

Updates to the 2020 Version

Slide 5

- Added 'Vlogger' as additional customer type; recommendation is ZV-1
- Updated product recommendations for each customer type
- Made product recommendations more targeted in response to RSS feedback; fewer repeated model recommendations (everything isn't a6100); fewer SKU recommendations overall

Slide 6

- Updated a6000 as "best selling mirrorless camera of all time"
- Updated lenses to "over 55 and more on the way"
- Removed CyberShot branding

Product Recommendation Slides

- Updated all Expert recommendations to reflect current SKUs in Best Buy

Part III – Sony Brand Awareness

- Created a new section to cover the following:
 - Alpha Universe / website
 - Social media – Instagram, hashtags
 - BeAlpha / BeAlphaFemale campaigns
 - Artisans of Imagery
 - ImagingEdge mobile app

SONY

Camera Experience Shop



Certifying the Sony DI Expert
at Best Buy

Spring / Summer 2020



In-Store Certification Overview

Part I: Qualifying the Customer

Part II: Product Knowledge/Brand Story

Part III: Sony Brand Awareness

Part IV: Review and Feedback

- ⇒ All questions are checked either 'YES' or 'NO' (they get it right or they don't)
- ⇒ Expert must achieve 'YES' on all questions to become certified

Part I: Qualifying the customer/Customer Relationship Worksheet and Telling the Sony Brand Story

In Part I the Sony rep certifies that the Expert can properly qualify a new customer in the Camera Experience Shop and properly relate the Sony Camera Brand Story.

How it's done:

- Sony rep role-plays a “customer-type” (which they choose ahead of time – see next page).
- Expert asks rep open-ended questions to learn about needs of this customer using the CRW.
- Rep answers with responses that would be typical of this customer type.
- Expert determines the customer-type and decides which Sony camera and lens to show them.
- A minimum of three customer role-plays must be completed, at Sony rep's discretion

NOTE: **Expert must use top-down selling by offering the customer a top model first

Part I should take 15 - 20 minutes.

Part I: Customer Types and Correct Product Recommendations

If the Certifying Rep is this customer:

A. Photo novice; Facebook/Instagram fan; or “just better pictures”
Wants: Better-than-smartphone quality/easy to use

B. Parents with kids
Wants: Memorable, high-quality photos of kids/sports/events

C. Vlogger
Wants: Video selfie quality; fast AF + sound with monitoring

D. Traveler
Wants: Compact, high-quality photo plus good video

E. Experienced Photographer or Professional
Wants: Pro photo & video features and/or full frame

F. Video enthusiast
Wants: High-quality video

The Expert must recommend one of these cameras and state why:



A6100
RX100 series



A6400/A6600
A7II/III



ZV-1



RX100 series
ZV-1



A7 series
A9
RX10 IV



AX53/AX43

Sony Brand Story – Digital Imaging

When it comes to digital camera excellence, tell your customer that Sony:

- ...makes professional digital movie cameras, projectors; owns movie and TV studios
- ...is the leader in mirrorless camera innovation
- ...is the world's largest manufacturer of camera image sensors

Mirrorless Cameras

α Alpha

SONY

Point-and-Shoot Cameras

RX

For over a decade, Sony is *the* category innovator in the mirrorless ILC space:

- Alpha a6000 is the **best-selling mirrorless camera of all time**
- **Over 55 E-mount lenses** exist for Sony mirrorless ILCs, with more on the way
- Sony ILC **can shoot with other companies' lenses** using third-party adapters

Tell the Sony brand story

1. The Sony Brand Story	Was behavior observed?
<p>Sony Rep should listen for:</p> <p>Sony digital camera brand story: “Did you know that Sony ...”</p> <ul style="list-style-type: none">• “...makes pro movie cameras & digital cinema projectors?”• “...owns movie and TV studios?”• “...is the leader in mirrorless camera innovation?”• “...is the world’s largest manufacturer of camera image sensors?” <p>Things about Sony in the mirrorless ILC space:</p> <ul style="list-style-type: none">• Alpha a6000 is the best-selling mirrorless camera of all time• Over 55 E-mount lenses exist for Sony mirrorless ILCs, with more on the way• Sony ILC can shoot with other companies’ lenses using third-party adapters	<p>YES/NO</p>

Qualifying Test

1. Expert Welcome and Customer Greeting	Was behavior observed?
<p data-bbox="81 354 1340 446">(DI Expert) “Hi, welcome to the Camera Experience Shop. What kind of camera are you looking for today?”</p> <p data-bbox="81 508 1354 648">Expert should offer a warm greeting with an engaging attitude and make eye contact. Expert should ask an initial open-ended question that places the conversation on cameras (not “Can I help you find anything?”)</p>	YES/NO
<p data-bbox="81 822 1261 911">(Possible customer response) “Well I’m not really sure, just looking around.”</p> <p data-bbox="81 975 1354 1063">“Great. My name is _____ and I’m specially trained in cameras and camcorders so I can definitely answer any questions you might have.”</p>	YES/NO

Part I: Qualifying Test (cont.)

