



Marketing ideas

that work

Aker Kvaerner

iMARC SALES PRESENTATION

SITUATION/PROBLEM

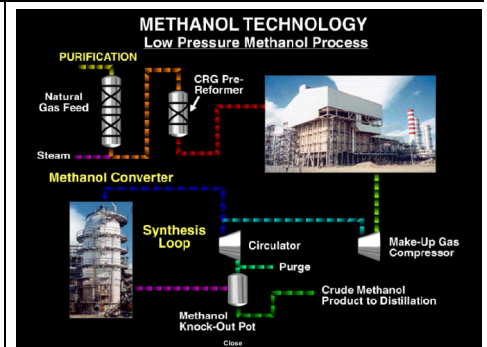
AKER KVAERNER KNEW THAT THEY HAD A GOOD STORY TO TELL, BUT THEY WEREN'T NECESSARILY TELLING IT WELL. AFTER LOSING AN IMPORTANT OPPORTUNITY THEY DISCOVERED THEIR USE OF POWERPOINT ALONE HAD MADE IT DIFFICULT FOR THE PROSPECT TO DIFFERENTIATE THEM FROM THE REST OF THE CROWD. BUT A SMALL COMPETITOR HAD INVESTED IN A PROFESSIONAL PRESENTATION AND WON THE DAY. KVAERNER WANTED TO ENSURE THEY DID NOT HAVE THAT DISADVANTAGE IN THE FUTURE.

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 a project database and customer testimonial videos, while still giving Kvaerner 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

Kvaerner's Senior Vice President described the results in just one word. "Wow!"

PriMarc