



AngelVision Technologies

A Client Experience

The following company has graciously volunteered their experiences (regarding AngelVision and their Impact Movies)

■ Chax

Location: <http://www.impactmovie.com/chax/>

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AngelVision: How have you been using your Impact Movie?

Client: We have it up on the website. We have gotten some very positive feedback from it. It is very prominently displayed with a little icon saying that we have a movie there. It is very easy. We just direct people to the website and to the Impact Movie.

AngelVision: In what other ways are you using the Impact Movie?

Client: At trade shows we use the Impact Movie all the time. When the booth is not being manned or the salesman is busy, the Impact Movie still can explain what we do. Our product needs some explaining and it does a very good job of drawing people into the booth and then educating them on what we do. We see many buying signals as a result.

AngelVision: What was your overall experience working with AngelVision and the Production Team?

Client: The AngelVision Team is very easy to work with, very responsive. They made every little change we wanted. Our product is not the simplest one in the world to explain. AngelVision was able to pick up on it and put the information into the Impact Movie in a way that makes it much easier for a prospect to understand what we do. AngelVision is wonderful team of people.

AngelVision: What did you enjoy most about the process?

Client: I loved that your people knew what they were doing. We didn't have to lead you. You lead us! We didn't have the experience or the knowledge to do this Impact Movie. This was new territory for us. We knew our product and you knew advertising, promotion and making Impact Movies. That was a big A plus. There is nothing significant I would change about your process.

AngelVision: What were your biggest sales and marketing challenges before the Impact Movie?

Client: I think the biggest challenge was explaining to people how our product works and what it did. There are so many benefits and features. The product is a little complicated, but **the Impact Movie gets the message across**. It shows the consumer what we want them to see. The Impact Movie gives the sales pitch quickly and easily. It allows for a more in depth explanation than just having a line or two of text. This has been a big help.