

FOR IMMEDIATE RELEASE

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## **Subscription Sales Training for Audio Visual Resellers Announced**

(Cedar Rapids, IA) – GreatAmerica Financial Services and Corporate Sales Coaches announced today a sales training program that will help Audio Visual (AV) System Integrators sell comprehensive solutions on an AV as a Service model. The As-A-Service model benefits consumers with greater flexibility as new equipment technologies evolve.

“By combining the GreatAmerica selling structure with our training, this course will transform the sales process in the AV industry,” said Bob Lobascio, Partner at Corporate Sales Coaches. “Our customer-focused selling formula and the GreatAmerica model will provide a path for Integrators to generate higher margins and recurring revenue – two key aspects of the Business Model Transformation that NSCA has defined as a top priority for our industry.”

Part of the training will include the GreatAmerica As-A-Service AV AMP rental program. AV AMP helps System Integrators bundle their maintenance and managed services into a monthly payment with an equipment rental. This approach, paired with an in-depth sales curriculum from Corporate Sales Coaches, helps the AV sales rep position, pitch and close As-A-Service sales.

“This is exactly what our industry needs to make the transition to AV as a Service,” said Chuck Wilson, Executive Director of National Systems Contractors Association (NSCA). “With industry transformation underway, this fills a sales execution gap that we’ve needed for some time.”

The GreatAmerica As-A-Service offering, AV AMP ([www.greatamerica.com/av-amp](http://www.greatamerica.com/av-amp)), is available for select System Integrators making the transition. The sales training can be accessed with an engagement with Corporate Sales Coaches.

### **About Corporate Sales Coaches, LLC**

Corporate Sales Coaches is a learning solutions company with a 25 year track record of helping clients to maximize potential to drive bottom line results. We attribute our success to our passion for results and customized content to meet the specific needs and goals of our clients.

### **About NSCA**

The National Systems Contractors Association (NSCA) is the leading not-for-profit association representing the commercial low-voltage electronic systems industry. NSCA is a powerful advocate for all who work within the low-voltage industry, including systems contractors/integrators, product manufacturers, consultants, sales representatives, architects, specifying engineers, and other allied professionals. NSCA is dedicated to serving its contractor members and all channel stakeholders through advocacy, education, member services, and networking designed to improve business performance. For more information, visit [www.nasca.org](http://www.nasca.org).

### **About GreatAmerica Financial Services**

GreatAmerica is among the largest independent small ticket national commercial equipment finance companies in the U.S. and is dedicated to helping manufacturers, vendors, and dealers be more

successful and keep their customers for a lifetime. A family-owned business, GreatAmerica was established in Cedar Rapids, Iowa in 1992 and today is organized into seven business units. It has a staff of over 500 employees with offices in Georgia, Minnesota, and Missouri. The Connected Technologies Group is dedicated to the IT, Managed Services, and Telecommunications industries. GreatAmerica helps thousands of telecom providers, MSPs and independent VARs evolve their businesses through targeted and innovative solutions. [www.greatamerica.com](http://www.greatamerica.com)

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