Grip-On Tools

Location: www.ImpactMovie.com/gripontools
Released: July 11, 2005

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

Client: We have had over 2000 viewers so far. We personally direct people to the movie, use it in email campaigns, have added it to our signature lines. We've added the URL to our business cards and have it on our website. We are getting instant respect from prospects we meet at trade shows who had never heard of us prior as a result of having our Impact Movie playing at these shows.

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

Client: At first we didn't know if the cost was justifiable. We weren't sure it would relate to our type of business and customers. We didn't realize how much it could be personalized. We weren't sure we could get someone to watch the Impact Movie. At the time, we were doing only half the sales we're doing now. In six months we've doubled our sales from the previous year. A lot of larger prospects didn't take us seriously before.

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

Client: We were impressed with the fact that AngelVision stuck with the initial timeline that was laid out. We were pleased with the communication and with the speed of feedback. Our CEO loved that AngelVision made instant changes for us when needed.

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

Client: **In the first 8 weeks, our Impact Movie generated 25 new clients for us. Since we've gotten the movie, we have had such a flurry of interest that Mary, our Admin. Assist. was promoted to a Senior Sales Associate because of all the contact with all the new customers. Our CEO is now starting to offer to buy an Impact Movie for some of our bigger customers. We had two customers in particular that we've been trying to get into for years. Both of them, within days of watching the Impact Movie, contacted us with an interest in doing business versus us having to contact them. We know one of the companies forwarded the movie at least 10 times throughout their organization to others.**

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

Client: Getting people to take import tools seriously. It was very hard to get people to believe in the quality of our tools. We are now able to communicate this up front and then continue those conversations in our sales interactions as potential customers call in.

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

Client: What I tell everyone is "that it's worth the money, and that the only thing we're sorry about is that we didn't do it sooner." AngelVision created the perfect message for us.

© 2006, AngelVision Technologies, Inc.