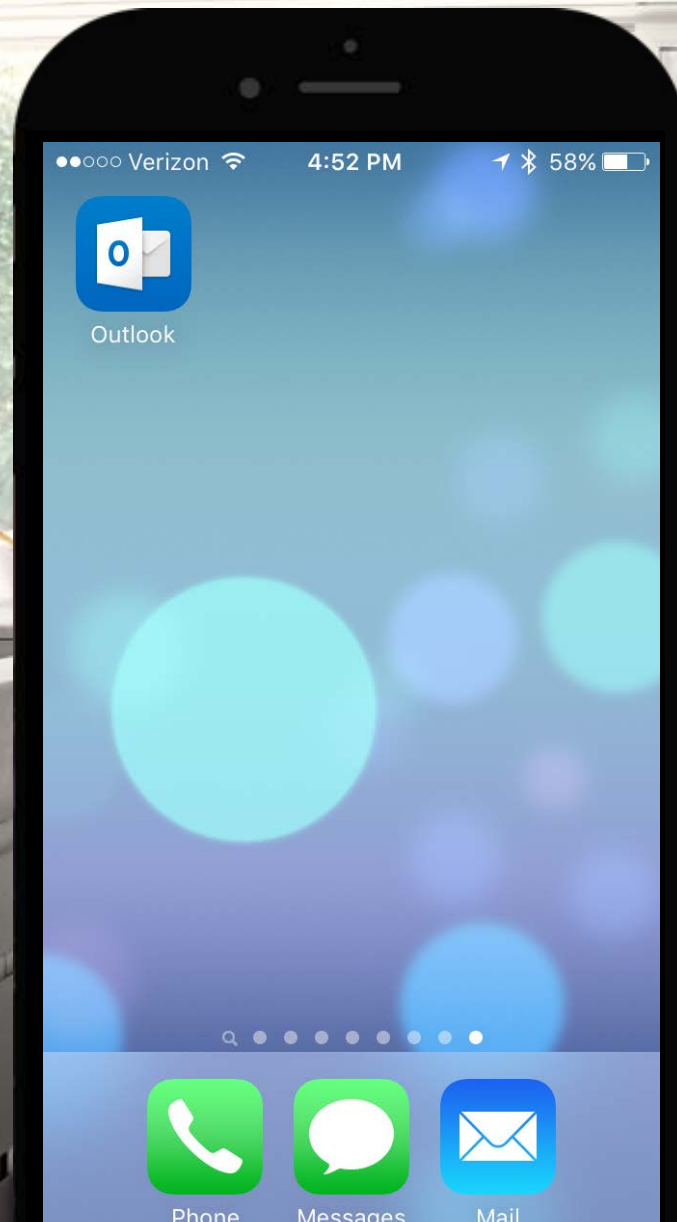
SCENARIO 1 – THE BACHELOR/ETTE

You are right!! Setting up a Monday Night Football Event shows the power of the product and highlights those features that are of the most interest to this customer.

Continue to the Next
Scenario

[Click here to view a video of how to set up a recurring Scene in an App](#)

HOW TO SET UP A RECURRING ACTION



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[Continue](#)

SCENARIO 1 – THE BACHELOR/ETTE

Setting up a Favorite is a good option too, but not quite as powerful.

Try Again!



