



Tweet: @AlmoProA/V launches 5-part webinar series led by @trstimson on selling outcome-based services.

News Release

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Almo Professional A/V Launches Webinar Series Focused on Selling Outcome-Based Services

***Five-Part Series Led by Past InfoComm President Tom Stimson;
Based on Popular Educational Session from Almo's E4AV Tour***

Philadelphia, PA — January 21, 2015 — [Almo Professional A/V](#) today launched a free five-part webinar series about the critical topic of transitioning from selling products to selling outcome-based services for success in the AV industry. Based on a popular educational session from Almo's award-winning [E4 AV Tour](#), the series is led by industry veteran [Tom Stimson](#) and [available now](#) for viewing.

According to Melody Craigmyle, vice president of marketing for Almo Professional A/V, "Selling outcome-based services was easily the most talked about subject on the 2015 E4 AV Tour. All of Tom's sessions were packed with resellers and integrators eager to learn how to transform their business from selling products to selling services." She added, "Our partners see the value in this model and the benefits of delivering greater customer satisfaction. Breaking it down into a five-part series gives them the opportunity to learn how to do this in digestible sessions that they can re-watch as their schedule allows."

"One of the most frequent requests I receive is 'how can I grow my business?'" said Tom Stimson, owner of The Stimson Group. "Everyone seems to agree that service is the highest profit margin work anyone can perform in the AV business, but we struggle with closing the sale because our roots are in transactional box sales." He continued, "Almo is dedicated to its dealers' success. We've worked together to create this five-part series to teach resellers and integrators how to capture outcome-based growth and profit. This is the next big step in the evolution of Pro AV as an integral value-added service."

In this series, Stimson explores four key areas to help dealers evolve:

- The importance of “Getting in front of the RFP”
- Five reasons why services are the best engagement point for new customers
- The three things that every service pricing model needs
- Seven things that integration sales reps need to add to their toolbox

To view the five-part webinar series, [click here](#).

About Almo’s Managed Services

Almo is the first distributor in the AV industry to create a path for resellers to expand their reach through managed services. Resellers can take advantage of recurring revenue with Almo’s [Content Creation Services](#). Through this program, digital content creation can be offered as part of the initial installation and ongoing maintenance package to build revenue, margins and customer relationships. Partners can heighten earning potential with [Installation Services](#) by “white labeling” them as their own from Almo’s well-vetted, highly trained installation services staff. Most recently, [Almo CONNECT](#) was introduced to give resellers reliable, scalable and robust bandwidth for internet, live TV and advanced voice. Customers pay for this service on a monthly basis and the integrator earns a regular commission on those contracts.

About the E4 AV Tour

The E4 tour has traveled to cities around the country to provide product, technical and business training needs to thousands of resellers and installers while creating the ideal forum for professional networking. Named the best [Training, Consulting/Business Service](#) two years in a row, the E4 program fuels up AV professionals by offering a full day of educational sessions worth InfoComm Renewal Units as well as exclusive access to the newest high energy AV products and services.

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About Almo Professional A/V

Almo Professional A/V provides the industry’s most advanced product distribution, training and education, and technical support options available for the Pro AV community. With a highly skilled sales team, reseller education programs, seven distribution centers across the U.S. and product lines for the Pro A/V channel, Almo Professional A/V provides customers with the full distribution experience on a local and a personal level. Almo Professional A/V is a division of Almo Corp., the nation’s leading independent distributor of consumer electronics and major appliances. For more information about Almo Professional A/V, please call 888-420-2566 or go to www.almoproav.com. Almo Professional A/V can also be followed on Twitter at <http://twitter.com/almoproav> and on Facebook at www.facebook.com/almoproav.

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