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Firefly Design Group Helps Dealers Quickly Qualify Clients and Define Budgets with Salez Toolz Software

Leading custom electronics design and engineering firm offers sales software solution and customized content enabling easier project scope and budget definitions

HOLLYWOOD, Fla. – January 19, 2009 – [Firefly Design Group](#), the premier engineering and systems **[consulting firm](#)** in the **[custom electronics](#)** industry, has announced it will now offer Salez Toolz software to professional systems contractors. In providing Salez Toolz's fully-customizable platform, Firefly Design Group provides dealers with a proven tool for enhancing the selling process.

Dealers can also leverage the fully developed data sets (sold separately) designed by Firefly Design Group, allowing for quicker and more accurate project scope and budget definitions. Firefly Design Group recommends that dealers should only spend costly and extensive design time once the project scope and budget have been clearly defined.

"Firefly Design Group understands that the custom electronics industry is changing and professional integrators have to adjust their business models and sales processes accordingly," said Ron Callis, Jr., founder and president of Firefly Design Group. "More than ever before, it's crucial that dealers investigate the full scope and budget on any project before spending valuable time and resources on a system design that might be inaccurate due to a lack of information or understanding between the client and the dealer."

Salez Toolz helps dealers advance to the project design phase—offering increased revenue opportunities on a project—by making the qualifying process quicker and easier. Salez Toolz's user-interface can be completely customized by dealers, incorporating company logos and information, pre-designed packages—complete with sample system details, functionality and images—along with the range of different price points available. In a matter of minutes professional systems contractors can easily guide clients through the selection process, adjusting budgets based on the client needs and getting a sign off to proceed with the design phase as a paid component of the project.

"Salez Toolz offers dealers an easy-to-use tool that may be used out of the box or fully customized by the dealer to show specific pre-designed packages in their offering or simply to define the scope of functionality and budget," said Callis. "The dealer will choose the best method that matches their style and selling process. By defining project scope and budget up front, perhaps in the first meeting with a client, the dealer can then spend time with 'real' buyers who are ready to spend money, resulting in a much more efficient and profitable use of their time. At their discretion dealers can then choose whether or not to charge a design fee before proceeding to the detailed design phase."

Additionally, Salez Toolz subscribers can benefit from a variety of services offered by Firefly Design Group, including **[design, engineering, documentation and graphic design services](#)**; further expediting the sales and installation process.

“Salez Toolz is pleased to partner with Firefly Design Group to offer dealers the ideal solution for managing the sales and designing processes,” said Mark Sipe, developer of Salez Toolz. “By easily illustrating their complete offering of custom, performance-tested systems at a variety of price points, professional installers can quickly and easily close a sale which could have previously taken multiple rounds of budgeting and adjusting.”

Firefly Design Group will offer Salez Toolz software as a stand alone purchase that may be ordered directly from its [website \(www.firefly-designgroup.com\)](http://www.firefly-designgroup.com). Firefly Design Group will also offer customized content to professional systems integrators as part of a yearly subscription service.

Callis added, “Dealers can spend the time and money to populate the software using in-house resources or they can purchase our pre-developed data sets that match their product offering at a fraction of the cost. The dealer can choose options that make the most sense for their business.”

About Firefly Design Group

Firefly Design Group, the premier engineering consultant firm in the integration industry, is founded on the principle that “process matters.” Firefly helps integrators systematize their sales, installation and contract management documentation and processes to improve profitability, quality, fulfillment and customer satisfaction. Depending on their individual needs, the Firefly solution allows integrators to outsource critically important activities such as design, engineering, documentation, allowing them to concentrate on their core-competencies, thus streamlining operations and increasing productivity. Located in Hollywood, Florida, Firefly is one of the fastest growing firms in the industry. For more information, visit www.firefly-designgroup.com.

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