Clark-Powell are an Audio Visual Integrator, we design and build any facilities requiring sound or vision. Boardrooms, lecture theaters, classrooms etc. Visit our website at [www.clark-powell.com](http://www.clark-powell.com) for more info.

We are well respected in North and South Carolina and have been in business since 1983. We are looking for a brochure that represents our company, focusing on how we look after our customers, rather than just advertising what products we sell. The comments below are from our sales team where they tell us what they want the brochure to convey.

Using a similar theme to the website would be good to maintain our corporate look, and feel free to use any photos from our website in your proposal.

CG

Sorry. I think it should describe the many services and solutions that we offer while highlighting the quality of our work with photos and possibly testimonials. I would like to see it stress our reputation as well as our longevity and integrity as a company. Those are things that matter to me as a customer seeking a service.

JS

ClarkPowell provides complete broadcast & audiovisual system design, installation, training & services for any client better than anyone.

Our product knowledge and attention to detail allows us to help our clients understand how to effectively communicate using technology.

Our customer service responds quickly to all our client’s needs no matter how big or small.

JN

1) Showcase our ability to listen to a client and develop a solution that fits their need and budget

2) How we stand out in terms of customer service: sales support, on-site service, warranty, preventative maintenance contracts…all TIMELY

3) Follow up after sale/install: Training, service (preventative maintenance) and checking back in to insure adaptability for technology to migrate thru upgrades

JF

For the record, I didn’t have a huge problem with the verbiage on the 1st attempt.  My disappointment was primarily with the layout, as it just doesn’t look very “professional” (and believe me, I understand that is a very vague term and if you want specific criticisms, I can give you some)

I think the biggest things we need to try to convey is who we are, and what we do (which we are close) but also placing an emphasis on service after the sale.  I believe that is one of the things that differentiates us from some of the other companies.

GB

1. We’re capable

2. We’re reliable/trustworthy

3. We have a proven process with excellent results

RE

1. Nice pictures of different installs including conference rooms, classrooms, auditoriums, broadcast control rooms, Digital signage, huddle rooms, VTC rooms, etc. to show that we install anything from a display on a wall to a full blown high end system.
2. Diagram with explanation of our workflow with needs analysis, budgeting, system design, project management, installation, training, preventative maintenance and service.
3. Focus on the customer more than ClarkPowell. Everybody says they have the best service, and brag on themselves so let’s take the route of saying we appreciate our customers.

RL

I would like to see something that gives the Mission Statement, Company Vision, and Company History. Talk about what we can provide as far as System Design, Integration, and Field Service, talk about what markets we cover. These are the things I talk to new customers about when I am on site.

LW

It should highlight our experience.

Design Build Process (Technical Staff)

Theme should be that we help you (the end user) communicate your vision.