



## Everyday Musician Reseller Program

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## Presentation Tips

*Helpful Hints for selling Notation Software products.*

You don't have to be a professional sales person to sell Notation Software products. If you enjoy using **Notation Musician** or **Notation Composer**, your enthusiasm and knowledge of those programs will be your biggest asset in sharing information about them with your fellow musicians. The goal here is to show other musicians how **Notation Musician** and/or **Notation Composer** can help them make music in a more fun and productive way.

You can honestly claim that **Notation Musician** is the best product for students and musicians who are looking for an inexpensive and easy way to turn "found" MIDI files into sheet music, or to use for learning and practicing. **Notation Composer** is the best product for musicians who want to create their own songs or want to do extensive arranging and editing. You may want to start with demonstrating only the product you are more familiar with. Or, it may make sense for your particular group or gathering to show how these two can be used together in music groups – the teacher, leader or director using Composer to create files, and the members of their group using Musician to read, print, and practice with these files. Or, you may simply want to have both programs available for your audience to explore for their particular needs and wants.

The following are some helpful hints and tips for presenting information about Notation Software products to other musicians.

1. **Know the software.** (But you don't have to know everything! ) If you are a regular user then you will already have a pretty good working knowledge of the software for other musicians like you. However, in talking to others about the software, someone will most likely have a question about a point that you may not be familiar with. These questions present an excellent opportunity to demonstrate the very useful **Help/User's Guide**. You can use the Index there to look up how to do things that you may not be familiar with. Don't be afraid to use this feature when giving a demonstration – we feel that having such a good reference immediately available is a strength of the software.

If you really do want to appear omniscient, then we heartily recommend reading through the User's Guide yourself! You will learn about all the features of the software, and have concrete examples of where those features are useful. But only do this if you really, really want to. It's

certainly not necessary for giving a good presentation, and it's not nearly as important as your honest enthusiasm for the products!

2. **Know your audience.** Are you addressing choral singers? Music teachers? Band directors? Each of these types of musicians will have particular interests, and you'll want to emphasize the product features that they will find most useful. For example:
  - a. Parents of music students will enjoy helping their children have fun while improving their music skills. Parents can help children find music they like and play along with it, watch the notes highlight as they play to strongly associate the visual aspect of the notation with the audio aspect of the performance, set up practice sessions, and try out different instrument sounds for a creative musical experience.
  - b. Music teachers will like using Composer to set up files for their students, complete with practice sessions all set up. Students can use Musician to utilize these practice sessions, play along "with the band", change key, etc. – whatever they need to work on for the particular song.
  - c. Band directors will enjoy the ease of setting up parts for their various sections along with the practice features for their players, and having the option to show concert or instrument-transposed pitches.
  - d. Singers will benefit from the Part/Prepare Sing along part feature which lets them sing along with accompaniment for practicing.
  - e. All of them will like the "smart formatting" of Musician and Composer for printing out their scores.

Before you make your presentation, whether it's a formal presentation in front of an audience, a "set" presentation that you will make many times at a booth, or simply talking informally with a gathering of musicians, you may want to sit down and make a list of the features that you use most. If the group you are talking to has similar interests, these are likely to be the features they will find most useful as well. Present these features prominently, while being open to questions that they may have as well.

3. **Address your presentation to your audience's needs.** For example, if you are talking to a group of song writers, they will probably be much more interested in the ease of improvising music on Composer and then polishing up the score and performance than they will be in all the great Practice Setup features. If you're talking with your fellow musicians at an informal get together, you will already be familiar with their main needs.
4. **Setting up a booth for a conference.**
  - a. We strongly suggest that you have a laptop or other computer set up to show the software in action. Having a MIDI instrument (such as a keyboard) attached will allow you to demonstrate many more of the features of the software. Actually, setting up a MIDI instrument with a computer is one of the most frequently asked questions we get, so you'll have that demo already done!

- Some features to demonstrate might include (1) play along with a song by muting the staff you want to play (2) recording an improvisation into Composer and then seeing the notation come up or (3) setting up practice loops.
- b. You may want to also have a number of MIDI and/or previously prepared .not files handy for demonstrating these and other features, such as score formatting features. If possible, you may want to take advantage of an internet connection to show your visitors how to use the MIDI File Directory to find MIDI song files for music they enjoy.
  - c. Be sure that you have some way of letting the visitor hear the music. If you're at a booth during a noisy conference, have some external speakers or headphones available for easier listening. If using headphones, you may want to have some disposable covers available that visitors can use and then discard to allay any concerns about hygiene.
  - d. Having an attached printer, to print a score for an interested user is another way to give the visitor something tangible to show the program's benefits.
  - e. Have your CDs (in their DVD cases, with the unique registration number stickers already inserted) prepared and ready for making the sale! You may want to have some of these visible, so that the visitor sees that you have the product ready and available for purchase. You will also need to have decided and setup how you will be paid. Payment by cash or check are excellent methods for on-site payments. However, some groups or institutions (such as schools or teachers) may wish to get the software and pay via an invoice. If you plan to sell on a regular basis, a business account may be a good idea for you.
5. **Presenting before an audience.** Many of the same considerations listed in (4) above apply here as well. Some additional points for audience presentations that you may want to consider:
- a. Have a projector of some kind which you can use to project your computer display on a large screen. Many teachers find these types of setups very useful in the classroom, so showing how this setup works with the software will be an added benefit for them. You can find some useful information on such setup at <http://its.uwrf.edu/support/av/lcd-setup.php> Such a video-style setup allows you to demonstrate exactly what the program does "live".
  - b. Have your computer's soundcard plugged in to the PA system so that the audience can hear the sound as well as see the screen. Do be sure to have a sound check before your presentation, so you can make any adjustments (eg. volume or EQ if it there is "squeal") before you give your main presentation. You may also want to be sure there is no lag time between the visual and audio, as this would detract from such a demonstration. If there is a lag, work with the audiovisual assistant at the function to see what can be done about fixing the discrepancy. Such a "lag" is not usually a problem, but it's always good to be prepared.
  - c. Have files that you will use ready so that your presentation runs smoothly. You can do this by opening these files up in Musician/Composer, and then closing them. These files will then be listed in the opening "Options" panel's "recently used" list, and you can immediately open them from there during your presentation. Alternatively, you can put all the files you will be using in a single folder and use the "Set directory as default" so that using File/Open will automatically open the folder you set up.

- d. If you are not using a computer via projector and sound system, you can create some very nice screen shots using a program such as SnagIt, or other “screen capture” tools. These screen shots can still be useful for showing how to do certain tasks if you can’t have a live demo.