

CASE STUDY

SALES MEETINGS AND EVENTS

THE CHALLENGE

Get the sales organization up to speed and ready to exceed goals. After market research, R&D, and product testing, it is essential to train and motivate the sales team.

THE SOLUTION

Bring the sales team together for a powerful experience. Present the unique brand identity, target demographics, and specific market niche defining every new product. Motivate and inspire. Capture the essence of the product, and do it with excitement, energy, and creative that's memorable.

Spectrum produces successful product launches and sales rallies worldwide for companies such as Penske Truck Leasing, Bristol-Myers Squibb, Clairol, Goldwell, Bath and Body Works, Heinz, Weight Watchers, MINI, CSC, and Capital One/Chevy Chase Bank. And, we've done it on a cruise ship, under a tent, on a race track, at high-profile press events and in ballrooms with theatrical presentations and dramatic product reveals.

THE RESULT

Extraordinary sales events that motivate sales teams to kick-start new products, and over-achieve their goals.

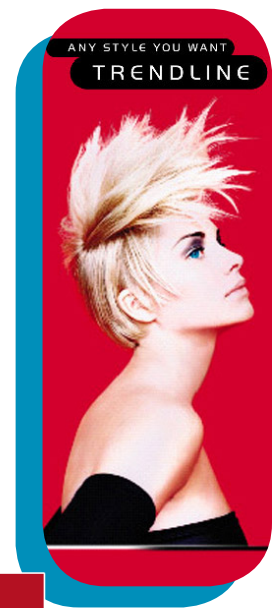
"You'll be working closely with Clairol because, Wow! everyone was impressed."

"Our meeting was everything that I hoped for and more."

"Taking 500 salon consultants on a weekend cruise to Nassau and holding our largest ever product launch on board ship was a daunting task for Goldwell. However, the skill, professionalism and talent that your team brought to this event were outstanding."

"It was great to work with you again. Thank you for doing a terrific job as always, and for giving us some "extras". The event has been getting a lot of great feedback here, as it was truly well above anything that had been done before."

"This was Penske's best ever!"



GOLDWELL



PH: 202.730.0826

www.SpectrumGroupProductions.com