

"It helps to foster an atmosphere of solution-based selling versus the standard retail presentation of the 'wall of confusion'."

- Attention to Detail (Middletown, CT.)



Under the guidance of owners Matt Pensiero and Bill Murphy, Dan Labbe, the manager of Attention to Detail, created an Alpine showroom in this Flagship store. The Alpine showroom was modeled after our CES presentation to provide their customers the ultimate Alpine in-store experience.

Dan designed and built the store after visiting Alpine Electronics' CES booth in January of 2013. It has recently been updated to reflect our Restyle initiative. As you can see from the pictures below, Dan has an excellent understanding of how to present Alpine's corporate message to his customers.



Attention to Detail promotes the Alpine showroom on their websites www.atd1.com, www.addittoit.com, and on all social media channels including Facebook, Twitter and Instagram. The customer's response to the Alpine store is overwhelmingly positive. It helps to foster an atmosphere of solution-based selling versus the standard retail presentation of the "wall of confusion." The change in merchandising resulted in tremendous sales growth and an increase in average ticket sales. It has also enabled the sales team to convince a number of other retailers in the territory to upgrade their Alpine presentation as well.



Recently, Attention to Detail has added truck accessory displays to complement their Alpine Restyle presentation. This has enabled Attention to Detail to become a true restyle center for truck and SUV customers in central Connecticut. More truck and SUV customers come into their store each week to restyle their vehicles with the help of the Alpine solution-based presentation.

Let's be creative and make minor but relevant changes with your Alpine presentation. The small changes that are made in the way we present the products to our customers are what make a big difference. Consider adopting some of Attention to Detail's actions to create your own Alpine Restyle showroom.

ALPINE SALES REP LIVING THE RESTYLE LIFE



Hello Alpine Restylers! Have you heard this joke: A customer walks into a store to buy a product but all he gets is the \$99 demo? Yep, not very funny! If you want to sell the most expensive but highest grossing margin product, the best sales pitch you can give is to use the product yourself and become a pro at it. Our sales rep, Stephanie, installed the [X009-U](#) in her mini-van and although it was a custom job that required cutting, it wasn't scary and it looks awesome! If you want to sell the best and only 9" Restyle system, plus make the most profit, stop the jokes and put one in your own vehicle. Get to know it, love it and show it EVERYWHERE you go! Potential customers are not just the people who walk into your store; they are at your gas station, at your kid's sports games, at the Goodwill where you drop off your donations. Only Alpine Restyle systems can upgrade your dash AND put more money in your pocket! Moral of the story: Don't be left with an empty pocket! Join our Alpine reps who not only talk the talk, but walk the walk!