

CUSTOMER SUCCESS STORY



CHALLENGE

1. No sales and marketing plan
2. No clear value proposition
3. No forecasting and sales team

SOLUTION

1. We conducted some market research to develop our value proposition
2. We created an integrated a list of key sales tools to help the sales process
3. We created a sales team and conduct a sales and marketing meeting to measure their effectiveness

RESULTS

1. Aro Systems value proposition is strong and differentiates them in a competitive marketplace.
2. Our sales tools assist educate and deliver offers to assist the sales cycle
3. Our sales and marketing resources work together to nurture target prospects to customers

Marketing and Sales tools VALUE PROPOSITION

<p>15 Minutes away from a Solution</p> <p>From receipt of call, we can deliver: Telephone Support in 15 minutes Remote Support in 1 hour</p>	<p>Personalized Service</p> <p>We are experts in service. We honour our commitments everytime.</p>	<p>Extensive & Qualified Experience</p> <p>Our staff has over 60 years combined experience in the industry servicing clients throughout Australia & New Zealand.</p>
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VET SALES FLYER

The flyer features the ARO SYSTEMS logo and tagline 'Specialists in Medical and Veterinary Digital Imaging Solutions'. It includes a photo of the Southern Animal Referral Centre (SARC) building and a dog. Text on the flyer describes the company's services, including medical and veterinary digital imaging solutions, and lists various equipment like X-ray, Ultrasound, and MRI. It also mentions 'Who are we?', 'What we do', 'Our Vision', and 'Authorized Distributors for: Carestream, EXAMION, and DOME'.

E-NEWSLETTER

The newsletter features the ARO SYSTEMS logo and a 'July Newsletter 2010' header. It includes a 'Comparison tool' section with a quote: 'In our customer survey you have told us that keeping up with technology has been a challenge. To assist you with this we have done up a comparison table so you can quickly see the difference between the digital solutions in the...'. There is also a 'Winners of our movie passes' section.

NEW WEBSITE

The website screenshot shows the ARO SYSTEMS logo and tagline 'Specialists in Medical Digital Imaging Solutions, Australia & New Zealand'. It includes a navigation menu with links for HOME, ABOUT US, MEDICAL, CHEMISTS, VETERINARY, etc., and a contact number: 1300 596 664.

www.arosystems.com.au