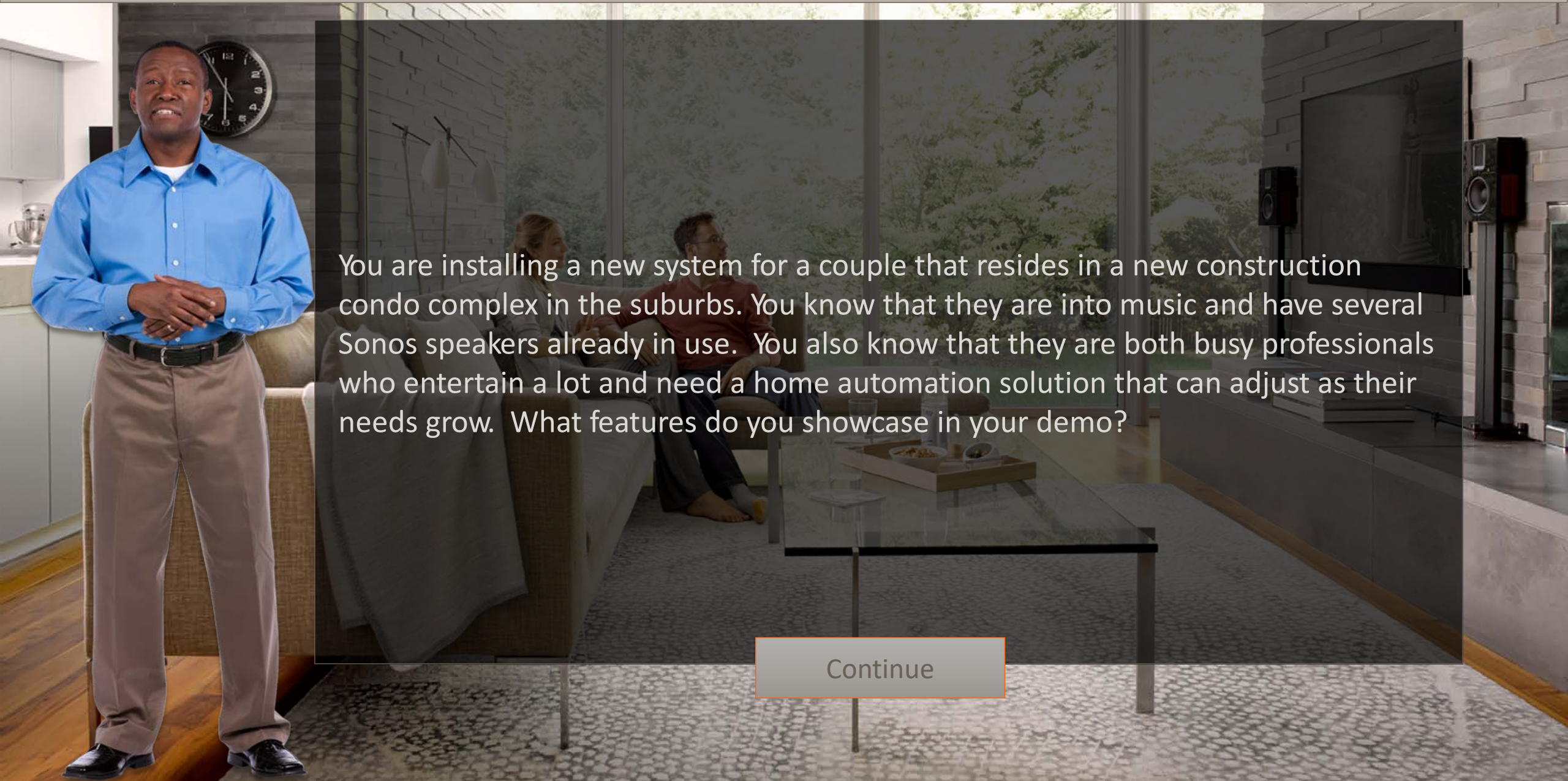
SCENARIO 1 – THE BACHELOR/ETTE

Showing how to change the channel only focuses on one product and we want to position the entire product line

Try Again!



