

# Ten Questions to Ask Business Owners When Soliciting an Installation



# Question 1: What is the Purpose of Your Installation

- Paging
- Background music
- Emergency
- Presentation
- Performance
- Combination of the above



## Question 2: Is this a new building, or updating an existing installation?

- This can be important to know in terms of:
  - How much wiring needs to be done
  - If they plan on recycling some already installed products or plan for all new

# Question 3: What are the Special Requirements of Your Installation

- No two installations are the same, unless you're installing into a chain of stores, and even then, there could be differences
  - Some rooms might have to be louder than others
  - The owner might want greater access than employees

# Question 4: What Sources are you Planning to Utilize?

- Microphones
- Tuners
- Players
- Miscellaneous



This will obviously be governed by the purpose of the installation, and while there is usually a common set of sources to use, the owner may have special sources they want to incorporate, such as a jukebox or satellite radio.

# Question 5: How Large is your installation?

- The size will determine:
  - How many speakers
  - How many amplifiers
  - How many accessories
  - How much wire



Be sure to get blueprints/floor plans if available

# Question 6: How Many Zones do You Plan to Have

- In other words, how many separately controlled speaker runs are needed
- By control, this could mean simply the ability to exclude paging/sources from specific zones

# Question 7: Do You Need the Ability to Route Specific Audio to Specific Zones?

- If it's not realistic to have the same single source going to all zones, a more advanced amplifier, or multiple amplifiers, would need to be considered.
- For smaller multizone installations, a distribution amplifier would work. For much larger ones, such as in a school, an IP based installation might need to be considered

# Question 8: Will there be a telephone system integrated

- This could be for the purposes of:
  - Paging
  - Music on Hold

# Question 9: Are there any local codes/restrictions you are aware of ?

- This should really be the installers responsibility to know, but it never hurts to ask, especially with more and more installers branching into new types of installations and new territories
- This could involve 70V vs. 25V requirements, and UL.

# Question 10: What is Your Budget

- Budget plays a big role, and it might not always be possible to get a dollar figure budget, but at least get an idea if the customer wants:
  - High end vs. lower end speakers
  - Complete coverage vs. the bare minimum