

Demonstrating to promote culture and business

Launched less than two months ago, operation: 'Promote Rigo® to the max' immediately garnered a considerable response, both for its conception and for the message it conveys.

It's a strategy in which commercial and cultural opportunities are closely intertwined, so that one acts as a driving force for the other.

The aim is to spread awareness of Rigo® paint sprayers and HVLP equipment and offering distributors and their customers a unique and highly attractive promotion.

The idea behind the initiative stems from the evaluations of the company's board, which has always been responsible for building the market for paint sprayers and the HVLP system, demonstrating its characteristics and the immediate potential it will bring to operators in their respective areas.

Last April, the operation was presented to sales agents and in just a few days, Claudio Oberfriniger—a Rigo® sales agent for almost ten years—and the Mastercolor working group from Villafranca, in the province of Verona, led by Michele Adami, the owner, with the collaboration of his right-hand man, Filippo Leoni, organised the 'premiere' of 'Promote Rigo® to the max'.

They availed themselves of the collaboration of Giovanni Napolitano—a well-known professional in the sector and the first building painter to be



“ This is the mantra of Rigo® which has organised a highly successful travelling promotion and training format involving all professionals in the supply chain. Let's take a look at how. ”

certified according to the UNI 11704 standard—in the now customary role of master demonstrator.

The success was truly palpable and further days are already planned which will no doubt help make the company's goals a reality.

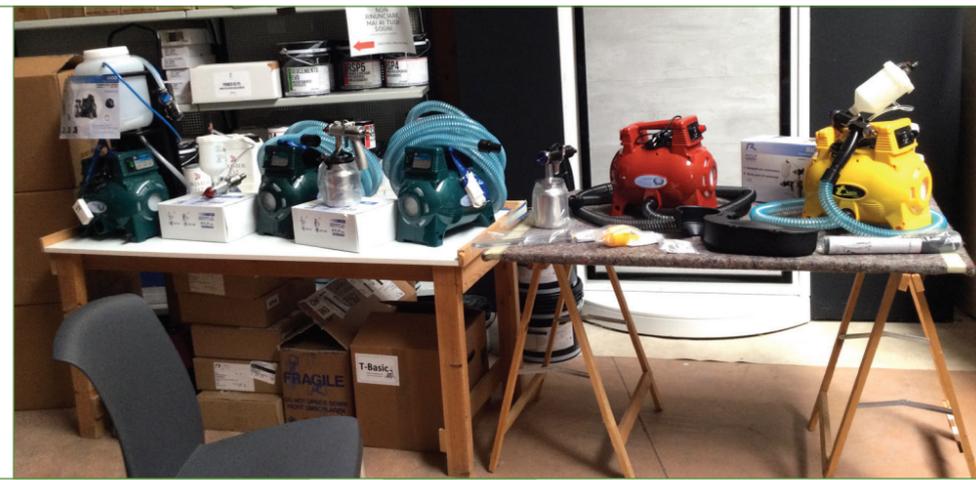
The success of the event is also due to the view to the long term with which Rigo® management conceived the promotion.

They offered a package of equipment to distributors as well as free gifts, other equipment, displays, catalogues and gadgets, and a one-day demo to specially-invited applicators.

This was all accompanied by a special discount and the usual efficient institutional and social communication campaign.

'We were very pleased to hear people talk about performance before prices,' said Vincenzo Cattaneo, Rigo® sales manager, after the first event, 'and feeling the enthusiasm of the

■ Below, Claudio Oberfriniger, a Rigo sales agent for almost 10 years; on the opposite page in the box Giovanni Napolitano the first building painter certified according to UNI 11704.



■ Picture above, from left to right are Michele Adami and Filippo Leoni, the owner and his 'right-hand man' of Mastercolor, respectively.



THE VOICE OF THE DEMONSTRATOR, GIOVANNI NAPOLITANO

Gianni, how do you rate the Rigo® initiative: do you think it could be a good driver to create culture on spray application techniques?

I believe so, and I've been personally involved in doing so because the Rigo® project is in line with my idea of progress and professional growth. Spray painting is a way to improve one's real and perceived value and it helps to think about the paint product. It's a system that allows you to carry out interventions that are more reliable as regards quality, but also to pursue savings logics. 'Improving oneself', in all senses, is the theme on which to focus in order to build a path of professionalisation.

Is it easy to explain Rigo® machines and tell the benefits of using them?

You have to learn how to use them on the assumption that it's fortunate to have machines that can spray any type of product and that, once you have learned the regulation systems, they've only advantages for your work.

I do the same job as the applicators I deal with, and it's a pleasure for me to explain how they can operate better and with a tactical and economic advantage that applies to the distributor and the craftsman which increases the competitiveness of both in the market and generates greater performance and business satisfaction.

How has your work changed using Rigo® machines?

I've been using the spray-painting technique for a very long time and I'm the first to say that these machines are really designed to empower and enrich the professional. From small touches such as the remote control for adjusting the turbine to complete machines such as the CART TURBINA, every detail is part of a design engineering and production technique intended to optimise results, time and costs. That's why I wholeheartedly endorse Rigo® paint sprayers and solutions, and why it's a pleasure for me to tell my colleagues about them!

