



Marketing ideas

that work



Cameron Valves & Measurement

iMARC SALES PRESENTATION

SITUATION/PROBLEM

CAMERON VALVES & MEASUREMENT BUILDS ITS VALVES WITH METICULOUS CARE AND REFINED ATTENTION TO DETAIL. THEY CONSIDER THEIR MANUFACTURING PROCESSES TO BE THE BEST IN THE INDUSTRY. UNFORTUNATELY, THE WORK THAT GOES INTO THEIR VALVES ISN'T NECESSARILY APPARENT FROM THE OUTSIDE. CAMERON VALVES & MEASUREMENT NEEDED AN INTERACTIVE PRESENTATION IN A COMPLETELY CUSTOMIZABLE FORMAT TO DEMONSTRATE EXACTLY WHY THEIR VALVES ARE SUPERIOR

OBJECTIVE

Our objective was to build a sales tool that combines the professionalism, flexibility and consistency of interactive multimedia with the customizing capability of PowerPoint.

SOLUTION

The solution was iMarc.

PriMarc built a presentation system that includes selectable and controllable video presentations, while still giving Cameron Valves & Measurement the flexibility of PowerPoint.

iMarc is professional – excellent design, navigation, layout and



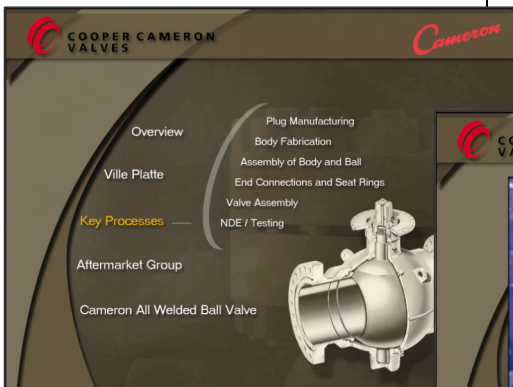
multimedia effects increase the chance of sales success by instilling greater audience trust in the company's professionalism.

iMarc is flexible – fast and extensive information access and display capability, allowing the presenter to respond instantly to audience questions.

iMarc is consistent – delivering faithful representation of important marketing elements presentation after presentation, without locking the presenter into a 'canned' presentation.

RESULTS

Cameron Valves & Measurement reports good sales success and a high level of sales force satisfaction in using this interactive sales tool.



PriMarc