



How To Sell SlingStudio

TOOLKIT FOR RESELLERS

**This document is updated regularly.
Please check back periodically for new tools, content and resources.**

**Last Updated:
October 24, 2018**

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Introduction

Hello SlingStudio Resellers!

This document is meant to serve as your first go-to resource for sales marketing tools, sales presentations, brand assets, and other resources to make you and your team successful in pitching and selling SlingStudio.

Please take 5 minutes to look at the Table of Contents and skim through the document to familiarize with the resources being made available to you.

We also encourage you to check back periodically for new and updated content, and feel free to reach out to your SlingStudio account manager with suggestions/requests for how we can improve this resource.

Finally, we ask that you sign-up yourself (and relevant staff) to the SlingStudio Sales Channel Email Newsletter (usually no more than one email per month) to receive important updates, promotional opportunities, SPIFF programs, and more. [Sign-up here.](#)

Best Regards,
SlingStudio Sales Team

Assets

Images

- [SlingStudio logo \(available in various formats and file types\)](#)
- [Brand guidelines](#)
- [Product photos](#)
- [Lifestyle photos](#)

Diagrams

- [Overall solution diagram](#)
- [Use case diagrams \(worship, concert, baseball, theater, conference room, etc.\)](#)

Videos

Official Promo Videos (via YouTube)

- [SlingStudio Promo Trailer](#)
- [What is SlingStudio?](#)
- [SlingStudio for Sports](#)
- [SlingStudio for House of Worship](#)
- [SlingStudio for Corporate](#)
- [Setting up 3-cam Multi-Camera in Less Than 5 Minutes \(Timelapse\)](#)

Official Tutorial Videos (via YouTube)

- [Out of the Box Setup](#)
- [User Interface Overview](#)
- [BROWSE ALL AVAILABLE TUTORIALS](#)

SlingCasts (1-hour webcasts by SlingStudio team)

- [View all episodes](#)

Testimonials

- [Clemson University NCAA Division 1 men's football team](#)
- [YouTubers *Post Modern Jukebox* use SlingStudio to stream their 1-billionth YouTube view](#)
- [YouTuber *David Walliman* demonstrates how he uses SlingStudio in his music studio](#)
- [Apple Distinguished Educator *Peter Fujiwara* describes how SlingStudio is a game-changed in the classroom](#)

Marketing Collateral & Promotional Materials

Brochures

- Request hard copies of our 4-page brochure (updated and printed at least a couple times a year) by following link below.

REQUEST PRINTED BROCHURES HERE:

<https://form.jotform.com/slingmedia/slingstudio-brochure-request>

Email Templates

- Promotional email messages you can copy & paste for marketing to your customers.
 - [Sample introduction email](#)

Banner Ads

- We have dozens of digital banner ads available in all sizes, with all types of messaging and creative. Contact your SlingStudio account manager with art specs to get the latest.

Press Accolades & Highlights

- COMING SOON

Sales Presentations (PowerPoints)

General Overview

- [SlingStudio Overview](#) (PowerPoint PPT file; last updated October 30, 2018)

Niche Specific Presentations (SlingStudio overview + niche specific use cases)

- House of Worship - COMING SOON
- Sports - COMING SOON

Tech Use Cases

Use these technical use case documents to go in-depth with you potential customers for the following vertical markets.

- [Education/Sports](#)
- [House of Worship](#)
- More vertical marketings COMING SOON

Upsell Opportunities: Selling a Complete Video Production Kits around SlingStudio

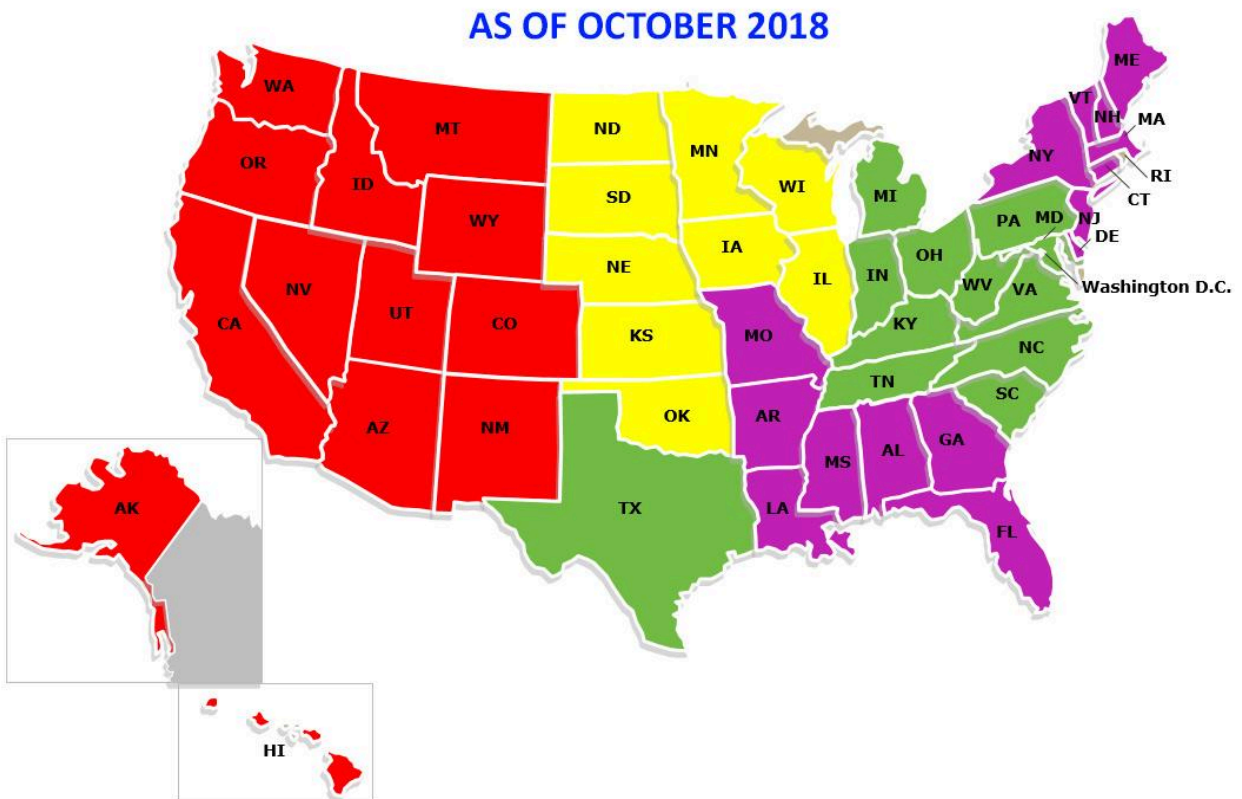
While a typical SlingStudio kit costs around \$2,000 for customers who are integrating the system into their existing video production setup, there's a lucrative opportunity to sell \$5,000+ complete kits to those just getting started with multi-camera video production. For example:

