



Swivellink®

INTELLIGENTLY DESIGNED

SALES STRATEGIES FOR DISTRIBUTORS

TIPS

- 1** (**Very important**) Make sure everyone on your sales team has a demo kit to show. Being able to see and touch will demonstrate the ease of use in the Swivellink® product.
- 2** Add Swivellink® as a line item on any quote with a camera/light/sensor. This will allow for a very easy incremental sale and provide your customer with a mounting solution.
- 3** Make sure everyone on your sales team is informing the customer that you have a mounting solution in your catalog. This will prevent them from looking elsewhere for products.
- 4** Add more photos/videos to your site showing your application photos. This will give your customer a good visual of how the camera, lights, and sensors work with Swivellink®.
- 5** Before the customer checks out, make sure your website suggests a mounting option. The customer might have overlooked your mounting options and you don't want to miss a sale.
- 6** Add a Swivellink.com shortcut to your website. This will save you time and space from adding everything to your site. Plus, it allows your customer to see more product, info, and videos.
- 7** Discount your camera/light/sensor and markup Swivellink® to cover it. Allows you to be more competitive with your primary item and give the perception that the customer saved money.
- 8** Do you have an item that is not compatible with any Swivellink® mounting plates? Just let us know! We will ensure your full line is compatible and ready for additional sales.

TALK TO US!

We are always looking for feedback from distributors or end users. Let us know!



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Swivellink® | The Mounting Solution

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