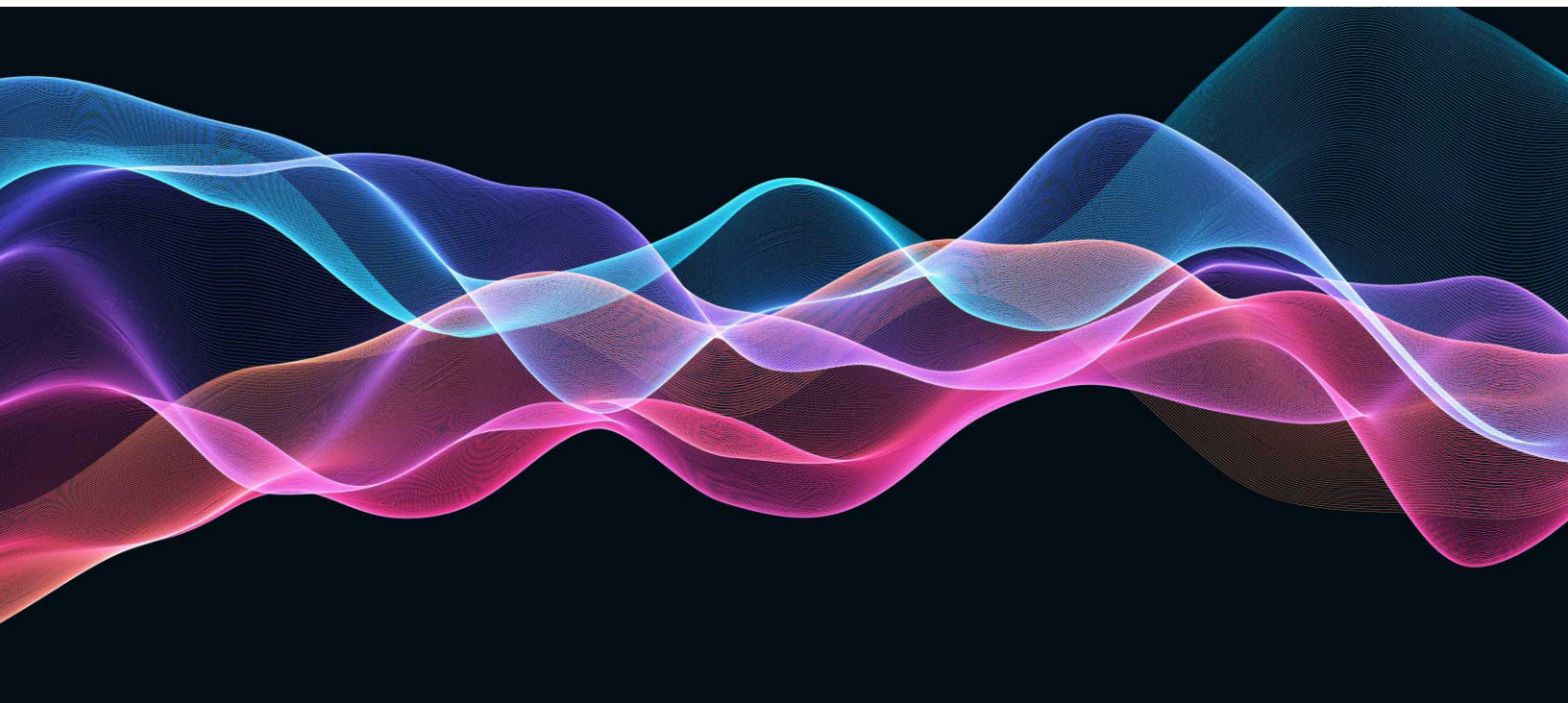


Audio Product Manufacturer Realizes 5X Higher Sales in National Retail Locations for New, High-End Product



WHAT WE DID

Brand Advocacy
Experiential
Retail Sales



INDUSTRY

Consumer Electronics



RESULTS

5X Typical Sales
3X Higher Than the Side-by-Side Competitor
27X Higher Than Non-Event Stores
100% Shift Compliance



Iconic Brand Lacked Advocacy Team to Launch Category-Innovating Audio Product

CHALLENGES

Premium cost of new high-end, category-innovating product

Lack of customer experience with product created barriers to purchase

Heavy, hands-on customer education needed

[SITUATION]

An audio product manufacturer needed to stimulate sales through a national retailer and longstanding MarketSource client for a new, high-end earbud product. Unlike existing formats that sit in the ear canal, customers wear the new product over their ears. The product, aiming to reshape the category, required significant customer education before purchase and a willingness to pay a higher cost. The manufacturer and retailer partnered to engage MarketSource to increase awareness for and sales of this new device.



Highly Trained, Knowledgeable Brand Advocates Educate Customers, Drive Sales

KEYS TO SUCCESS

Experiential product demos

Energetic, proactive, in-aisle customer engagement

Highly trained sales team capable of educating customers and answering product questions accurately

Operational diligence

[SOLUTION]

We conducted a trial demo day sales event over the peak holiday shopping weekend in December in 30 stores around the country. During the two-day sales event, our representatives engaged customers, helping them try on the earbuds and envision themselves using the product in their daily lives. To set customers up for success with the products, we provided our reps with specific device training on the new earbuds and downloaded playlists, offering guests a personalized experience.

27X

higher sales
than stores
that didn't hold
sales events.

Real-World Results



5X Typical
Sales



3X Higher
Sales Than
Side-by-Side
Competitor



27X Higher
Sales Than
Stores Without
Sales Events



100% Shift
Compliance

MarketSource outperformed the competing vendor, who was onsite as an alternative option.

MarketSource, an Allegis Group company, is a sales acceleration company focused on delivering better outcomes for many of the world's most iconic brands. We design and operationalize managed sales and customer experience solutions in B2B and B2C environments. Our solutions are purpose-built and tech-enabled to deliver measurable improvements in business outcomes.