



# Auralex Store Strategies

Marketing Tools for Auralex Manufacturer's Reps

**WHO:** You, Dealers, Contractors, Consultants and Customers

**WHEN:** Version 1.0 available on-line now

**WHERE:** [http://www.auralex.com/aoc/aoc\\_data.aspx](http://www.auralex.com/aoc/aoc_data.aspx)

- or -

[Auralex.com](http://www.auralex.com) → Consulting → Free Personalized Consultations → Auralex On-Line Consultant

**WHAT:** By simply entering your *a.) Room type*, *b.) Room size*, and *c.) Budget*, the **Auralex On-Line Consultant (AOC)** calculates “good/better/best” Roominators Kit solutions:

**Minimum:** Treatment based on Auralex stringent minimum guideline of 20% coverage.

**Optimized:** The best fit for your room based on your budget.

**Ideal:** The ultimate kit for the room regardless of budget.

**HOW:**

## Input Information

## Output Results

**WHY:** Quick, easy and accurate way to suggest world-class, cost-effective acoustical treatment for everyone.

**CAUTION:** Continue to use the **Auralex Personalized Room Consultation Form** for:

- Sound transmission problems
- Large and/or odd shaped rooms
- Critical applications

Stay tuned for significant enhancements