2. Asking open-ended questions	Was behavior observed?
<p>“Tell me about the camera you currently use.” (Or, “What features do you like/dislike about your current camera? What are you looking for that your current camera doesn’t have or do?”)</p> <p>“What kinds of photos do you like to take?” (Or, “What kinds of photos do you <i>want to start taking?</i>”)</p>	YES/NO

Part I: Qualifying Test (cont.)

3. Using the Customer Recommendation Worksheet	Was behavior observed?
<i>Expert should ask to write down some information using the CRW, and then proceed to ask at least two follow-up questions, for example:</i>	YES/NO
<p>“What’s the main use for your photos after you take them?” (“Are you posting on the internet, using them for a business, printing?”)</p> <p>“Do you have kids? What are their activities that you want to photograph?”</p> <p>“How do you use a camera when you travel?”</p>	YES/NO

Part I: Qualifying Test (cont.)

4. Expert drills down to understand customer's expertise and photography goals	Was behavior observed?
<p><i>At this point the Expert must drill down more to learn about customer's photography knowledge and ultimate goals.</i></p> <p><i>Asking the following question will deepen the conversation, build rapport and help the Expert make a recommendation.</i></p>	
<p>“Do you want to simply ‘take better pictures’ right now, or do you see yourself getting more interested in photography as a hobby?”</p> <p>“How would you feel about using a camera with interchangeable lenses?”</p>	YES/NO

Part I: Qualifying Test (cont.)

5. Expert recommends product using Top-Down Selling	Was behavior observed?
<p><i>Based on answers the rep gives to the Expert, the Expert must recommend a Sony product or products.</i></p> <p><i>NOTE: Expert should perform ‘top-down selling’ by offering the customer a top camera in the lineup first, and then working down. (For example, start with a6600 or a7III and work down from there.)</i></p>	
<p>Example: “Based on what you’ve told me I have a couple of cameras in mind for you.</p> <p>You said your goal is to take better pictures—the a6600 will definitely help you get there.”</p>	YES/NO

Part II: Product Knowledge & Camera Recommendation

In Part II the Sony rep verifies the Expert's product knowledge.

How it's done:

- Sony rep describes a customer type.
- Expert recommends the Sony products that will help the customer accomplish what they want.
- Sony rep and Expert run through each customer type with Expert making recommendations

The next slide lists five customer types with examples of how the Sony rep might describe each one.

Part II should take 10-15 minutes.

Part II: Product Knowledge – Customer Types

CUSTOMER TYPE	SONY REP DESCRIPTION
A. Photo novice; Facebook/Instagram fan; or “just better pictures”	“I take all my pictures with my phone. I see some really nice photos on Facebook and Instagram and I want to take great photos like that but I don’t want a complicated camera. ”
B. Parents with kids	“I have two kids who play sports. I want to easily capture high-quality photos of my kids. I also want a camera that’s easy to take on vacation.”
C. Vlogger	“I’m a full-time restaurant-review vlogger. I need a camera that makes me look good and makes it easy to record quality video AND sound. ”
D. Traveler	“Travel is my thing so I’m looking for light and compact. But I don’t want to sacrifice image quality. I’m interested in getting high-quality photos and video wherever I travel. ”
D. Experienced photographer/pro	“Photography is my main hobby/job. I currently own a couple of DSLRs. I need the image quality of the larger sensors. I also need full control of camera settings and pro functionality. ”
E. Video enthusiast	“I want to film my family’s memories—things like my kids’ sports and school events. I need a high-quality video camera. ” OR: “ I want to get more creative with video —maybe even start shooting documentaries or video for businesses.”