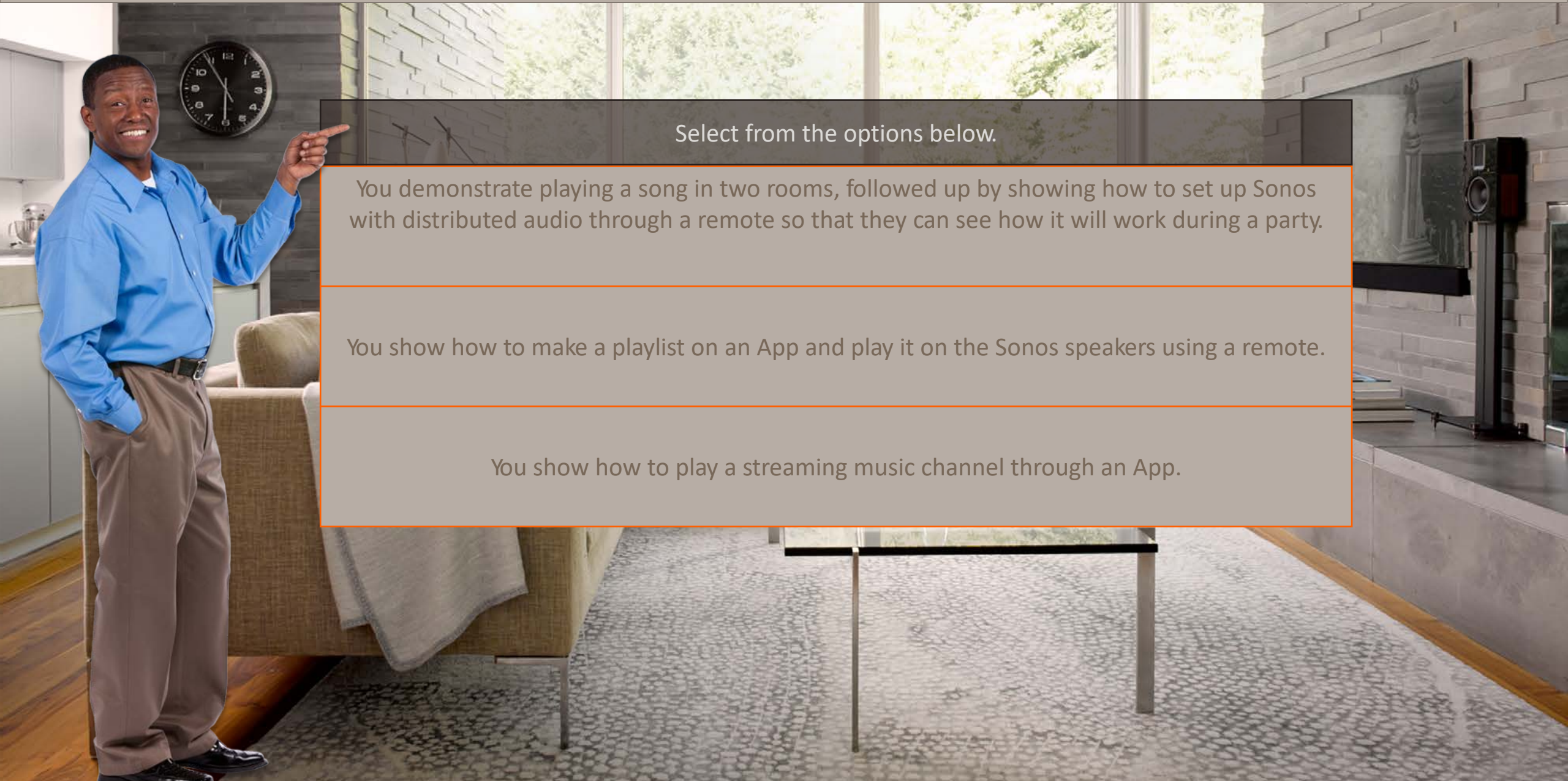
SCENARIO 2 – THE COUPLE



You are installing a new system for a couple that resides in a new construction condo complex in the suburbs. You know that they are into music and have several Sonos speakers already in use. You also know that they are both busy professionals who entertain a lot and need a home automation solution that can adjust as their needs grow. What features do you showcase in your demo?

