

■ TRADE TIPS

## Dealer Marketing: Connecting a TV Not So Simple Anymore

THE TIRED ADAGE GOES: “These days, everything is plug-and-play; anyone can do it.”

Is this a message that your customers are getting? You’ve probably been called in to fix a CE disaster, but do you try to thwart in before it happens?

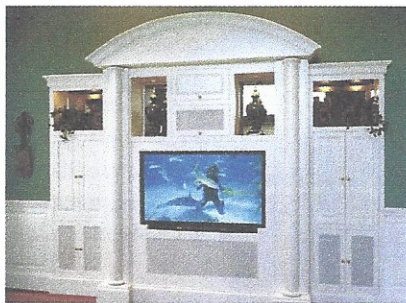
Here is a nice, succinct message that West Chester, Pa.-based Media Rooms Inc., relayed to customers and prospects in a recent email newsletter:

### **Connecting a TV is not so simple anymore.**

*Remember when you wanted to place a TV in the corner of the family room? A few years ago it was a simple matter. You plugged the TV in and connected the antenna jack. Presto!*

*Well, it is not so simple anymore. Analog Sunset (occurring last December) has brought about the end of television as we know it. High Definition has now taken over and added a cable box or satellite receiver into the mix. Now you can no longer connect the TV directly to the wall jack. You must connect the TV to a cable box or satellite receiver and that device connects to the wall. An additional challenge is the cable box or satellite receiver needs to be connected to the TV with an HDMI cable.*

*Flat-panel TVs are now the norm so there are more options as to where the TV is located. Flat-panel TVs are going into places where you could not consider locating a standard TV (that was 20 or more inches deep). Typically the audio coming from a flat-panel TV is substandard because the manufacturers use tiny speakers, often in the back or bottom of the TV. In many situations you will need to add new speakers and a surround sound receiver to power them. Lastly, everyone*



**Media Rooms Inc. gives potential customers some basic food for thought about today’s TV installations.**

*is looking for additional viewing options such as streaming online services like Netflix, which is accomplished through a Blu-ray player or a Smart TV.*

*It is not so easy to hook up a TV anymore. That’s why you should consider the services of a professional electronics integrator like Media Rooms. We offer our clients complete turnkey solutions.*

Media Rooms also gives potential clients a simple checklist of the basics involved with an installation:

- 1| Find the best location for the TV (table or wall mount [bracket required]).
- 2| Find a location for the cable/satellite box.
- 3| Install a coax cable from the cable jack to the cable box.
- 4| Install a HDMI cable from the TV to the cable box.
- 5| Add speakers either on the wall or in the wall around the TV.
- 6| Add a surround-sound receiver to power the new speakers.
- 7| Add an Internet connection to a Blu-ray player or Smart TV.
- 8| Lastly, add a Universal-type remote so the system is easy to use. — Julie Jacobson

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## Alarm Dealer Secures \$56K to Train Staff

AMERICAN ALARM and Communications in Arlington, Mass., will receive \$56,805 from the Massachusetts Workforce Training Fund to train its employees, proving that small businesses can get some help from the government.

American Alarm has been in business for more than 30 years and operates its own central station monitoring for more than 17,000 accounts. It was one of 138 companies to receive the funds as part of a \$11.38 million grant to create 1,700 new jobs and train 13,000 workers over a two-year period.

“To compete in the global economy, we must continuously invest in our workforce, and I am proud to give thousands of our workers the chance to improve their skill sets,” said Deval Patrick, Governor of Massachusetts. “Because of innovative programs like the Workforce Training Fund, Massachusetts continues to lead the nation out of the global economic recession.”

According to the *Arlington Patch*, American Alarm will not use the money to hire more people, but to train personnel in customer service, project management and sales.

Employees are receiving training in diverse areas such as customer service, sales, machining, milling, robotics, project management, injection molding and computer technology.

Small businesses are encouraged to apply for the grants that have a limit of \$250,000 per company. —Jason Knott



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