

TEAM Rigo®, professional demonstrators deployed locally

TEAM Rigo® rounds off the company's strategy of disseminating and consolidating a spray-painting culture territorially. The demonstrators are trained to make distributors and users fully aware of the potentials and benefits of Rigo® products.

With the Rigo® POINT project, the company aims to secure, bolster and enhance its local presence, but also to disseminate a true culture of use of its equipment. Meet the Rigo® TEAM, and its fully trained demonstrators for all parties to concretely experience the full potentials and qualities of Rigo® machines!

The rationale behind all this is as clear as it is forward-looking. Demonstrating how the HVLP (high volume low pressure) coating system works means explaining procedures, specific functions and HVLP's role in optimising operations.

The Rigo® TEAM is a valuable resource for the company. This is why – as Rigo®'s president, Riccardo Rigolio, puts it – “we have selected willing professionals who have espoused the cause and consider it an important one. They are becoming (or are already) expert users of the equipment, and are able to see new uses and suggest modifications or openings for uses which come only with in-depth knowledge.”

The Rigo® TEAM is made up of professionals from various areas of Italy. “They adopt a shared approach and a passionate interest in their work, and they fully acknowledge the importance of ongoing experimentation”, says Vincenzo Cattaneo, Rigo®'s

general sales manager. “All contribute their own expertises and inputs to benefit the marketplace.”.

How is the Rigo® TEAM structured?

Vincenzo Cattaneo- The Rigo® TEAM currently has nine professionals covering the demonstration needs of eleven regions. From the very outset, they have been trained in-house. They now operate synergically with area managers to carry out agreed practical demonstrations that precede, follow or back up planned promotional sales activities.

These professionals are selected in accordance with the rationale of our industrial know-how and on the basis of their competence and willingness to learn more. The group is very dynamic, and the level of preparation most encouraging.

Each professional who qualifies as an official Rigo demonstrator is provided with a complete array of equipment (Cart Turbine CT-18, ACT-S airbrush, a full set of nozzles etc.) on a use-loan basis. The demonstrators also use this equipment in their day-to-day work as painters. This enables demonstrators to gain full mastery of Rigo equipment, to point to uses in various contexts (product, substrate, type of work), explore the equipment's full potentials, and gradually gain more

confidence in and consolidate experience.

Describe the usual set-up for demonstrations

Vincenzo Cattaneo- They normally have a complete CART Turbine at their disposal, but the set-ups can vary according to specific needs. It is very important that the demonstration be agreed upon with the point of sale: it is an educational and commercially significant moment in time. For a profitable outcome, nothing can be left to chance. Type of products to be sprayed and substrates are to be agreed upon before the demonstrations, along with how and when demonstrations will take place. This approach is important to underscore the professional nature of the meetings and to make them as advantageous as possible.

Riccardo Rigolio- The Rigo® TEAM is a point of reference in the field. When problems arise in a pertaining ambit, the Rigo® TEAM lends a hand. Together with the Rigo® POINT venues, the TEAM is a valuable resource. We can work synergically during training, promotion and meetings. In short, the demonstrators are another means of creating bonds between the company and the areas in which the company operates – a valuable resource for dissemination not only of our products, but also of the company's philosophy (i.e. producing equipment that improves outcomes and working procedures).

How are Rigo® demonstrators trained?

Vincenzo Cattaneo- Training includes an in-depth practical side, where the equipment is displayed in detail with its features and potentials fully set forth. Ample space is also dedicated to relational aspects, and language as a part of the demonstration procedure: providing a 'shopping list' of

topics and also providing set answers to specific potential queries are vital for making demonstrations effective. In addition, coordinating the times and places of demonstrations with the sales outlets is important so as not to hinder and to avoid clashing with the other activities taking place at the venue.

Riccardo Rigolio- TEAM demonstrations benefit all parties. For outlets, they're a time for publicity and potential business openings; users can acquire new skills; and agents can build up distributor loyalty.

In practice, growth in user know-how can be followed up by business opportunities: demonstrations are a great driver for sales, and an opportunity to underscore our presence and notoriety locally.

There is the great marketing and communication value of these demonstrations...

Elisabetta Morelli, Rigo®'s marketing and communication manager- *Certainly there is, because they round off a very precise corporate plan according to which Rigo® deploys a team composed of several elements (the company, the agents, the Rigo® POINT project and the Rigo® TEAM) each of which (skilfully, and using the most appropriate language) consolidates Rigo®'s local presence, to give full answers to queries and to create a genuine culture for this sector. All this is backed up by communication on various levels, which ensures constant, ongoing exchanges of information and strengthens our human and professional resources.*

