

SELLING SKILLS
PRODUCT KNOWLEDGE
COMPETITIVE ADVANTAGE



FOR ADDITIONAL HELP
CALL 800-750-5189
SALES@SOUNDLINE.COM

SALES LOGIC

CUSTOM REPLICATION

WHAT AM I SELLING? - The service of duplicating the client's data onto a recordable CD or DVD. The service includes decorating the face (surface of the disc) and loading (burning) the content onto the disc.

Full CD—(650MB or 74 min. capacity—4-3/4" in diameter) plays everywhere from the car to the Discman™ to the computer.

Mini CD—(180MB or 20 min. capacity—3" in diameter) Must be used with great caution. May not play in 30% or more of the audio players (including cars) on the market. Never insert into a slot-fed CD player. Will play in most computers that have a draw or tray.

ROMBIZ—(50MB—business card size CDRom) Nearly universally accepted. Should only be played in a computer. Most computers will play it—less than 5% of the computers on the market will have difficulty.

DVD— (4.7GB-4-3/4" in diameter) Created to function on the computer in a DVD drive.

METHODS OF COPYING—The objective is to copy CDs.

Depending on the quantity, the methodology of copying, decorating and packaging may vary.

Replication is a process where you start from scratch and make original copies on major production lines geared to run millions of CDs. It is not feasible to run these machines for a quantity of less than 1000.

Duplication is a one to one copying process similar to the days when you would copy a cassette to a cas-

sette at home. Today, many computers come with burners and anyone can make a copy. Soundline has robotic equipment that allows us to run multi slaves at one time making the process faster and more efficient.

Decorating the CD/DVD

For smaller quantities up to 1,000, MasterPieceDisc is a full color decoration process for the face/surface of the disc. In quantities of 1,000 or more, silk screening is the method. The base color of a CD is silver. To achieve 4 color process you need to start on a white base. Hence, to get a 4 color process face, you need a base coat of white, making the print job 5 colors.

PACKAGING—The plastic jewel case is the traditional method and Soundline has it and more. Our digital press and associated pressroom has the capability to produce short runs of creative and colorful packaging. In larger quantities, we offset print to the most demanding specifications. Many special types of packages exist and are used for different purposes such as: mailings, insertion into books and periodicals, etc.

CONTENT

Some clients present a CD or DVD ready for production (customer should supply the data/program on the same type of media we are producing; i.e., provide a CD master if we are duping or replicating a CD). Still others present masters that need work. Our creative staff can produce a masterful CD with Macro-media software and other outstanding programs. Our engineering

department can take your clients raw materials and put together a quality program.

WHY BUY FROM YOU ?

Simply put—we burn your CDS, not your customers. Some products are highly technical and need a reputable company such as yours and Soundline behind them. While your client can source custom replication and duplication, we know you will stand behind your order and we stand behind you. From deadlines to top shelf quality, both your company and ours are names to trust.

MEET IRMA—IRMA stands for International Recording Manufacturer's Association. We, like most others, have signed on to an anti-piracy program. To copy your client's CD we require IRMA papers giving clear title to the property. The penalty for record piracy is stiff and neither you nor Soundline can afford to be charged with piracy. It could cost us our business and personal freedom. Any competitor not requiring these papers should be avoided. The trail is littered with companies who "didn't know". We are professionals—and that's why we are your client's best option.

Spec Sample

FREE

SOUNDLINE UPIC 1 SOUNDLN ASI 88241

Attach this coupon to your art and we would be happy to make a sample to help you close your sale. Send art or logo to Sm@rt specs art@soundline.com

Key Questions To Qualify Your Client

1. How will the product be distributed?
2. What is the content and how big are the files?
3. Will you require any content work from engineering to content development? If yes, what do you need?
4. What is your quantity and your in hands date?
5. Do you have a budget where we can offer you different packaging options?
6. Do you have clear intellectual rights to the contents?
7. If there is any kind of music in your CD, do you have the rights?

Key Benefits Of Music & CDs

- Music makes people feel good. Happy people are simply more productive and more likely to continue a relationship with you.
- Your target group will be impressed by your generosity thinking you spent more on them. Because the product has a high perceived value.
- The odds are tremendous that your CD is not the same as any other CD the target has. This means your product is going to be used and valued as opposed to "another" hat, mug etc.
- A CD is light and condensed. You can save money on distribution and fulfillment, hence leaving more to budget for the actual product.
- A CD can carry more than music. A CD be offered for enjoyment, but carry a potent yet sublime business message in a CDROM portion.
- CD packaging offers ample surface to present all the salient details of the product, event or service .

Advantages of Using Soundline

- Soundline has complete in house printing, decorating and packaging facilities
- Since 1986, Soundline has built this category of promotional products. Award winning service and creativity continue our leadership.
- Soundline is a family business where every order is "taken home". We see the order through and guarantee satisfaction.
- Soundline is the creative leader bringing you the ideas and samples you need to create a sale



Soundline can duplicate, replicate, manufacture and package CD/CDROM/DVD and virtually every medium you need. Contact your service representative for specific samples, prices and details.

GLOSSARY OF TECH TERMS

CD

The Compact Disc was developed by Philips and Sony, and was first implemented commercially for storing digital audio data (CD-Digital Audio). The CD is made up of a polycarbonate substrate, a thin reflective metallic layer (the mirror-like is aluminum), and a lacquer coating.

CD-Digital Audio

Philips and Sony developed the necessary technology for storing digital audio signals on a Compact Disc, and introduced the CD-Digital Audio (1982). CD-Digital Audio was implemented to hold about 72 minutes of audio data

CD-Recordable

CD-Recordable technology allows production of CD-ROMs on the desktop ('one-offs'). It requires a PC, a CD-R recorder or drive, appropriate software, and 'recordable' media. CDRs are pre-grooved, in 63 or 74 minute capacities.

CD-ROM

The Compact Disc-Read Only Memory is the standard 12cm CD formatted according to the ISO 9660. Although the physical characteristics and track structure of a CD-ROM are the same as that of CD-Audio, a CD-ROM is used to store computer data (text, graphics).

DVD

It is used to mean Digital Video Disc, Digital Versatile Disc, or just DVD compatible, and other features. DVDs physical specifications include double-layer and double-sided DVDs. This product must have a DVD reader either stand alone or within a computer. Mastering requires special equipment and handling

Enhanced-CD

A CD-Audio that includes data and/or graphics in Track 1-addressing most of the problems of the Mixed-mode disc. There are variations of the Enhanced CD (CD-Extra or CD-Plus, Hidden Track, etc.), Windows 95 and later editions support enhanced CD reading.

Glass Master

This product of the mastering process involves a large glass disc, duly prepared and coated with a recording layer. After recording, the glass master goes through a special chemical process and is then metallized. It is submitted to electroforming, to produce the metallic master-which is necessary for producing the stampers for the injection molding machines making a CD and related product

Hub

This is the area about the central hole of the optical disc- it is also called clamping area..

Label

CD-ROM, and other optical discs, are usually labeled on the 'back' side. The label is usually silk screen in up to 5 colors but can be a pressure sensitive label if the quantity requirements are less than minimum.

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