Continue

SCENARIO 2 – THE COUPLE



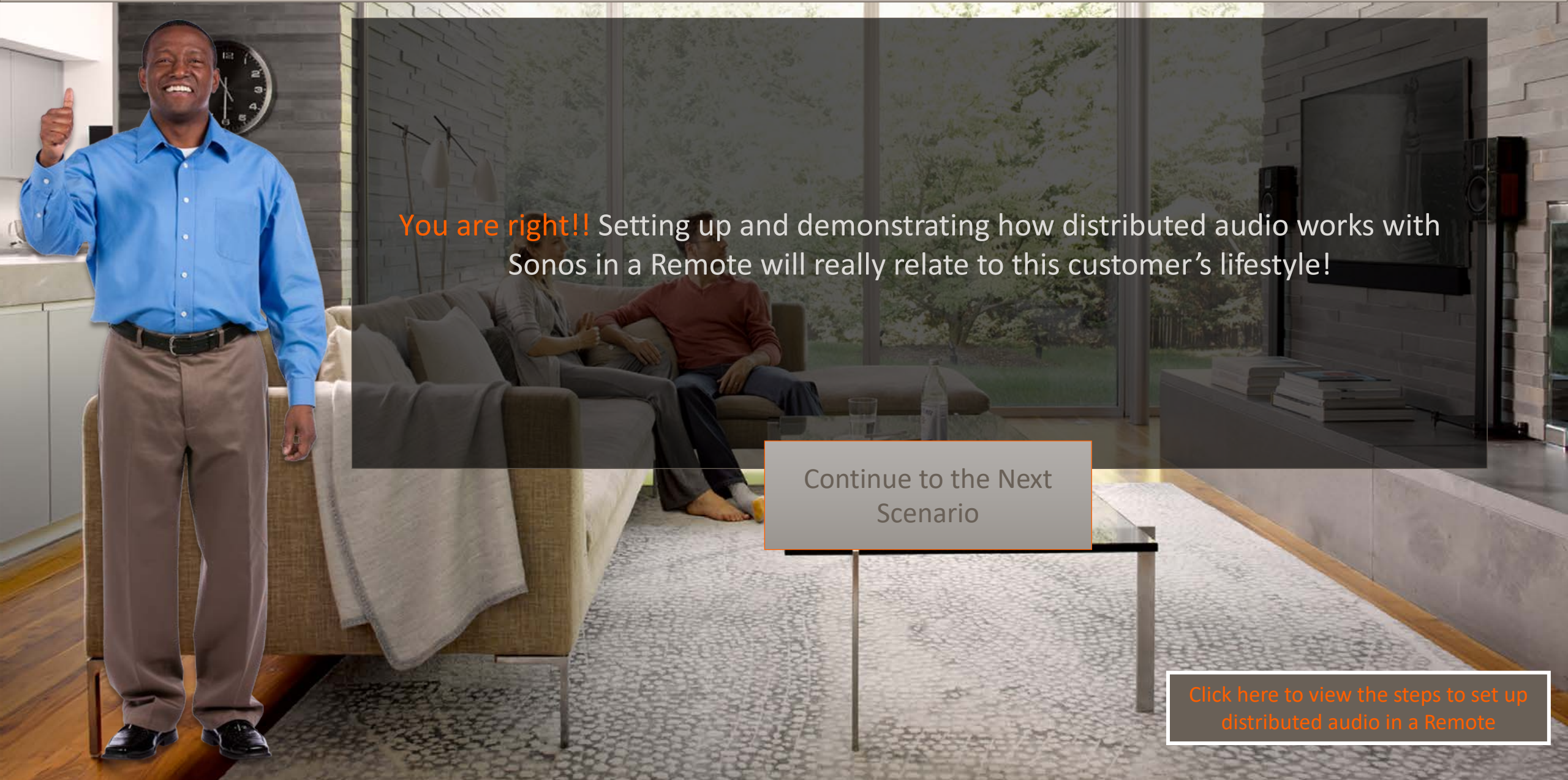
Select from the options below.

You demonstrate playing a song in two rooms, followed up by showing how to set up Sonos with distributed audio through a remote so that they can see how it will work during a party.

You show how to make a playlist on an App and play it on the Sonos speakers using a remote.

You show how to play a streaming music channel through an App.

SCENARIO 2 – THE COUPLE



You are right!! Setting up and demonstrating how distributed audio works with Sonos in a Remote will really relate to this customer's lifestyle!