Part II: Product Knowledge

6. Photo Novice; Facebook/Instagram Fan; “Just Want Better Pictures”	Was behavior observed?
<p>(Sony Rep) “I take all my pictures with my phone. I see some really nice photos on Facebook and Instagram and I want to take great photos like that but I don’t want a complicated camera.”</p>	
<p>Expert Product Recommendation: a6100 or RX100 series Lens: 16-50mm kit lens (SELP1650) (bonus recommendation: 50-210mm zoom lens (SEL55210)</p>	YES/NO
<p>Listen for: a6100 - The sequel to Sony’s best selling mirrorless ever, the a6000. World’s fastest auto focus and subject tracking makes it easy to be a good photographer. Or: RX100 series – Compact: easy to carry around and get superb image quality; versatile ZEISS zoom lens lets you get close-ups.</p>	YES/NO

Part II: Product Knowledge (cont.)

7. Parents with Kids	Was behavior observed?
<p>(Sony Rep) “I have two kids who play sports. I want to easily capture high-quality photos of my kids. I also want a camera that’s easy to take on vacation.”</p>	
<p>Expert Product Recommendation: a6600/a6400 or A7 II/ A7 III Lens: 55-210mm zoom lens (SEL55210) / 70-300mm G lens (SEL70300G)</p>	YES/NO
<p>Listen for: a6600 / a6400 - World’s fastest AF plus advanced subject tracking gives the best chance to capture the perfect moment. Or: A7 series – Full-frame sensor for best image quality. Pro performance for ultimate results. The latest/greatest camera technology.</p>	YES/NO

Part II: Product Knowledge (cont.)

8. Vlogger	Was behavior observed?
<p>(Sony Rep) “Okay I’m a full-time vlogger, that’s my jam. I need a camera that’s really easy to use but makes me look and sound my best. Is there something that’s made just for me?”</p>	
<p>Expert Product Recommendation: ZV-1 Digital Camera</p>	YES/NO
<p>Listen for: ZV-1 – The camera made by Sony for the vlogging community. From its Face-Priority auto-exposure, to in-camera stabilization, to exceptional audio options, the ZV-1 is all a vlogging content creator needs. Plus there’s an optional Bluetooth wireless shooting grip for on-the-go content capture.</p>	YES/NO

Part II: Product Knowledge (cont.)

9. Traveler	Was behavior observed?
<p>(Sony Rep) “Travel is my thing so I’m looking for light and compact. But I don’t want to sacrifice image quality. I’m interested in getting high-quality photos and video wherever I travel.”</p>	
<p>Expert Product Recommendation: RX100 series / ZV-1</p>	YES/NO
<p>Listen for: RX100 series – Ultra-compact PLUS outstanding image quality for great travel images; ZEISS zoom lens to capture versatile moments. Or: ZV-1 – Because it is made for vloggers, ZV-1 has the compact form factor and exceptional video and audio that’s perfect for travel.</p>	YES/NO

Part II: Product Knowledge (cont.)

10. Experienced Photographer/Pro	Was behavior observed?
<p>(Sony Rep) “Photography is my main hobby/job. I currently own a couple of DSLRs. I need the image quality of the larger sensors. I also need full control of camera settings and pro functionality.”</p>	
<p>Expert Product Recommendation: a7III / a7RIV / a9 or RX10 IV Lens: Any G-Master or ZEISS prime lens and/or zoom lens</p>	YES/NO
<p>Listen for : a7 series – Full-frame sensor for best image quality. Pro performance for ultimate results. The latest/greatest camera technology. Or: a9 – Sony’s flagship, full-frame professional camera. Our best includes a stacked CMOS sensor, high-speed continuous shooting up to 20 fps and fast-hybrid auto focus with 693-point phase detection AF.</p>	YES/NO

Part II: Product Knowledge (cont.)

11. Video Enthusiast	Was behavior observed?
<p>(Sony Rep) “I want to film my family’s memories—things like my kids’ sports and school events. I need a high-quality video camera.”</p> <p>Or: “I want to get more creative with video—maybe even start shooting documentaries or video for businesses.”</p>	
<p>Expert Product Recommendation: AX53 / AX43</p>	YES/NO
<p>Listen for: AX Handycam – 4K is best quality for family memories (even if you don’t currently own a 4K TV.) High-quality and pro controls enable great creative expression for professional needs. For even more pro control, the AX53 features a viewfinder, higher-resolution LCD and a manual-control ring.</p>	YES/NO