Riccardo, “Promote Rigo® to the max” is a very articulate and useful project. ■■■

Riccardo Rigolio ■ We thought of it as a project that could bring added value to the entire supply chain. First of all, to us, to continue in our objective of building the culture of the sector and to implement our business; to our sales agents, to have alternative proposals dedicated to their referents in the market; to distributors, to become partners of the professionals who turn to them on a daily basis and to increase them; and, finally, to craftsmen, because we offer equipment which solves multiple painting situations, reduces working time and saves material.

Rigo® products are built to be tailored to the needs of their users while maintaining their effectiveness and efficiency. We needed a system to communicate these concepts and with this initiative we’ve found it.

Vincenzo, what is the commercial goal of the project?

Vincenzo Cattaneo ■ Our business objective is to put our products on display, demonstrate their functionality and take them directly to our customers’ so that they, in turn, can show them to their own.

It’s clear to us that if we demonstrate their effectiveness, we’re more likely to get the desired results. It’s a way to bring the company right into the shop by demonstrating our closeness to them, supporting distributors with real sales leverage and creating exclusive appeal.

It’s the compartmental formula which really allows us to be a partner to the shop and to create that closeness to the area that all salespeople wish to achieve.

Incidentally, this is a project that fits in perfectly with the Rigo® Academy. The latter is dedicated



to those who are already experts in spray painting and builds on knowledge already acquired. The on-site demonstrations bring with them the dissemination of spray-painting culture, but above all, the commercial savings associated with it.

The choice to talk directly about our products and have them demonstrated by a professional applicator allows the audience to feel more involved and to find a direct, constructive and tangible interchange of ideas. Once again we can say that Rigo® has worked and continues to work based on its customers’ and applicators’ needs.

Claudio, what does it mean for a sales agent to have Rigo® present an opportunity like this?

Claudio Oberfringer ■ I must say that Rigo® has provided a concrete response to an important need, which is to create initiatives in coordination with distributors which directly involve them and demonstrate the company’s participation in their business.

Telling the retailer that there’s a project in which the company’s presence in-shop and the availability of appropriate merchandising material are added to the economic benefit is something that the shop awaits with open arms because it feels reassured and taken into consideration. More-

over, these occasions allow relationships to be forged and a climate of trust and mutual understanding to be created.

I’m convinced that ‘proof’ is the best sales pitch because it shows the buyer what they’re actually investing in.

Let me give you an example: the CART TURBINA, an important and prestigious piece of equipment, is a machine that once shown, explained, and demonstrated is really easy to sell because it does exactly what it says on the tin.

Michele, how did you organise the Rigo® day in your shop?

Michele Adami ■ I must say it was easy to organise because it’s really well thought out. We’ve been working with Rigo® for many years but among our customers there were some who didn’t know it. So we thought that by inviting them to



come to us, they would be able to truly discover what we’ve always told them. So we set up an appropriate space, with ready-made materials and panels and a willingness to get together, touch the products and see the results.

There was great participation and also interesting economic returns. We also made them try out the ap-

plication of less conventional products, such as clay, to make them understand the full potential of spray painting.

Filippo, in your opinion, do these events translate into sales?

Filippo Leoni ■ Of course! The shop and those of us who work there become a reliable and effective reference point for our customers’ everyday life and we’re recognised and recognisable as professionals. But that’s not enough.

These initiatives also serve us to increase our level of professionalism because it’s the interchange that makes us grow and generates value.

Elisabetta, this initiative is part of a very articulated and structured long-term marketing strategy in which the presence in the area is fundamental. ■■■



Elisabetta Morelli ■ Certainly. Without a constant and organised presence of sales agents throughout Italy, we wouldn’t have been able to launch new promotional activities involving the active participation of our sales force.

With this in mind, we organised two meetings with retailers, one for the North and one for the Centre/South

before starting with the demonstrations so we could meet them personally and make them participate in the initiatives in the short and long term.

These meetings were also an important opportunity to receive advice and opinions from them. One can always improve when asking for these types of suggestions. These end-of-spring activities are only the beginning of a new path which, in the long term, will be articulated in other demonstrations linked to promotional activities.

Our aim is to always improve and be closer to our customers.

A question for Elisabetta e Vincenzo: How was the communication around these events conceived and promoted? In what way and by what means was it supported and communicated?

Elisabetta Morelli e Vincenzo Cat-

to promote, organise, prepare and follow up on it, but also because they’re best suited to identify the right dealer to host a Rigo demonstration. It’s not excluded that later their sponsorship will also take place directly by the company, for example, with newsletters or notices on our website.

Given the results at the moment, I’d say that our sales agents have understood and diligently seized this opportunity!

It’s important to say that each demonstration is supported by social communication in real time on our Facebook and Instagram channels and anticipated and sponsored by the retailer hosting the event on its social platforms.

Riccardo, In closing, how do you see your project developing?

Riccardo Rigolio ■ We want to further strengthen the project and work

■ On these pages, images of the first ‘Promote Rigo to the max’ event held at the Mastercolor distributor in Villafranca, in the province of Verona.