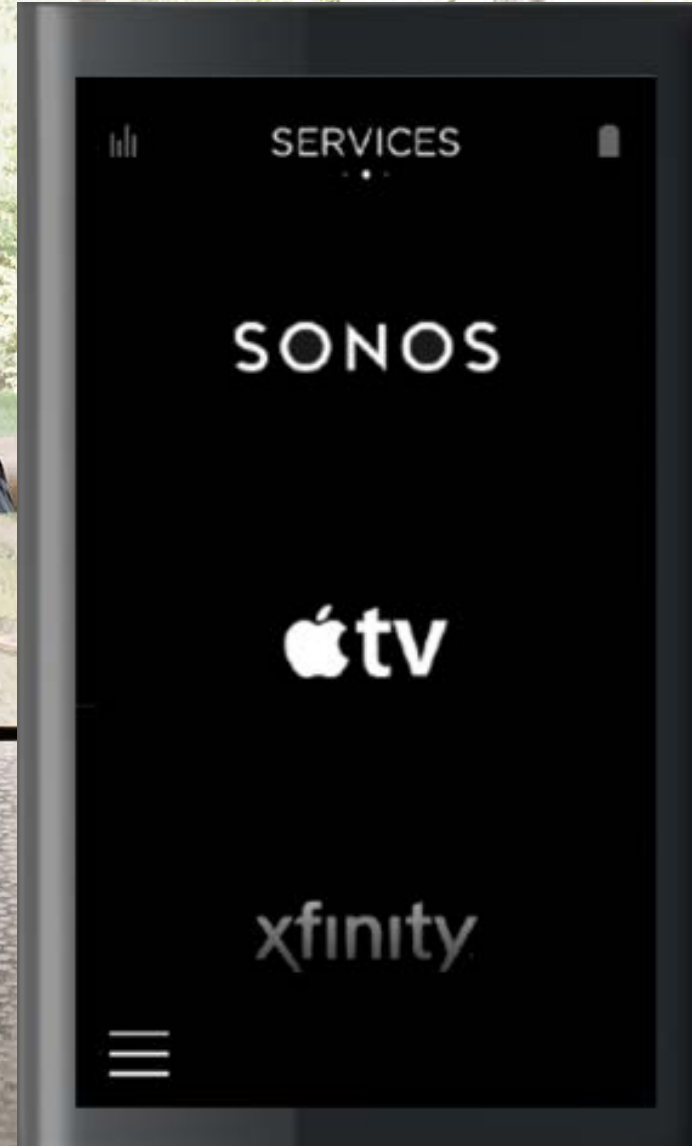
Continue to the Next
Scenario

[Click here to view the steps to set up
distributed audio in a Remote](#)

HOW TO USE DISTRIBUTED AUDIO ON A REMOTE

1. From Services panel, Tap Sonos
2. Select content for the rooms where you want to play audio
3. Select the rooms in the Sonos panel where you want to play the content
4. Adjust the volume in each room to your liking