Part III: Sony Brand Awareness

12. Social Media Presence	Was behavior observed?
<p>(Sony Rep) “What social resources are available for Sony camera owners?”</p>	
<p>Expert:</p> <ul style="list-style-type: none">• Sony Alpha Universe – www.alphauniverse.com• #BeAlpha / #BeAlphaFemale - Alpha hashtags• @SonyAlpha / @SonyAlphaFemale - Instagram• Sony Alpha channels on YouTube	YES/NO
<p>Listen for:</p> <p>Alpha Universe – A website for everything Sony camera, including news, product releases, community forums, events, gear and of course Sony Artisans of Imagery.</p> <p>#BeAlpha / #bealpha – Alpha hashtag.</p> <p>@SonyAlpha / @SonyAlphaFemale – Follow photography enthusiasts from around the world as they delight with incredible images and tips.</p> <p>YouTube – Sony’s Alpha YouTube channel is chock full of videos including product reviews, shooting tips and how to get the most from your Alpha camera.</p>	YES/NO

Part III: Sony Brand Awareness (cont.)

13. ImagingEdge Mobile App	Was behavior observed?
<p>(Sony Rep) “Can I control Sony cameras remotely? Like, with my phone?”</p>	
<p>Expert: Let me tell you about our ImagingEdge mobile app.</p>	YES/NO
<p>Listen for: Wireless Transfer – Shooters can wirelessly transfer photos and video with ImagingEdge mobile app. Remote Shooting – Snap the shutter with your phone. Location Data – Tagging of photos and videos.</p>	YES/NO

Part III: Sony Brand Awareness (cont.)

14. Artisans Of Imagery	Was behavior observed?
<p>(Sony Rep) “Tell me about Sony’s ‘Artisans of Imagery.’”</p>	
<p>Expert: Artisans of Imagery are well-known, highly respected pro photographers who shoot Sony because they love how the gear enhances their creativity.</p>	YES/NO
<p>Listen for:</p> <p>Experience – Sony’s Artisans of Imagery are among the top photographers in the industry boasting an exhaustive list of prestigious awards, publications and events.</p> <p>Gear – Artisans are award-winning shooters and choose Sony because of its innovative camera technology.</p> <p>Events – You can find Artisans of Imagery supporting Sony events throughout the year, whether a training, press event or trade show!</p>	YES/NO

Part III: Sony Brand Awareness (cont.)

15. Sony And The Movies	Was behavior observed?
<p>(Sony Rep) “You mentioned Sony is heavily involved in movie-making. Can you tell me more?”</p>	
<p>Expert: Sony is the movie-industry leader when it comes to equipment and expertise.</p>	YES/NO
<p>Listen for:</p> <p>CineAlta cameras – Professional digital cinema cameras used to make Hollywood films.</p> <p>Movie Theater Projectors – If you saw a movie in a big theater recently, there’s an 85% chance you watched it on a Sony Digital Cinema projector.</p> <p>OLED Reference Monitors – Sony’s BVM-X300 OLED reference is the de-facto color mastering monitor used by top directors and many studios. It even won an Academy Award for technical achievement.</p>	YES/NO

Part III: Sony Brand Awareness (cont.)

16. World's No. 1 Image Sensor Manufacturer	Was behavior observed?
<p>(Sony Rep) “Are Sony image sensors found anywhere else besides Sony cameras?”</p>	
<p>Expert: Sony is the world's leading image sensor manufacturer and has sensors in products spanning many industries.</p>	YES/NO
<p>Listen for:</p> <p>iPhone – For years, the image sensors in Apple's famous camera—I mean phone— are all Sony-made.</p> <p>Automobiles – Car manufacturers such as Ford and Lexus are innovating wider uses for Sony sensors to improve auto safety.</p> <p>Medical Imaging – Sony is a world leader in supplying sensors for medical devices that require extreme resolution and precision.</p>	YES/NO

Part IV: Review and Feedback

Review and fix any sections where the Expert might have had challenges.

Resolve problems with:

- Greeting/welcome
- Ability to ask open-ended questions
- Drill down for experience and photo goals
- Customer-type evaluation
- Product knowledge (including lenses) and product recommendations
- Sony brand awareness

IMPORTANT: The goal is to certify the Expert in-store the first time. For this reason, the field rep should provide feedback, revisit challenge areas and then check for understanding.

