

ACCOUNT MANAGERS & TERRITORY MANAGERS

# Getting the most out of VIRTUAL TOURS.

Discover creative ways to utilize the virtual tour experience on training sessions with your employees, meetings with your dealers, your next intentional sales call, on-boarding, recruitment, and so much more.

We're here to help you prepare.

TRENTON, NJ

VIDALIA, GA

TYLER, TX

FIELDTECHHELP.COM



## First, experience the tours for yourself.

Give yourself 30 minutes to walk through each of the virtual tours in their entirety to get a feel for how they work. Along the way, take notes on key takeaways you would like to share with others.



## Next, share internally with your company.

Get the word out! Share the virtual tour experience with others in your distributorship. Start by sending an email with a link to the tour out to your team and include your own personal experience that you had with the tours.



## Then, share with key dealers.

Roll out the red carpet. Gather feedback on what features dealers liked best and their key takeaways from the tours. This helps pinpoint what dealers are focused on and most interested in.



## Now, share with all dealers.

You're ready—share the virtual tours through an official email campaign or an intentional sales call between the account manager or territory manager and the dealer.

LEARN MORE >

VIRTUAL TOUR  
TYLER, TX  
VIDALIA, GA  
TRENTON, NJ

## Here's how you can make the virtual tours even more exciting and engaging—especially when sharing in-person.



### Use with an intentional sales call.

Account manager and territory managers can include virtual tours as part of their next intentional sales call plan with their dealers. You can also share key points about our products with dealers by using virtual tours. For instance, if you are discussing the Spine Fin™ coil with a dealer, open up the virtual tour and go directly to the Spine Fin tour stop to show exactly how it works.



### Use for training.

Share virtual tour stops in a live virtual training session or through a live in-person training session. It takes a total of 30 minutes to get through one entire tour, so you have the ability to pair with other content and leave time for discussion or questions.



### Use as a new dealer recruitment tool.

Show dealers exactly how our products are assembled and tested.

*Please note that you will need to show virtual tour through your own device since only those with an account through ASDealerNet and the LMS will be able to access the content.*



### Pair with Tool Kits.

**American Standard Tool Kits** are a must-have for your sales team. Build your own kit by selecting the literature you utilize the most. Literature is shipped with a durable messenger bag with embroidered logo and tab dividers for easy organization. Qualifies for volume discounts in the shopping cart. Search the publication number 10-8033 in the Marketing Resource Center (MRC). You can also order a **Sample Parts Kit** (by searching 14-4055 in the MRC) to add a unique hands-on experience with the virtual tour!



### Pair with literature.

Pair the virtual tour with product literature to enhance the tour messaging. An array of product literature can also be found on the MRC.

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