

**Background
Music
Solutions**

June 7, 2008

Mr. xxxx
Sales and Leasing Consultant
xxxx Ford
Michigan
USA

Dear xxxx

Thank you for your recent inquiry regarding Background Music Solutions. I am looking forward to assisting you and your team in understanding the theory and psychology of aesthetic environments, and how the application of this understanding will complement the xxxx Ford sales setting.

It is becoming increasingly recognised that music is a powerful means of eliciting emotions, and no matter how objective people like to think they are in decision making, their emotions are an influential presence. What is not clearly understood is the 'why and how' ambient music affects human emotions (and hence decision making), and this is my area of expertise.

Many sales environments focus almost exclusively on visual and tactile comfort, and whilst this is obviously important, it is through the aural sense that emotions are most readily stimulated. Hence I commend you on your endeavour to provide a sensory atmosphere within for your sales environment at xxxx Ford. I understand you are an award winning salesman, and no doubt part of this is due to ability on your part to reflect on methodology and process, and to be open to new ideas. I trust that the information and knowledge I can provide you with will add an exciting and profitable dimension to your sales environment.

As requested, I provide you with an outline of my services. I have included two options – on site and off site. I must stress that whilst an external consultation can be achieved, the on site visit is strongly preferred as the more effective option.

Should my services interest you, I would be pleased to provide you with a quotation.

Sincerely,

Michael Griffin M.Ed, B.Ed, A.Mus.A

background@musiceducationworld.com

+971508067060

Dubai, UAE



Proposal

An examination of the present and future use of background music in the sales environment.

1. Education seminar

A presentation delivered to members of staff covering but not limited to:

- Emotions and decision making
- Music, the most emotive art form
- The effect of music on shopping behaviour
 - Time spent in the sales environment
 - Music and product perception
- Success stories: the use of music in the sales environment
- Targeting the Ford product range and demographic
- The total environment: the senses in harmony
- Question time (prepared and unprepared)

2. Examination of existing structures

- Client area aesthetics: scent, comfort, visuals, music
- Product personality(s) and musical choice
- Staff personality per product personality
- Client demographic per product
- Sound system hardware
- Playlist: quality, musical characteristics, quantity, volume, product discretion

3. Findings and recommendations

You will be provided with a detailed verbal and written report on **(2)** above.

A further option is to have the consultant choose and implement a new sound system and/or the design of new and specific playlists for **xxxx** Ford.

Project Approach

The recommended approach is via a live site visit. However, it is possible to deliver the project externally in which case the consultant would require photos or video footage of client areas, music playlists, and other information as requested.

Live site visit

The education seminar requires a meeting room equipped with computer projection facility for a PowerPoint presentation. The seminar will include written handouts, and allow for questions prepared and unprepared.

Estimated time: 1 hour

Consultant will require access to the detail listed in '*Examination of existing structures*' above, as well as dialogue with sales people regarding the service environment. Consultant will be required to be in an observing role during sales consultancies.

Estimated time: 6 hours

Findings and recommendations verbal report:

Estimated time: 45 minutes

Written report:

Estimated time: 5 hours

External Consultation

The consultation will be delivered externally covering the same ground as the live site visit with necessary adjustments due to the distance factor.

The education seminar will be presented in the form of a written document, and a podcast of the material will be provided for examination using portable music mp3 devices. Consultant will be available by phone or email for question time.

A detailed questionnaire will be prepared to obtain much of the information required for the examination of existing structures. The consultant will require photos or video footage of client areas, and a playlist of the music. Other information can be gained through email and phone calls

Estimated time: dependant on information submitted from xxxx Ford

Findings and recommendations verbal report via phone:

Estimated time: 45 minutes

Written report:

Estimated time: 5 hours

Prepared on April 3, 2008.

End of document.

Background Music Solutions