BASIC KIT: SlingStudio + 3 Cameras + Entry-level Accessories			
	Qty	MSRP	Sub-Total
SlingStudio Hub	1	\$999	\$999
SlingStudio Battery pack	1	\$149	\$149
SlingStudio CameraLink	2	\$349	\$698
SlingStudio Backpack & USB-C	1	\$248	\$248
Tripods	4	\$99	\$396
Camcorder	3	\$499	\$1,497
Lighting and accessories	4	\$350	\$1,400
Audio mixer	1	\$50	\$50
Wireless mics	2	\$300	\$600
Wireless intercom (4)	1	\$750	\$750
TOTAL			\$6,787

ADVANCED KIT: SlingStudio + 4 Cameras + Premium Accessories			
	Qty	MSRP	Sub-total
SlingStudio Hub	1	\$999	\$999
SlingStudio Battery pack	1	\$149	\$149
SlingStudio CameraLink	4	\$349	\$1,396
SlingStudio Backpack & USB-C	1	\$248	\$248
Tripods	5	\$400	\$2,000
Camcorder	4	\$2,798	\$11,192
Lighting and accessories	4	\$1,000	\$4,000
Audio mixer	1	\$200	\$200
Wireless mics	4	\$500	\$2,000
Wireless intercom (4)	1	\$1,500	\$1,500
TOTAL			\$23,684

SlingStudio (Dish) Account Managers

Account Manager	Territories
Michael McGee michael.mcgee@dish.com 530-957-1657	West
David Scott david.scott@dish.com 704-562-8466	Mid-Atlantic & Texas
Stephanie Lippian stephanie.lippian@dish.com 323-533-7082	Midwest & Canada
Pat Ryan patrick.ryan@dish.com 954-461-1070	Northeast, Southeast, New York



Deal Registration

***Talking to a prospect about a lucrative multi-unit deal?
Register your deal to get an additional 5% margin.***

Overview

The SlingStudio Deal Registration Program is a system in which SlingStudio Authorized VARs/Resellers can register end user opportunities with Sling Media in order to protect their sales efforts from margin erosion due to competitive price tactics. The Program does not change the MAP program that insures all SlingStudio VARs/Resellers abide by publicly advertising SlingStudio at MSRP ([View MAP Policy](#)).

Requirements

- Authorized resellers must provide all information requested in the deal registration form.
- Deal registration must occur at least 5 days BEFORE the purchase occurs.
- The minimum deal size for registration must be \$2,000.

Process

1. Authorized reseller must agree to full [terms & conditions](#).
2. Authorized reseller submits deal registration form.
3. Sling Media verifies submitted data.
4. Sling Media ensures opportunity is not a duplicate deal submitted by another reseller.
5. When deal is closed, VAR/Reseller will notify Sling Media and make claim for 5% through Distributor in same process as MDF claims. Distributor will document with invoice to VAR/Reseller.

REGISTER YOUR DEAL ONLINE HERE:

<https://form.jotform.com/slingmedia/slingstudio-deal-registration>

Documents, Policies, Forms, Etc.

- [Minimum Advertised Pricing \(MAP\) Policy](#)

Useful Resources at MySlingStudio.com

- [Help Pages & Knowledge Base](#) - Extensive database of articles and guides covering all aspects of using SlingStudio, integrating other software/hardware/services, specific use cases, etc.
- [Compatible Cameras](#) - Lists compatible cameras, camcorders, DSLRs, etc. that work as SlingStudio video sources.
- [Compatible Devices](#) - Lists compatible Macbooks and iPads for using the SlingStudio Console app, compatible iPhone and Android smartphones for using SlingStudio Capture app, and SD cards.
- [Official SlingStudio Blog](#)

Useful Resources from Third Parties

- [SlingStudio User Group on Facebook](#) - Very active community of SlingStudio users sharing their tips and tricks, best practices, sophisticated integrations, and more.