

Issue
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QUARTERLY
JOURNAL OF
STUFF THAT
WORKS &
CAN MAKE
YOU MONEY!

BRAVO Bulletin

Helping Sell More Stuff!

The Bulletin was created to help share product and system news that we believe could help find new customers, develop new business, and introduce new products or significant developments with all of our manufacturing partners. We will also attempt to demystify some of the more complex issues of our industry and put it in plain English!

Usable Info

We will be writing this for and sending this to only the Dealer Sales Reps and Leaders we work with. This will allow us to offer more candid information on products, pricing, and competitive placement—and let you decide what and with whom you want to share this with.

We'll be interested in your feedback—good and not so good—so please don't hesitate to share—and knowing most of you—I know that won't be an issue!



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MAGIC!



David Copperfield and Cirque Du Soleil are two of the longest running and most expensive shows in Vegas. Part of the reason is that what they offer is magic – how do they do what they do? Defy gravity. Make things vanish. Balance on ridiculous objects. Move impossible things. From the beginning of time, people will pay for magic – for things they think are impossible. They entertain and remove us from our pains. Business is very much the same!

Look around the business world – why do we willingly pay more for certain brands or services? Mostly because they work and don't contribute to our pain! Why has Microsoft Windows prospered for decades? Because it simply works! Why do people pay more for Verizon or AT&T – because their services work. Why can Apple charge the prices they do?

Because their stuff works! BMW, Toyota, Rolex, Orvis, North Face, Boeing – their stuff works despite being more expensive than competitive products out there! Stuff that works qualifies as magic these days!

Look around your own business – are you selling magic?

I get to chat with lots of Dealer Principals and Sales Reps – and the conversation almost always ends up gravitating towards two topics – business development and how is it possible to make more money in the competitive nature of our business these days. I think the an-