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# Scaled Priority List of Ways to Promote Cablevey with Customer Testimonials, Video & Photo Shoots – and more!

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This list is *almost exclusively* contingent on our Sales Rep's communication with our customers.

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We have seen that customers need to agree to this type of thing/this exposure in advance of the sale. Otherwise they are not motivated to provide this type of time-consuming exposure to the world at large – unless it matters to them.

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This is a good argument for angling towards getting testimonials, permission for video and photo shoots BEFORE the sale occurs. Like when they are asking for *concessions and discounts* from Cablevey.

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## Anyway, here's the list of ways we'd like to promote our relevance to future customers:



Testimonial \_\_\_\_\_



Personal Introduction to someone you believe would benefit from our systems. \_\_\_\_\_



Case Study (Interviews with Staff) \_\_\_\_\_



Photo Shoot \_\_\_\_\_



Video Shoot \_\_\_\_\_



Hospitality hosted at your plant \_\_\_\_\_

Subject-specific Articles – examples: Vertical Markets we operate within – in our case, mostly specialty foods, but also plastics, powders, etc. Also, how we compare to other types of conveyors. In all instances to get articles we need to have access to our contacts/customers – generally the right person to talk to, for example:

- Plant Engineer     Maintenance Technician     Process Engineer     Company owner