



CASE STUDY

ChannelNet[®] makes sweet music, and simplifies a complex sales process, for Harman Pro Group.

Highlights

- Web Award 2006: Standard of Excellence/B2B Category; Standard of Excellence/Business Services Category
- An interactive questionnaire lets potential customers configure a sample solution for their professional audio needs.
- With online references, potential customers can contact satisfied customers for their stories and recommendations.
- The Harman Pro Group's marketing staff can easily make changes using point-and-click technology, without the need for technical support.
- A long, complex sales process becomes shorter and faster, with pre-educated customers walking into dealerships knowing what they need and ready for the deal to be closed.

If you think it's complicated to buy a new stereo system for your living room or den, imagine being responsible for spending up to hundreds of thousands of dollars to equip a church, theater, restaurant or stadium with a professional sound system. The options are confusing. The configurations are dizzying. And for the big bucks you're spending, the results had better be good.

When the Harman Pro Group, the world's largest professional audio company, approached ChannelNet in 2005 they were looking for a way to simplify the decision-making process for their customers. What they got is a solution that is as seamless and elegant as it is easy to use: a guided selling experience that allows potential customers to configure their own sound systems and research products on the Harman Pro website by going through an interactive assessment process focused on their unique needs, not their knowledge of audio products.

Replicating a proven sales process onto a Website experience.

Since 1985, ChannelNet has been using technology to bridge the gap with the brick and mortar sales channel, combining strategic thinking, creativity and technology to re-engineer the sales process for industry-leading companies around the world.

"Our Guided Selling solutions are designed to do over the Internet what the best salespeople do in person," says Paula Tompkins, ChannelNet founder and CEO. "They assist customers in easily determining their needs, and then recommend the products that best meet those needs. We think like a customer, even as we act as an agent of change for our clients."

In the case of Harman Pro, this meant using ChannelNet's SiteBuilder™ technology to configure and cross-sell products like Crown amplifiers, JBL speakers and Soundcraft audio solutions. Customers shopping for professional sound systems can quickly and easily configure a solution

online, get the details of each component, print the schematic, get a suggested



themselves as a major solutions provider to a broad range of professional audio markets, allowing customers to see all of their capabilities at a glance. Once upon a time, you had to sit down and talk to a salesperson to get all of this information. Now all you have to do is enter some particulars about your venue, and the possibilities unfold in front of your eyes and ears.

SiteBuilder™ technology makes site modifications fast and simple.

ChannelNet's SiteBuilder™ technology features the most cutting-edge, web-based integration capabilities on the market today, with pre-built business components that reduce the time, costs and risks of building a custom solution.

With SiteBuilder™, Harman Pro was able to rapidly deploy a new customer solution that works with its existing applications and that allows its business team to manage the site and make changes easily, using intuitive, point-and-click tools. It takes only moments to add or subtract products, alter the interactive questions and answers, change prices and more, without the need for IT support.

By coming up with a creative, out-of-the-box solution that could be quickly and easily executed at a reasonable cost, ChannelNet gave Harman Pro everything they asked for: a breakthrough method for leveraging their web channel to drive sales of an expensive, complex and customized sound system. Now, that's music to their ears.

retail price, find a dealer near their venue and even get references to similar businesses that are using Harman Pro equipment. While they might just be shopping around, we put them in the buyer's seat by showing them how fast and simple it can be to fill their venue with the sound of music.

It may have a beat, but it's still business.

Making music is one of the biggest businesses in the world. So while we're making Harman Pro Group's sound system buyers happy, we're helping Harman's business to grow by allowing them to:

- Reach a broader market
- Shorten the sales cycle
- Convert more leads into sales
- Cross-sell across 9 brands

By focusing their solution around specific vertical solutions, ChannelNet also enabled Harman Pro Group to position

About ChannelNet

For 25 years ChannelNet has created multichannel solutions that help companies sell complex products and services through traditional sales channels. Each solution is developed with its patent-pending software product, ChannelNet SiteBuilder, which significantly reduces the costs and development time of custom solutions. As a full-service company, ChannelNet also offers expert professional services for everything from multichannel sales strategies and best practices to dedicated solution support. The privately-held company is based outside San Francisco in Mill Valley, California, with offices in Detroit, Michigan.

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