

# Sales & Marketing Aids

## Commitment to Retail Partners:

New sales tools for showroom floors include:

- Commercial Sales Loop for play on in-store TVs
- Mock/Fake TVs for Floor Displays
- “Silent Salesperson” Poster for use to sell product when floor unstaffed
- Product Category and Individual Product Sell Sheets

## Sales Training:

- Touchstone will provide local Sales Training for your sales floor team
- Training Videos available online within Touchstone Dealer Website

## Touchstone Website: [www.touchstonehomeproducts.com](http://www.touchstonehomeproducts.com)

- New Consumer facing website to drive awareness online with tools including geographic store search and downloadable product pages
- The new Dealer Website will include access to inventory information, product image library, downloadable Product Sell Sheets, flash slideshow, in-store video loop, and sales training videos and information

## Increased Corporate Marketing Efforts

- Touchstone is committed to developing increased awareness of the category and our products on behalf of our dealers.
- Efforts include increased Public Relations, TV and Print Product Placement, and Advertising in Consumer publications and websites.

# In-Store Prop TV and “Silent Salesperson” Poster



Simulate having a 42" Flat Panel TV in your floor model (s) Theater Lift Cabinet from Touchstone:

- Made from a combination of wood and plastic, then black laquered painted, to create the look and feel of a real TV.
- Black plastic acrylic screen provides a real TV experience. Silver painted speakers at the bottom of the TV look so real you would think sound was coming from them.
- Bring your Theater Lift Cabinet to life—simply adhere our easy to install 24 x 36 Consumer Value Proposition Poster and your floor model sells itself.

**touchstone**  
*Smart Furniture ▶ Beautiful Solution*

**mobility**  
*Avoid the hassle and permanence of wall mounting*

**SECURITY**  
*TV easily locked away by a code when not in use*

**ELEGANCE**  
*No exposed wires or components*

**SAFETY**  
*Protect your family and your investment*

**Quality**  
*Whisper lift and infra-red technology opens cabinet at touch of a button*

*Now you see it. Now you don't.*

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The poster features the Touchstone logo at the top. Below it are five key benefits, each with a bold title, a descriptive tagline, and a small image showing the TV in a living room setting. The benefits are: mobility (avoiding wall mounting), security (locking away the TV), elegance (no exposed wires), safety (protecting family and investment), and quality (whisper lift technology). At the bottom, there is a small image of the TV cabinet with the tagline 'Now you see it. Now you don't.' and the website URL.