

ASKING THE RIGHT QUESTIONS

Helping Partners Identify AV Opportunities with Their Clients

Use this guide to help you uncover AV needs with your clients and qualify good opportunities. Once you identify a potential need, bring us in! We'll lead the process while keeping you as involved as you'd like to be. We're here to make the process simple, help you grow your revenue, and strengthen your client relationships.

Quick Discovery Prompts

- How do your teams currently meet and collaborate? Remote, in-office, or in a hybrid environment?
- What meeting spaces or rooms are used most (conference, huddle, training, etc.), and how many are in need of upgrades?
- Which video platforms (Teams, Zoom, Meet, etc.) are you currently using?
- What challenges or frustrations do you run into with your current AV setup?
- Are there any upcoming changes (like an office move, renovation, or technology refresh) that we should plan for, and if so, what is your timeline?

Where Opportunities May Exist

- **Infrastructure & Network Upgrades:** Are your meeting rooms ready for modern demands of wireless casting, BYOD, or 4K video?
- **Collaboration Platform Deployment:** Do your rooms work seamlessly with Microsoft Teams, Zoom, or Google Meet?
- **Office Moves & Space Planning:** Are AV needs part of your renovation or relocation plans?
- **Communication Strategy:** Is your communication experience consistent, professional, and easy for employees to use?
- **UCAas Rollouts:** Now that your team is using a cloud platform, are your meeting rooms delivering the same seamless experience?

Common Pain Points

- It's hard to hear/see people in the room during a conference call.
- We have trouble connecting to meetings without tech support.
- Our teams use different video platforms and it's messy.
- Presentation and screen sharing are unreliable or confusing.
- We are using old equipment that barely works.
- We can't easily switch between Teams, Zoom, or Meet.
- Rooms are underused because people are afraid to touch anything.
- AV systems aren't intuitive and users need help every time.



ed

il

g
at

ere

The Ideal Customer

Agent Partner Portal

Industries

While we work across all verticals, ideal clients often:

- Utilize physical rooms for conferencing, collaboration, presentations, and trainings.
- Value user-friendly technology that supports collaboration and productivity.
- Are planning major changes such as office build outs, tech refreshes, or executive initiatives.
- Look to simplify, standardize, or modernize their meeting spaces.
- Operate in hybrid or multi-site environments where seamless communication is essential.



We've created a centralized Partner Portal where you can find and share helpful resources. From solution overviews to co-marketing materials, you'll have what you need!

[Visit our Agent Partner Portal Here](#)

Revenue

\$50 million+

Employee Count

100+

Locations

- Mid-Atlantic Region
- Southern California

Titles

CTO or CIO

Director or VP of:

- Infrastructure
- Audio Visual
- Telecommunications
- Information Technology
- Facilities