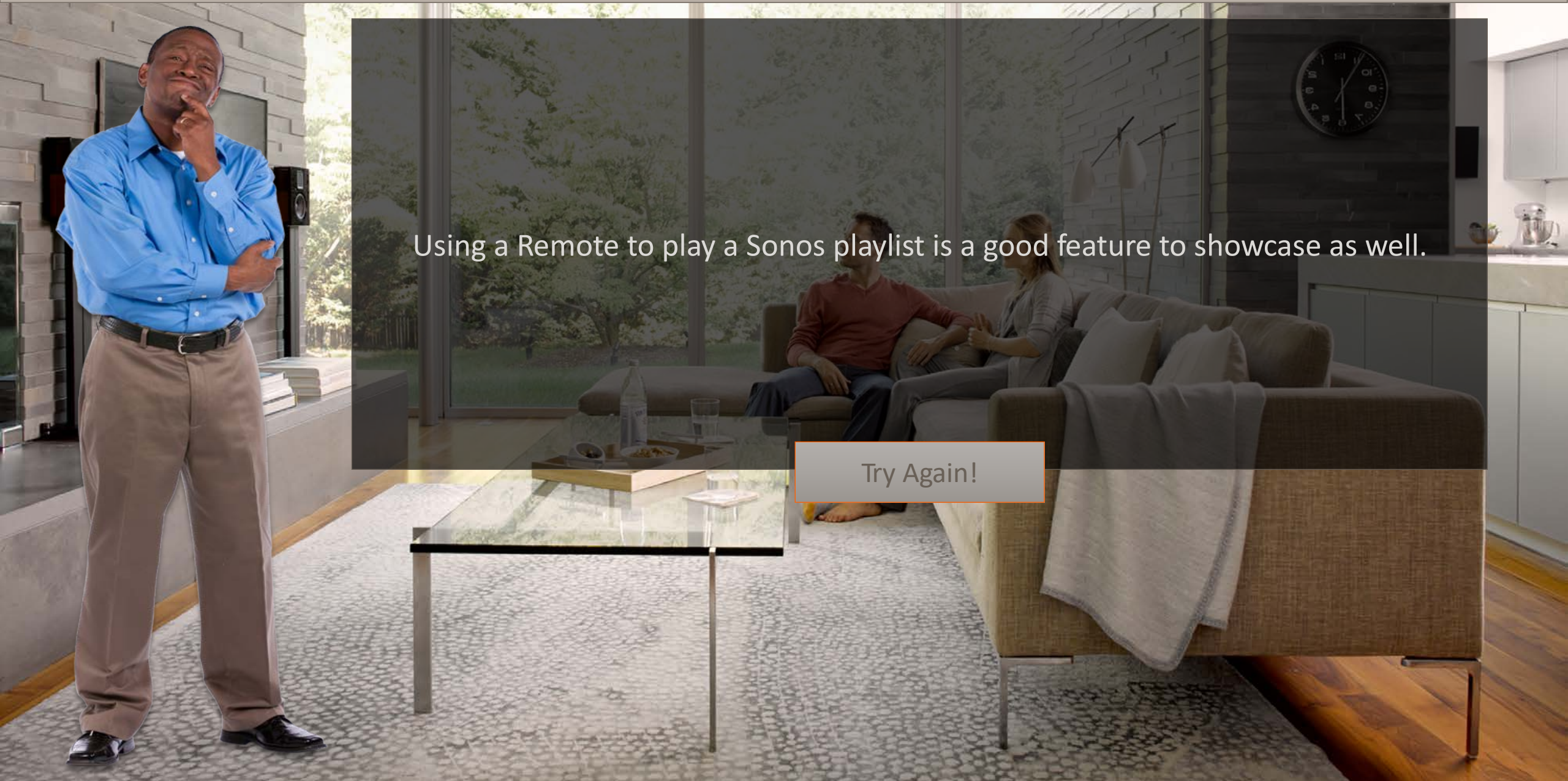
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Continue



