

# Case Study

## Sales Psychology Australia

» The power of flexibility and on-demand presentation capability - is one of the best kept secrets across the entire range of Fujitsu Tablet Computers. «

Andre Vlcek, Managing Director, Sales Psychology Australia



### The customer

Andre Vlcek is an Australian-based sales consultant and Managing Director of Sales Psychology Australia. His experiences delivering presentations to high profile clients left him wanting a more elegant solution than a pre-prepared Powerpoint slideshow could offer. With the STYLISTIC Q550 he forever changed the way he approached sales meetings and now has the ability to mould his presentations on-the-fly according to the needs of each client and the individuals in the room. We asked Mr. Vlcek to speak about his concept of 'visual selling' with STYLISTIC Q550, and how it helped evolve the way he does business.

### An unexpected meeting.

About 2 years ago, Andre Vlcek was scheduled for a 'typical' one-hour meeting with the Human Resources Manager at one of Australia's major petroleum companies. It was his first meaningful contact with them, the proverbial 'foot in the door'. The plan was to discuss the firm's sales recruitment process. He was armed with a conventional notebook and detailed linear PowerPoint show and was fully expecting an informal meeting. Much thought had been given as to what the HR Manager needed to hear and a tailored slideshow had been created accordingly. However, as soon as he walked into the office for the meeting, the room contained five people, instead of one.

The HR Manager proceeded to enthusiastically introduce him to the 'unexpected' guests, including the General Manager of Sales, a Psychologist HR consultant, the firm's Call Center Manager, and of all people, the CEO. His guests happened to hear about the meeting just that morning and were curious about individual issues related to their job responsibilities. All of a sudden, a simple, casual talk turned into a full-blown sales demonstration, addressing multiple competing interests and perspectives. Those careful, late-night preparations for this meeting subsequently evaporated into thin air.

Five minutes into the talk, the psychologist interjected that another meeting was coming up and he had 'just a few quick questions' to ask. Of course, the canned slide show didn't contain appropriate answers to his issues or, in some cases, the answers sat on slides that were 30 transitions away. Other attendees soon asked questions as well and a discussion ensued. The GM of sales wanted to know to what extent previous projects had increased sales revenues. The HR manager hoped to explore the candidate testing process; and the call center manager was wondering how all this related to her call center environment. Over the next hour, most of the prepared linear PowerPoint content sat worthless and unused because it couldn't be adjusted to suit the rapidly changing situation. The limitations of using PowerPoint and its linear design became increasingly annoying. He needed to find

### THE CUSTOMER

Country: Australia  
Industry: Sales Consultancy and Training  
Website: <http://www.salespsychology.com.au/>

### THE CHALLENGE

Andre Vlcek needed to find alternative ways of presenting information to better adapt to changing audience and scenarios without having to rearrange his materials.

### THE SOLUTION

By leveraging the mobile touch-screen capabilities of the STYLISTIC Q550 Andre was able to develop a vast presentation library of hundreds of slides and PDF's which he could easily access with the touch of one finger.

### THE BENEFIT

- Organisation of information and presentation material regardless of audience or context.
- Confidence to move between subjects and topics during discussions on one single device and screen.
- Flexibility and the ability to pace all presentations "on-demand" to suit any change in meeting schedule without stress.

alternative ways of presenting information to better adapt should the need arise in the future.

"It was unacceptable that my reputation hinged upon how well I could foretell the future by lining up perfect slide sequences in advance.", said Mr. Vlcek, "Surely I needed something other than PowerPoint and a conventional notebook computer."

#### Finding a solution using the Fujitsu STYLISTIC Q550.

Upon researching online, he discovered the STYLISTIC Q550 Tablet and saw its potential for changing the way he does business. By leveraging the mobile touch-screen capabilities of the STYLISTIC Q550 he was able to develop a vast presentation library of hundreds of slides and PDF's which he could easily access with the touch of my finger.

Andre recommends corporate users tap into the potential of the STYLISTIC Q550 by using it in conjunction with PowerPoint. Deploying the innovative organizational and navigational structure called "Relational Presentation" provides fast and powerful flexibility to respond to your audience and overcome the constraints of PowerPoints traditional linearity.

For his presentations, he developed a home screen with interactive menus on the left hand side which were essentially hyperlinks to different categories of information. As each category is chosen, the individual topics within each category are shown in the bottom left

hand corner. "Using my STYLISTIC Q550", he said, "I now can move seamlessly between hundreds of slide options, in any order, at any time."

#### Always prepared, ever-adapting.

Having the kind of flexibility that the Q550 has allowed has been a lifesaver several times already according to Mr. Vlcek. He recently scheduled an hour-long meeting with a major Australian bank to discuss improving the sales prospecting skills for their nearly 200 mobile business bankers. Like his meeting two years ago, things did not go according to plan. Upon arriving at the establishment, the buying team was visibly distracted and anxious. The Director of Sales informed him that a technical glitch had occurred within their operations and that he could spare only fifteen minutes. The meeting he had expected to fill an hour promptly diminished in size by 75% and he was forced to cut right to the point and hit the highlights of his presentation, without appearing frazzled or disorganized in the process.

"These days I can easily do that, using nothing more than my STYLISTIC Q550 and PowerPoint 2010 and it's not nearly as difficult as I once thought.", concluded Mr Vlcek, "That same kind of powerful flexibility and adaptability is available to anyone who needs to communicate, persuade, or sell their ideas using Microsoft PowerPoint. The power of flexibility and on-demand presentation capability - is one of the best kept secrets across the entire range of Fujitsu Tablet Computers."

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