



### Keep it personal

The passion for customer connection shan't miss personal meetings. The endless number of sales events give the opportunity to meet and connect, to share professional knowledge and find out best solutions on workshop needs.

### Keep it professional

There're more than 70 sales events among international and national fairs, regional and local events up to sales events "open doors" of our distributors. It's a priority to ensure efficient sales support due to professional organization of any sales event:

## SALES EVENT COORDINATION – MUST HAVE LIST

### INFORM

Make sure to inform SCS on any opportunity to support sales events in your area of competence. The company supports communication to wake up attention and attract interest.

### PARTICIPATE

Promote actively participation. Advanced organization of sales events with your team completes involvement of your actual and potential customers.

### PRODUCT RANGE

Define the product selection to focus on most adequate A/C range, a selection of accessories and the ne opportunities with ATF Moovetech

### COMMERCIAL OPPORTUNITY

Define a commercial opportunity for your customers. Attractive sell-out promotion represents appreciated gift giving occasion and helps to take orders in the fair.

### VISIBILITY

Make competent and representative brand presentation sure. Eye catcher, clear messages in visibility make visitors feel comfortable to purchase new equipment from you. Prepare carefully display and visibility (roll-ups, customized walls, banners ...)

### ENSURE COMPETENT PEOPLE

Take care who will sell during the sales event is well informed and trained or if presence of SCS people is convenient. SCS is available to refresh knowledge with a sales training.



AEK006-2  
Starter Kit

AEK16, 17 or 18  
Maintenance Kit



Gadget and  
catalogue



Roll-up  
banners