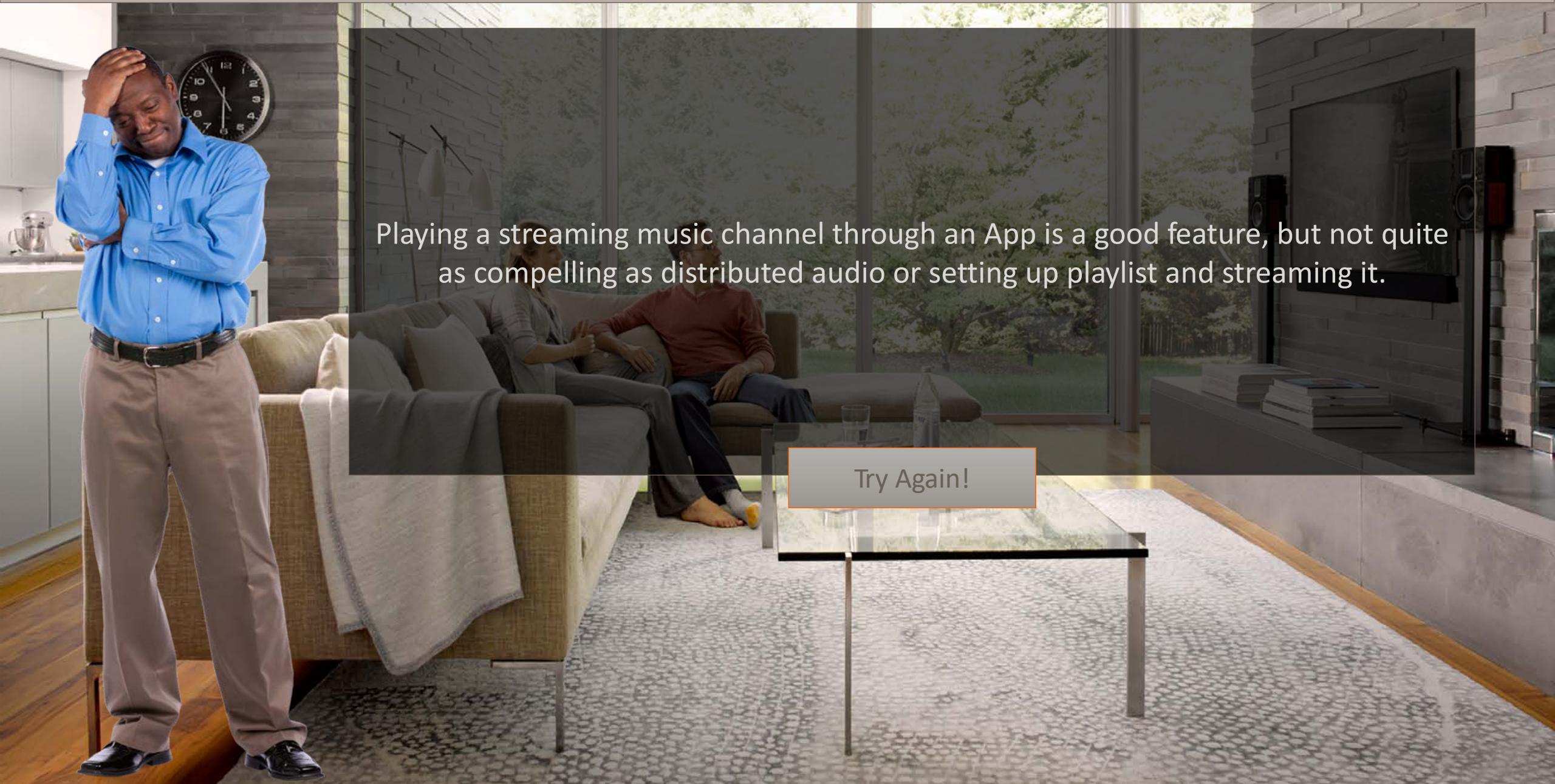
SCENARIO 2 – THE COUPLE



Using a Remote to play a Sonos playlist is a good feature to showcase as well.

Try Again!

SCENARIO 2 – THE COUPLE



Playing a streaming music channel through an App is a good feature, but not quite as compelling as distributed audio or setting up playlist and streaming it.

Try Again!

SCENARIO 3 – THE FAMILY

Your next install is for a family. They have a couple of kids under the age of 11. The parents both work and the kids have differing tastes in entertainment. They have a babysitter who cares for them three times a week. What features do you showcase in your demo?

Continue



SCENARIO 3 – THE FAMILY

Select from the options below.

You demonstrate using a Channel Favorite from a Personalized User Account, followed up by how to establish user accounts on an App and then personalize them by setting channel favorites along with photos.

You show how using one App and one Remote makes control simpler & easier.

You show how to turn on the DVD player using an App.



