

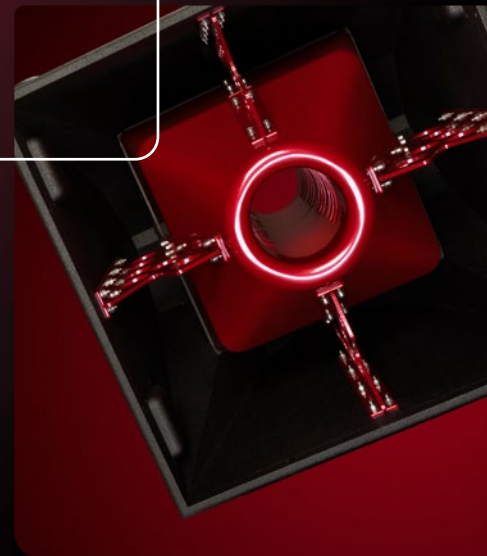


SOUND THAT SELLS

3 WAYS TO WIN
MORE AV PROJECTS



VOID

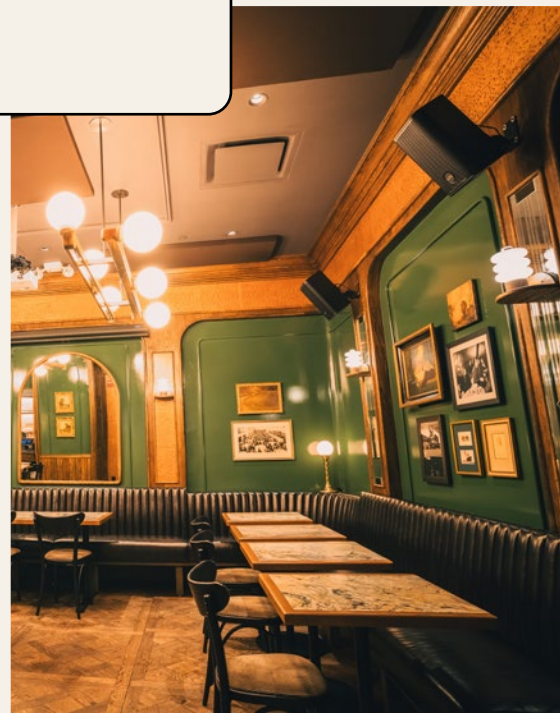




A practical guide for AV integrators who want to close more deals and stand out in a crowded market.

In AV integration, differentiation is everything. Technology moves fast, client expectations evolve even faster, and you need solutions that don't just sound exceptional — they elevate the entire environment.

Here are three smart strategies to boost your offer, win more projects, and build a reputation clients remember.



01



Let your audio do the talking

Great audio should look as good as it sounds. Design-led, visually striking systems make your proposals stand out and attract high-value clients who care about aesthetics.

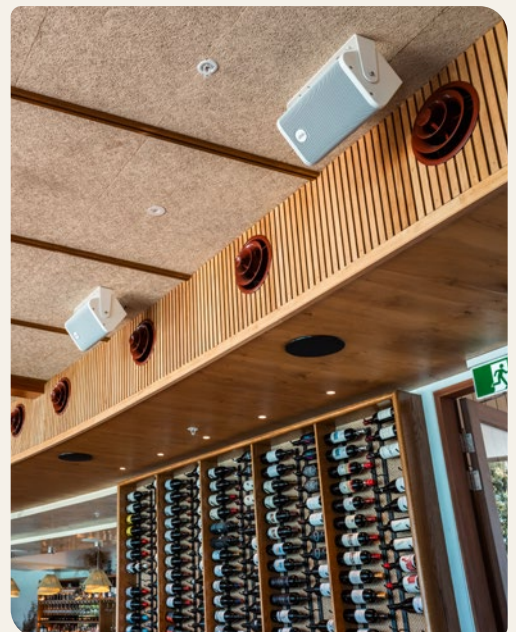
Why it matters:

- Gives you a standout selling point in competitive tenders
- Attracts architects, interior designers, and premium clients
- Positions you as more than “just another AV provider”



How Void helps:

- Distinctive loudspeakers and subwoofers that double as design features
- Bespoke finishes and customisation options to match interiors
- Seamless integration with lighting, furniture, and décor



02



Expand your reach

Premium, design-conscious audio opens doors to new sectors like hotels, retail, residential, and leisure spaces. Offering complete solutions also increases project value and margins.

Why it matters:

- Grow your client base across multiple sectors
- Pitch higher-value, design-led projects with confidence
- Increase margins with premium solutions



How Void helps:

- Proven installations across diverse sectors
- Flexible product range from small spaces to large venues
- Engineering support, training, and tailored multi-zone solutions



03



Outshine your competitors

Having something unique in your toolkit gives your proposals an edge. Clients aren't just buying equipment; they're buying confidence that you can deliver a high-quality experience.

Why it matters:

- Increase win rates on competitive bids
- Build long-term client relationships
- Position yourself as a trusted, design-savvy partner

How Void helps:

- Eye-catching visuals, documentation, and CAD support for proposals
- Hands-on support from concept to commissioning
- Marketing resources, training, and on-site assistance



The bottom line

- ✓ Stand out
- ✓ Close deals
- ✓ Build loyalty

Discover the Void Experience

The Void Experience is our global event series, bringing audio professionals together through live demonstrations, technical sessions and networking with the people behind the brand. Register your interest to attend an upcoming event or explore bringing the Void Experience to your region.

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