

# Innovate to spark product sales

by David Saxby, Calgary, Alberta

Imagine you are the second speaker at a conference...the first speaker just gave a dynamic presentation using multimedia. You're talking about technology and you've brought black and white overheads. What do you think the impact will be? If we don't push the edge, be innovative, out of fear, can we really tell our clients that we are giving our best?

We need to think of our products in the same way. If it's not unique it won't create impact. Think multimedia!

## If a CD ROM makes sense, what is the end use?

This determines content. Here are some options.

- a. If your presentation is a motivational style keynote speech then an audio sound track is probably all you need. Record your audio on a Sony mini-disc recorder or hire a recording studio, download the soundtrack to your computer and save it as a .wav or, mpeg file, burn a master CD and duplicate it yourself or hire a production house to duplicate it for \$1-\$4 each (including the case).
- b. Does your presentation need visuals to be understood? Create a Powerpoint presentation and add a soundtrack. Powerpoint now allows voice recording. For the Spark CD I used Director (which has greater flexibility than Powerpoint), I added a live voice track along with animation, graphics and video. There are a number of software packages available now such as Adobe Acrobat.
- c. Tim Paulsen hired us to produce a video CD-ROM for his effective collection calls seminar. It shows actors demonstrating a bad call and then a good collection call. Previously he used a videotape and had to rent a video player, a TV and an LCD projector or overhead projector for his Powerpoint presentation now he delivers it all from a laptop.
- d. Does it need to be interactive so the user can do exercises? Software programs exist now that allow you to create a program that tracks participants scores, give feedback and use a variety of other interactive approaches as well as allow for specific navigation. Producing these CDs can cost up to \$100,000. The Spark CD allows for navigation without the high cost. Users can review by navigating back to the beginning of each section with a simple mouse click.

Consider providing a printed instructional booklet and direct people to your website or email address for assistance. The booklet that

accompanies the Spark CD lists sound, video, photo editing and graphics programs, sources for free clip art and photos, video clips and sound effects—added value to the buyer!

## OK. How do I sell it?

I've tried pre-sales to the client, BOR (back-of-the-room), selling from the convention book-stores, platform selling, selling via e-newsletter, order form selling. All of these have worked but haven't made me rich so far. A number of speakers sell product over a secure Internet site, with great success. This makes sense—you can sell 24-7.

## What's next?

Books won't disappear and in the near future I will write one. At the time I created the Spark CD it was leading edge, now mini-CDs are becoming the standard. On line Internet programs are becoming a popular product.

If you want to penetrate a market, don't duplicate—innovate to spark product sales.

David Saxby-Spark Communications Inc.  
 President of the Calgary Chapter of CAPS 1998-99.  
 dsaxby@sparkcommunications.com  
 www.sparkcommunications.com



## Looking for significant savings on your home, auto and business insurance?



Scott Goodison will be pleased to provide a free, no-obligation quote.



Goodison Insurance Brokers is the official supplier of insurance services to CAPS.



Phone: (905) 451-1236  
 Fax: (905) 451-5316  
 Toll-Free: (800) 403-7703  
 Email: scottg@goodison.com

## SO TO SPEAK

Editor  
 Helen Wilkie

Designer  
 Brian Grebow  
 BG Communications

Contributions (must be on disk or e-mail, with a hard-copy backup) from CAPS or NSA members are welcome. Please send your submission to hwilkie@mhwcom.com. *So To Speak* is published monthly by the Canadian Association of Professional Speakers. Your ideas and comments are welcome. The views expressed in articles published in *So To Speak* are those of individual contributors and do not directly represent policies or actions advocated by the Canadian Association of Professional Speakers.

