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vablet™ Use Case Study
Industry: Credit Card Processing
Company Profile: EMS Electronic Merchant Systems



Solution: Sales and Product Demonstration

*The following testimonial was published
in the EMS Company Newsletter.*



We deal with merchants on a daily basis who are “stuck in their ways” and reluctant to try anything new. However, are we as sales people also set in our ways?

You may have the greatest personality, sales pitch, and solutions, but it’s not always enough to stand out from the competition. I challenge you to step out and try something new, change your approach, or like I just learned; get an iPad!

My name is John Doe, an AE in Boston and I tend to underestimate the power of technology and how useful it can be in our line of work. Since we are often inundated with the newest and best products, trying to find what is best can become exhausting. Plus, technology doesn’t really pertain to selling, right?

Or at least that was what I thought, until recently. EMS has given us a great solution that I’m sure many of us don’t take advantage of (myself included). Through the **Vablet** App, the resources on the iPad are updated with products information, videos, etc... It’s much more interactive than sales brochures and can even help close deals!

Just last week I was out on an appointment at a computer repair shop and not getting anywhere. The merchant was bitter from other providers, and just kept shutting me down. Everytime I began speaking he put up a wall and didn’t let me get any further. Whether it was an interruption or a negative comment, there was just no way to convince this guy! I knew what I needed to convey but he just wasn’t willing to listen to me.

The prospect was currently using the Quickbooks solution and was worried that processing with EMS would disrupt his process. However, as we all know, our solutions are compatible and I tried to explain to him how this would work. He obviously didn’t want to listen, kept interrupting me, and finally just told me he wasn’t interested.

After I left, giving the appointment all that I had, I immediately told my manager about what had happened. Without even saying a word John placed the office iPad in my hand and said, “Let’s give this a try.” In just a few minutes of going through the product information and videos on the iPad, I noticed one that was perfect for this situation.

I smiled with confidence – I knew that I could now overcome the questions that merchant had placed in front of me. John and I quickly ran through a few other presentations that I could also use depending on how the opportunity for additional services could be discussed. I went through on my own a few more times before returning to the business to discuss with

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the owner. At first he was hesitant and did not want to see me again but after asking politely for just five minutes of his time, he reluctantly sat down making it abundantly clear that he didn't have a lot of time.

I brought along the office iPad and told him I just wanted to pick up where we left off and explain how our solutions work with Quickbooks. After the short presentation, the owner's opinion had completely changed.

The fact that he could actually see how it worked, helped him realize the benefits of our solution and that it was compatible. He was satisfied with my presentation and instead of dismissing me as he did before; he began asking questions, opening up to a conversation with me.

He agreed after we talked for awhile that it would be an enhancement to his business, but still didn't want to spend the money.

I then began to show him a few other services we offer and displayed them for him on the iPad as well. Sometimes we deal with visual people and using this solution is a great way to display short overviews of how our products work. The merchant was also convinced that we could satisfy the growing possibility of products and services in the future. I asked for the close and he signed with me that day and still wants to talk about loyalty options as we move forward. Later that same day, I used the iPad once again, presenting the Altus program to another merchant.

The clean detail in the presentation paired with samples of the custom cards that we can create were the perfect tools to sell the product and create another deal for me that day!

Kudos to EMS for bringing this level of support to our team! We can't expect to rely only on this solution, but remember to use it to stand out from the competition. Use the resources we have been given, they truly help! Thanks EMS!

