

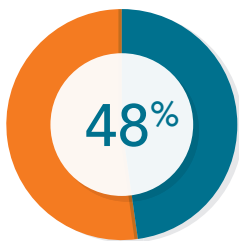
# Three Steps to a Sound Masking Sale: Discover, Demonstrate, Differentiate

## 1. Discover

Discover if your client would benefit from Sound Masking by asking these two simple questions:

### Question 1

Do your employees complain about distracting conversations in and around their office or cubicle?



48% of employees report speech as the most distracting source of noise.



Workers lose an average of 86 minutes each day to conversational distractions.

### Question 2

Do people in your offices or conference rooms have conversations that should not be overheard by others?



Company &  
Client Confidentiality

Identity Theft

Human Resources

GLBA

FERPA

HCAHPS  
Hospital Consumer Assessment of  
Healthcare Providers and Systems

## 2. Demonstrate

Utilize the Cambridge Sound Management demo kit to **demonstrate** how Sound Masking increases speech privacy and reduces noise distractions.

Learn to demo here:

[vimeo.com/cambridgesoundmanagement/demo](https://vimeo.com/cambridgesoundmanagement/demo)

Learn all about your kit here:

[vimeo.com/cambridgesoundmanagement/kit](https://vimeo.com/cambridgesoundmanagement/kit)



# Three Steps to a Sound Masking Sale: **Discover, Demonstrate, Differentiate**

## 3. Differentiate

Explain to your client the many advantages that differentiate QtPro from other Sound Masking systems:

- QtPro is the only "direct-field" Sound Masking system — unlike other systems that reverberate Sound Masking off of the ceiling deck, Qt® Emitters deliver uniform Sound Masking directly into the space
- Unlike competitive systems Qt Emitters can be installed in any ceiling type
- Patented four channel distribution eliminates the need for complicated design and tuning, unlike competitive systems
- QtPro control modules can be networked for easy control and system integration
- QtPro is GreenSpec listed and **the most energy efficient** Sound Masking system available. It consumes less than 27 watts of power per 72,000 square feet of space
- As an installer, you'll be able to install QtPro for your client faster than you would other systems

### Request a Quote

Check out our Partner website to request an estimate, view videos, or to download brochures, case studies and white papers: [cambridgsound.com/partners](http://cambridgsound.com/partners)

### Need help?

Check out our support page: [cambridgsound.com/support](http://cambridgsound.com/support) or send us an e-mail: [techsupport@cambridgsound.com](mailto:techsupport@cambridgsound.com)