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Subject: Re: LSAF 101

Posted by [Barryso](#) on Tue, 12 Jun 2018 13:48:32 GMT

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But wait, there's more.

Volume. There seem to be two camps of audiophiles, those that have to listen at a million decibels and those that listen to music at a low level. Hard to figure who is who in those groups but if your room is always really, really loud the folks who want to hear your gear at a more modest volume will not enter. Change it up from time to time to give everyone a chance to come in and enjoy.

Introduction. When someone comes in the room give them one or two lines explaining what is special about your room. Dynamics? Smoothness? Price? DIY? Slam? They probably don't know what makes your room special so you should be able to express it very quickly. One or two quick lines gives folks an introduction into what makes your gear special without going into an annoying sales pitch. Do it right and it adds a bit of depth and understanding to the demo. Limit it to 20 seconds.

Sure, the gear is supposed to speak for itself. Trouble is there are way too many rooms and it gets really confusing after you've been in a few. Honestly, you can go into some rooms, listen, leave and not remembering much. As a vendor take 20 seconds to help leave a good, long lasting impression.

Let's use Bob Brines as an example. It didn't take long being in his room for him to let you know he had great single driver speakers at a very affordable price. Quick, simple and to the point. Very low key. It also helped that he really did have great single drivers speakers at an affordable price. The bottom line is that it was always easy to remember why Bob was in the speaker business and why he was at the show. And after that very brief intro Bob would play music and let you decide for yourself if his speakers made you happy.

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