

7 Steps to Successfully Selling Sound Masking into Office Environments

A HOW-TO GUIDE FOR PARTNERS


1 If possible, take a quick visual survey of the site

Perhaps you are already on the job site for meetings or doing an install. Survey the workspace.

Do you see any of the following?

- Open areas with cubicles
- Low or non-existent cubicle partitions
- Shared workstations
- Walls that don't go to the ceiling deck
- Densely packed work areas
- Conference rooms adjacent to each other


Any of these visual cues are signs that sound masking might be appropriate for the space.

 **TIP:** If you're contracted to handle the AV, cabling, or telecom integration for a new construction project, chances are the office will have all of the above and would benefit from sound masking.

2 Identify the company decision makers

The decision-maker responsible for purchasing sound masking for a company depends on a variety of factors including the company's industry and size. Determining the ultimate decision-maker may take some trial and error, but consider employees with these or similar job titles:

- Facilities Director
- Real Estate Director
- Operations Director
- Building Manager
- Property Manager
- Human Resources Director
- Security or Compliance Director
- Network, Telecommunications, or AV Director
- Contact Center Operations Director (for call centers)
- Owner/President/CEO (typically for smaller companies)
- Office Manager (typically for smaller companies)

 **TIP:** Pitch sound masking to clients you've done work with in the past – chances are they have the buying authority for this product as well.

3 Ask the questions

Once you've gotten in front of a decision-maker, get them talking about their noise problem.

These questions generally get the conversation started:


- Do employees ever complain about being distracted by their co-workers?
- Does anyone raise concerns about their conversations being overheard?
- Can private offices hear conversations from other private offices?
- Is sensitive information being discussed?
- Do people keep their office doors closed because it's too noisy?
- Is Human Resources located next to an area where they could be overheard?

If the answer to any one of the questions above is yes, it's a great opportunity to bring up sound masking and how it's a relatively inexpensive solution to the problem.

4 Communicate the value proposition


Now that you have their attention, it's time to bring up how sound masking will benefit their organization:

- a. **Sound masking increases productivity:** In a recent study researchers found that on average employees wasted 21.5 minutes per day due to conversational distractions, making lack of speech privacy the number one cause of reduced productivity. 21.5 minutes daily is roughly 4% of an average employee's work day (based on an 8 hour day). Some quick math shows that a company with 100 employees and an average employee salary cost of \$50,000 is losing \$200,000 a year in lost productivity. In short, **sound masking pays for itself in increased worker productivity gains.**
- b. **Sound masking boosts morale:** Lack of speech privacy is the number one driver of worker dissatisfaction according to a recent survey of 25,000 office workers. Sound masking increases speech privacy measurably.
- c. **Sound masking protects confidentiality and reduces liability:** Closing the door to an office or conference room no longer guarantees speech privacy, and sensitive information overheard by the wrong people could be embarrassing at best and illegal at worst (think of HIPAA violations for example).

 **TIP:** [The Sound Masking 101](#) brochure explains these points in a visual manner that makes it a great leave-behind for clients.


5 Schedule a demo

If steps 1-4 were successful, you should be able to schedule a time with your client to perform an in-person demonstration. In order to demo the product effectively, you will need a working demo kit. Call 800.219.8199 to order your demo kit today.

 **TIP:** In addition to your demo kit, you can also turn your firm's office into a showroom. This not only makes your office a great space for live demoing, but also makes it a more acoustically comfortable place to work. Ask your rep about showroom pricing.

6 Be prepared

- a. Take Cambridge Sound Management's free, [online professional certification program](#) to learn to design, specify, install and support our systems.
- b. Watch our "[How to Deliver an Effective Demo](#)" video and other instructional videos on our website.
- c. Review our extensive library of sales tools, including our product catalog, case studies, and product spec sheets.
- d. Request support from your rep if necessary.

 **TIP:** All sales and training resources can be found at cambridgesound.com/partners

7 Close the deal

- a. Get a reflected ceiling plan (RCP) from your client at the end of your demonstration.
- b. Request a budgetary quote from Cambridge Sound Management by filling out our [Partner Request a Quote Form](#) and attaching your RCP.
- c. Use the quote to estimate your costs and quote a cost to your client that includes your labor costs. **Close the deal.**