C/S Group

Location: www.ImpactMovie.com/cs_group
Released: November 21, 2005

AngelVision: **Have you been able to use your movie?**

Client: Yes, it's been going very well. We've mostly been using it an introduction to our product in an email campaign and whenever making first contact with a prospect. It has worked very well and we're happy with the forwarding function which is working very well for us. We're also using it at trade shows and have distributed it amongst our sales reps to help with consistency in our messaging.

AngelVision: **Were there any reservations prior to working with AngelVision?**

Client: No, not really. We went to the Coffee with AngelVision presentation and what spoke to us was the "how to avoid cold calling". The AngelVision website and the ability to review some of the Impact Movies in the portfolio was also very helpful.

AngelVision: **What was your overall experience with the production process?**

Client: Everyone was very helpful and we could tell that they were committed to creating for us an Impact Movie that we really wanted. The experience was great. At times, almost too helpful. It was exactly what I needed.

AngelVision: **Have you experienced a big "Wow" story yet?**

Client: When we engage with clients, it's very early in a design stage. We haven't generated huge orders just as a result of the Impact Movie, but we have generated a greater number of prospects that we're communicating with. We've had several clients very excited to speak to us after viewing the Impact Movie.

The "wow" has been how the Impact Movie has removed the pain of 'cold calling' and how well the forwarding feature works. There have been several cases where we've been able to speak to the right person as a result of the Impact Movie being forwarded to them. It's a perfect lead-in.

AngelVision: **What were your main sales challenges before the movie?**

Client: Our products are new and they go to market through independent reps and it was difficult to get the message out correctly and cost-effectively. The Impact Movie fits that bill and has worked perfectly to solve this issue.

AngelVision: **What would you share with someone looking to invest in an Impact Movie?**

Client: First thing would be to direct them to the AngelVision website and then outline for them how we are using the movie and how easy the experience to get it produced was. We intend to do future Impact Movies for our various product lines.

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