

MAKING IT ULTRA HIGH DEFINITION CLEAR

5 KEY REASONS FOR SELLING SHARP 4K UHD COMMERCIAL DISPLAYS

As consumer 4K UHD TVs are becoming increasingly popular in out-of-home B2B environments, there are good reasons for Pro AV integrators, VARs and consultants to highlight Sharp's PN-UH Series of 4K Commercial Displays, instead of consumer TVs. Here are the top 5 reasons.

TYPICAL 4K UHD CONSUMER TVS



Most 4K UHD consumer TVs only have up to a 1-year model life cycle, but the sales cycles can take 6 months or longer, creating a multitude of deployment problems for you and your sales team.

MODEL LIFE CYCLE

SHARP PN-UH SERIES 4K UHD COMMERCIAL DISPLAY



Sharp Commercial Displays have historically offered 2-year model life cycles, which are much more suitable for Pro AV sales cycles.



There's no deal registration program for 4K UHD consumer TVs. You do all the pre-sales work and the deals are often stolen by the lowest bidder.

DEAL REGISTRATION



With the Sharp Deal Registration Program, volume opportunities of only 20 or more 4K UHD Commercial Displays can be registered, providing you with locked-in savings and protecting in-progress deals.



There are no sales rep incentives for selling 4K UHD consumer TVs. Let's face it, they're a low margin commodity with little reward.

SALES REP INCENTIVES



With Sharp's Ultimate Rewards™ Program, your sales reps can earn \$50 (PN-UH701) or \$35 (PN-UH601) for every Sharp 4K UHD Commercial Display they sell.



There are no discounts for demonstration units on 4K UHD consumer TVs.

DEMONSTRATION UNIT DISCOUNTS



Sharp offers demonstration unit discounts on our 4K UHD Commercial Displays.



Limited onboard cooling is designed for 6- to 8-hour usage and typically includes a residential 1-year limited warranty.

DESIGN & DURABILITY



Has adequate cooling system to handle 16/7 commercial usage and includes a commercial 3-year limited warranty.

SHARP

For more information, contact Almo Pro at daltman@almo.com or 1-888-420-2566, ext. 6541

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