



The Hales Sales Office

CASE STUDY

Combining Static & Digital Signage in a Sales Environment

One important business-to-consumer (B2C) channel in land development is a Sales Office. In this fiercely competitive market in WA, there are relatively few customers, larger purchases, and longer selling cycle. This makes the consultative selling process, where you build a relationship and tailor solutions according to your customers' needs, critical for engaging the buyers right from the start.

The Sales Office environment uses many types of signage to ensure that potential buyers are kept informed throughout the buying process. Some typical signage types include:-

- Directional signage – within a 5-10km radius of the land development, large scale directional signs on major highways will direct customers to the Sales Office. Creativity is as important as scale here – as finding ways to stand out amongst the crowd is vital.
- Information/map signage – once on the land development area, good wayfinding signs that direct customers around the estate through a series of clear information signs will help the selling and buying process. Avoiding the frustrations of getting lost is key!
- Sales office pylon sign – a clear statement sign advertising the location of the sales office and parking will ensure potential customers arrive ready for business!

- Sales office internal wallpapers – take the inside of the Sales Office to a higher level with prints of the area, floor to ceiling wallpapers depicting nature, lifestyle or feature imagery;

- Digital signage – use interactive touchscreen technology in the form of map tables, kiosks or wall mounted displays to bring the Estate alive. Showcase land and house packages, real time lot availability, maps and wayfinding route finders, data capture CRM, videos plus so much more... Digital signage provides a sales tool without the need for a sales person. During busy periods, the technology doubles as another sales person to ensure that every valuable customer finds the information they need to make a purchase.

- Lot plates – identify the areas for sale with clear, on brand, lot plates that ID the area of land for sale and other important information.

- And that something different – to stand out from the crowd create a point of difference. A swing maybe? An interactive playground for the little ones? A special event to draw a crowd. All these ideas are complemented by display signage to bring the idea to life.

Add all the above signage together to create a full complement of Sales Office signage that makes the most impact and drives customers to the dotted line. Our team have extensive experience in developing Sales Office signage and based on this knowledge we've put together our top 5 ways to make the most of the signage...



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Here's our top 5 ways to maximise effectiveness of signage in a Sales Office – in no particular order!

1. Keep it Simple

At first glance, simplicity may seem contradictory to producing amazing content, but one thing all great visual communication has is that it's concise, memorable, and easy to understand. Too much information can overload and distract the viewer. Remember to include a 'call to action', which is really important in order to convert viewers into customers, especially in the land development environment.

2. Help your Customers Understand the Area

With so many fonts, sizes, and colours to select from, it seems like text design is the part of digital signage content that lends itself most to creativity. But depending on the application, poor font choice can ruin an entire project. Fonts should be simple and legible, especially from a reasonable distance. Limit the use of fonts – and try to opt for sans serif fonts as they look modern, clean, and minimal.

3. Keep on Brand

Every element of the Sales Office environment should synchronise and complement the overall branding of the project. Too many colours, images or logos together can be a distraction. Combine imagery together to reinforce the key messages of your environment – whether it be location, quality, lifestyle or budget. The signage should be highly effective at subtly portraying the key messages.

4. Use Motion Wisely

Fly through videos are a really effective tool for showing potential residents that geography, topography and various features of the local area. Viewers can be captivated by moving images – the motion video should aim to instil these type of phrases

- 'Look how close the beach is!'
- 'Wow! There's the school that Charlie would go to'
- 'It's an easy drive to the Medical Centre from here!'

5. Don't Be Afraid to Have Fun

The playful injection of humour can make the difference between engaging your user or not, transforming digital signage content from ordinary to eye-catching and attention-grabbing. Digital signage is a great way to achieve this – and consider a fun area for the kids to interact with touchscreens whilst parents are busy planning their next home.





If you need inspiration, design assistance or help managing your next signage project, the team at Signs & Lines and Yap!digital can take your project from drab to fab! Our design, manufacture and installation service will make sure you get the most of your signage, plus the benefit of our team of signage professionals to guide you every step of the way.

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