

Are We in the Snack Food Industry?

I hear a lot about chips nowadays. I'm forever hankering for a little something to nibble on. What's up with that? I'm pretty sure I'm in the A/V industry (my food habits not withstanding).



If we must, let's talk a little about chips. DLP to be exact. I hear constantly about how the Texas Instruments revolution has overtaken our industry. We all know about the single chip DLP projectors that are "high def" at lower and lower prices. We all know about the influx of various Far East manufacturers seeing the pot of gold at the bottom of the rainbow effect (good one, huh?). But let's stop the madness!

Let's reflect on the olden days, before "light engines" were burning rubber in our living rooms. The better dealers for front projectors never bothered with selling on "specs." It was all about presenting the best looking picture for the customer. We painted pictures for our customers. We used terms like "film like" and "color accuracy." We never used the terms "native resolution", "HD2+", or "Dark Chip" (although the last one sounds gothic cool). Why do we feel the need to do so now?

"That's what customers say."

"The manufacturers are using them, so I have to."

"None of your business"



These are some of the responses I hear from asking the above question. However, I dashingly respond, "SO WHAT?" Customers are great because they keep all of us in business, but since when does a successful a/v dealer let their customers dictate the sale? Manufacturers do supply an endless stream of specifications and that leads to a lot of confusion, but a good dealer wades through all of this muckity muck to make it easier for their customers to understand. What I'm saying is this: **don't get off message**. Ultimately, most of your customers don't know how to interpret all of the information floating out there. It's still our jobs to boil it down for them in a way that creates a lot of warm fuzzies.



Computers can be sold by the numbers but our industry isn't about storage capacities or processor speeds. It's about movie night at the Johnson household. It's about the World Series, the Super Bowl, and NASCAR playing in the living room. If you get caught up in the swirl of numbers, how can you create these images in your customers' minds?

Runco and Vidikron are not about specs. Yes, they have the latest technologies for you and your customers. Don't play the numbers games that most manufacturers and big box retailers do or you will lose sales and margin to vastly inferior products. Remember to use the old ways. The line up of superb projectors will back up the experiences you describe. Runco and Vidikron will give your customer the ultimate home theater experience: feet back, drink in one hand, the system controller in the other, and a huge grin on their face.

The dealer that can have the customer dreaming of their system - while writing the check - will be the dealer that continues to grow. If your customers come in asking about chips, get 'em some Pringles.