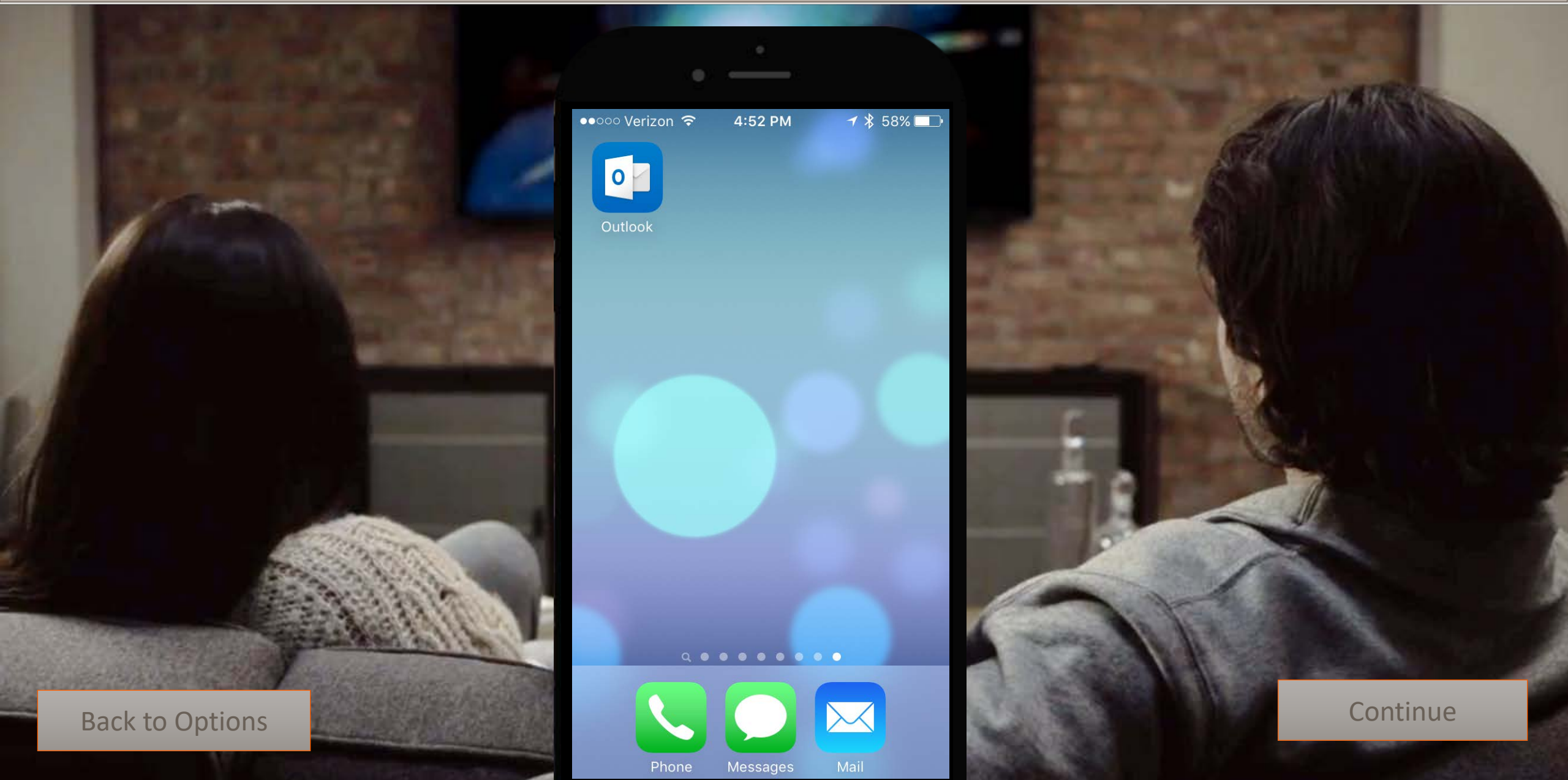
You are right!! Establishing multiple User accounts on an App and demonstrating personalized Favorites really shows the power of a system. Differing levels of permissions will allow for additional control and the kids will really love having their own User icons with pictures!

Continue

[Click here to view a video of how to establish User Accounts and set Channel Favorites](#)



HOW TO ESTABLISH NEW USERS AND SET FAVORITES



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[Continue](#)

Using one App and one Remote is a great feature for simplifying busy lives, although not quite as show-stopping as a personalized user accounts.

Try Again!



Showing how to turn on the DVD player using an App is a good start, but user accounts with photos added, permission sets, and Favorites takes personalization to a whole new level.

Try Again!



SUMMARY

For more detailed info on the following...

- [Scene creation](#)
- [Favorites](#)
- [Create User accounts](#)
- [Personalize User accounts](#)
- [Using Sonos distributed audio](#)
- [Controlling features via a Remote vs. an App](#)

