

*Sales and marketing will be easier using an iPad*



## Apex Energy Group iPad marketing tool

Apex Energy Solutions is one of the country's fastest growing home improvement companies, marketing and installing high-performance energy-efficient windows, as well as eco-friendly building products.

On average, Apex installs 25,000 triple-glazed window units per year. Since 2003, Apex has saved Indianapolis and adjoining regions well over 393 Billion Btu's (or the equivalent of 2,830,820 gallons) of heating oil for every home.

Apex credits much of its growth due to its sales philosophy of 'Realising Energy Efficiency Through Education', which focuses on a consultative and educational approach with homeowners. Apex believes that the way to keep a customer engaged is to make them feel comfortable in their home environment. The iPad's sleek, compact design is perfect for this because it allows a salesperson total fluidity in

their presentation – from the kitchen table to the backyard – and no information or time is lost. Apex employs a unique marketing strategy termed 'Flipside'. The idea is to target certain homeowners in a given neighbourhood and market from the inside out. With an iPad in hand, a salesperson can now overcome reluctance at the door by showcasing interactive information such as large-scale imagery, movies, sound and links to third-party websites, like the Better Business Bureau and US Department of Energy.

Many home owners are paralysed by the overwhelming amount of information given to them, and there's also a variety of choices to make regarding colours and styles. The iPad can lessen the decision-making process by delivering information in a clear and exciting manner, thereby shortening the buying cycle, increasing sales, and leading to a happier experience.