

## PROFILE

**Name:** Mapcargo

**Location:** Redondo Beach, CA

<http://www.mapcargo.com>

## CHALLENGE

Traditional presentations have limitations on audience participation. Client interactivity in a presentation would greatly improve response and real-time sales.

## SOLUTION

BrightLink<sup>®</sup> Pro provides an interactive presentation solution to foster collaboration and interactivity between the presenter and audience. Clients are able to shape their program in real-time, answering questions immediately.

# Collaborative Selling

## Interactive Presentation Technology Helps Logistics Firm Close More Sales

“It has completely changed the way we do sales presentations. Potential customers no longer feel we’re trying to rope them into something – instead, they’re shaping the program together with us.”

That’s Jarry Sessions, General Manager of Mapcargo Global Logistics, talking about his use of a new interactive presentation tool – the Epson<sup>®</sup> Brightlink Pro – and how it’s affected meetings and presentations in their Redondo Beach, Calif., headquarters.

“A traditional presentation is one-sided,” Sessions explains. “You show your materials and say, ‘Here’s what I’ve got.’ Potential clients try to participate but there’s no good way for them to do it. Instead, they tell you what they like or don’t like about your proposal and you say, ‘I’ll get back to you.’”

The BrightLink Pro, an interactive presentation solution that combines a whiteboard, projector and powerful collaboration tools in one device, can change that scenario in two ways.

First, you make your presentation not from a laptop at a table or podium but right from the projection surface. If there’s a question about something you’ve explained – say, the workflow of a freight order and shipment – you can pick up your electronic pen, circle the area on your PowerPoint slide, write in a change, then save it and print it for everyone immediately.

Second, it provides a practical way to bring the client directly and actively into the discussion. “About two months ago we had folks from a big multi-national company come into

our office to talk about their warehousing and freight receiving systems,” Sessions recalls. “They were not happy with their current provider and had a number of ideas about how their program might change. I presented an alternative, but I could see I was not on target. So I invited their VP of Operations to take the floor, handed him the pen and watched while he marked up my diagrams. In that way, we were able to talk through their program and close the deal then and there.”

## Selling Custom Products and Services

Mapcargo is an international logistics provider and freight forwarder, known for its personal approach. “A lot of people don’t want to deal with the automated customer service you get from the big shipping firms,” Sessions explains. “Here, if you have a question, you get an immediate, personal response. If you have a problem, you can call the owner of the company and he’ll straighten it out.”

Sessions says the BrightLink Pro technology is perfect for selling any product or service that can be customized for the client. “In a traditional presentation, the client can sit back on the sidelines, waiting to see what we come up with. But if we’re going to create a program that works, we need them to interact

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– JARRY SESSIONS, GENERAL MANAGER

with us and share their ideas freely. Making presentations this way helps them understand that they are part of the process, and they love it.”

Before Mapcargo installed the new technology, Sessions relied on a 45-inch flat panel to show his workflows and diagrams. “We had been unhappy with this setup for some time,” he recalls. “Not only were the presentations one-sided, but the display was really too small for everyone to see clearly.” The conference room in Redondo is not huge (just 12 seats), but the 86-inch diagonal image produced by the new system makes his materials much more readable.

***BrightLink Pro really gets people talking and collaborating.***

Knowing he needed to make a change, Sessions contacted Esther Chen at the local PC Mall, and she explained the advantages of an interactive projector. She next visited Mapcargo and demonstrated the product, bringing Ed Motokane, Business Development Manager, Epson, out with her to help.

“I said, ‘This is really great,’ but I was nervous,” Sessions says. “I’m not a tech guy, and I wasn’t sure I was going to be able to use it.” His nervousness proved unfounded, especially with Motokane’s help in setting up the projector and training staff. “It’s really easy to use,” Sessions adds. “A menu pops up on the side of the screen, you click what you want and it goes from there.”

Sessions says the new system has proved itself in staff, vendor and partner meetings, as well as in client presentations. “I’ll

propose a change in our workflow and put it up on the screen, but then someone will say, ‘That’s not right.’ In those cases, you need multiple opinions and points of view, and the BrightLink Pro really gets people talking and collaborating.”

Vendors can bring their presentations in on a flash drive, with no need to carry a laptop or even a tablet. “Generally our vendors don’t use the system’s interactive features, but I will. I’ll say, ‘This number doesn’t look right,’ or ask ‘What’s missing here?’ and mark up the slide. Then I’ll print a copy for each of us so they don’t forget.”

When he’s making a presentation, Sessions doesn’t always turn over control to the client. “We already know that nobody wants to pay more than they have to, so I usually don’t put our prices on the board and then hand them the pen. On the other hand, if they understand there’s a relationship between the process and the pricing, we can generally work together to shape a good program that will fit their budget.”

“It all depends on the client. A good salesman will have a gut feeling about how a meeting is going. If it starts moving sideways and we need to talk through some changes, then this is an outstanding tool.”

***The new system has proved itself in staff, vendor and partner meetings, as well as in client presentations.***