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Stewart Filmscreen, very Aware of its Premium Brand Identity, Continues to Build ...

...on that and, to grow and extend the market, focuses squarely on its strengths, i.e. they don't plan to enter the lower end, but instead continue to innovate and bring what they have learned through their connection with Hollywood and the aerospace industry to the consumer market. In fact, just a week ago, Hollywood hosted the annual Academy Awards. *"The technicians who make the screens for the Academy Awards are the same individuals who manufacture the screens for home cinema,"* company president **Grant Stewart** pointed out. No wonder, then, that Stewart Filmscreen won a "triple crown" of first places for Product Performance, Product Reliability, and Product Innovation in our survey. *"We are dedicated to quality,"* said Grant Stewart. *"The first thing we talk about in our weekly management meetings are any quality problems that may have come up. Even though our quality is very, very good, we are committed to making it even better."*

That high quality, combined with screens that are meticulously crated for shipment, means less than 2% of Stewart screens have any kind of problems, Director of North American Sales, **Joaquin Rivera**, noted. And that means the 40% margins are fully attainable. Rivera also suggested dealers may want to look more at net profit than at margins. After all, 40% of \$3,000 is \$1,200, where 50% of \$1,000 is only \$500. Sure, you might sell more of the less expensive screens, but you'll also have to install them (more labor, maybe more hassles - and, ultimately, still not more profit dollars).

Both Rivera and Grant Stewart listened to the dealer feedback, described in the previous issue, very attentively and vowed that the company will carefully examine all of the suggestions dealers have made.

There is, however, no question that working with and rewarding exceptionally supportive dealers is very ingrained at Stewart. It also was very clear that what Stewart management really cares about is that dealers are as passionate about the product as they

themselves are, and they believe that it is that passion that will generate sales. How do you put that in a program? *"I struggle with this,"* said Grant Stewart, *"because we want to make sure we support those who support Stewart Filmscreen the most."* He was a little taken aback to hear that some dealers don't like asking, that it makes them feel like begging. *"Then that's not fair to them,"* Grant Stewart said. *"Everybody who promotes Stewart and does their best to sell the screens should have programs available, and it should be obvious what the programs are."*

The company is already working on putting together a program that would treat exchanging older screen material with the latest and greatest *"sort of like a software upgrade,"* which would be available at a *"very nominal fee."* There will also be, in the near future, a leasing option for higher priced demo screens. Stewart does, in fact, have demo- and show house programs, which are a discount of 10% and more from dealer cost, depending on dealer commitment.

There is also no question that Stewart Filmscreen considers dealer training extremely important and pays for everything during the entire 2-day session at the factory. Dealers are responsible for airfare. At this time, Stewart offers 6 training sessions a year at the Torrance, CA factory (all day, Thursdays and Fridays) and, for the first time this year, two 2-day sessions at the OH plant, one in March, the other one this summer. This is augmented by onsite dealer training. Beyond that, Stewart is working on a video that will be made accessible on the company website and will show Stewart's screen technology, how it works, why it works, what projector technology it is made for, etc. And Stewart really plans to get its independent representatives involved. Following a recent Rep Summit, the company has vowed to *"have a better program for our reps, too. We need to motivate them!"* Clearly, if everyone is motivated, enthusiastic, knowledgeable, it'll have an impact. As Grant Stewart pointed out, *"there is a strong correlation between*

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training at the factory and sales improvement at the dealers.”

In the future, dealers can expect better communication from Stewart. The company now has a Customer Relationship Management (CRM) program in place, is planning to hire a trainer to help Rivera with in-the-field training, will send out newsletters and email blasts, but also increase “*face time*” with the dealers. It may be repetitive to say, but the management at

Stewart truly cares about passion - passion combined with know-how. “*All our programs must support those who are passionate about the high end, who believe that only the best will do,*” said Grant Stewart. “*We need more disciples to promote what we do.*” Stewart may be reached at www.stewartfilm.com and at **1-800-762-4999**.