Appendix I:

DI Expert Study Guide

Sony Experience Expert: Certification Study Guide

Part I: Helpful tips when qualifying your customer

Greeting	<p>“Hi, welcome to the Camera Experience Shop. What kind of camera are you looking for today?”</p> <p>You may use this or another greeting that works for you. The important thing is to be engaging, look the customer in the eye and ask an open-ended question about cameras.</p>
Follow-up Greeting	<p>“Great. My name is _____ and I’m specially trained in cameras and camcorders, so I can definitely answer any questions you might have.” This is a great way to let your customer know you are a camera expert and will help build confidence.</p>
Asking open-ended questions	<p>Here are some examples; you may use them or others that you like:</p> <ul style="list-style-type: none">• What kinds of photos do you like to take? What kinds of photos do you want to start taking?• Tell me about the camera you currently use. What things do you like about it? Dislike about it?• Do you want to simply ‘take better pictures’ right now, or do you see yourself getting more interested in photography as a hobby?• How would you feel about using a camera with interchangeable lenses?

Sony Experience Expert: Certification Study Guide

Part II: Product Knowledge – what you need to know

Sony's most popular mirrorless ILCs with APS-C sensor	
A6100	<ul style="list-style-type: none">• The easiest way to step up from a smartphone to professional looking image quality.• Large, APS-C size sensor, simple operation, and a 180-degree flip-up LCD for easy selfies that look amazing.• 24.3MP with auto focus as fast as 0.07 seconds! 179 AF points (phase-detect).• This camera is perfect for someone who will spend a little more for better features, but still wants a simple-to-use camera.
A6400	<ul style="list-style-type: none">• Ultimate camera value due to incredible performance at price point.• Award-winning a6000 has changed the game; what others are trying to catch• Super-fast auto focus (0.06 sec) PLUS up to 11 fps.• Add 1080p video and Wi-Fi with NFC...you've got better-than-DSLR performance in half the size and weight.
A6600	<ul style="list-style-type: none">• World's fastest AF at up to 0.02 sec.• Real-time focus tracking of subjects• 425 phase-detect AND 425 contrast-detect AF points• Pro-level 4K recording with full pixel readout

Sony Experience Expert: Certification Study Guide

Part II: Product Knowledge – what you need to know

RX100 Series – Perfect for the traveler who wants outstanding image quality	
RX100	<ul style="list-style-type: none">• RX100 series are the “professional’s compact camera” because of their 1.0” 20MP sensor, ZEISS lens and very small size• Up to 10 FPS at full resolution!• Wide-angle 28-100mm ZEISS lens with fast f1.8 max. aperture• Manual controls for the experienced photographer
RX100 III	<ul style="list-style-type: none">• Wider angle lens: 24-70mm f1.8 ZEISS• Pop-up electronic viewfinder• Direct pixel readout and XAVC S format for next-level video quality• Step-up from RX100
RX100 VI	<ul style="list-style-type: none">• 24-200mm f2.8-4.5 ZEISS lens• 0.03 sec AF and up to 24 fps• Super-speed shooting: 40x slow motion up to 960 FPS!• 4K HDR suitable for broadcast & vlogging• Touch-focus LCD

RX10 IV – Premium ZEISS lens and truly cutting-edge photo ability	
RX10 IV	<ul style="list-style-type: none">• Lens: Premium 24-600mm f2.8-4 Vario-Sonnar ZEISS (lens value alone is over \$1000)• Up to 24fps continuous shooting• Touch-focus on LCD screen• Super-speed shooting for mind blowing 40x slow motion: up to 960 FPS!

Sony Experience Expert: Certification Study Guide

Part II: Product Knowledge – what you need to know

a7 Full frame cameras – professional quality and performance

Make it simple for your customer: both are great full frame professional cameras but...

a7II/a7III: better for video (no 4K pixel binning)

a7RII/a7RIII: better resolution and more image data

a7 II

- Full frame for those who demand the best image quality.
- 5-axis sensor stabilization is a Sony-exclusive innovation for full frame cameras.
- Sony's fast hybrid AF as fast as 0.06 seconds.

a7 III

KEY FEATURE DIFFERENCES from a7II:

- Nearly 2x faster AF speed
- 93% frame coverage: 693 phase/425 contrast AF points
- Silent shooting up to 10fps
- 4K movie recording with no pixel binning

a7R II

- Think “R” for resolution: 42.4MP. Sony's back-illuminated sensor is the most advanced, highest resolution sensor Sony has ever created.
- For photographers who want the finest detail and image data for post-processing.
- Fast hybrid AF as fast as 0.06 seconds plus 5-axis stabilization.

a7R III

KEY FEATURE DIFFERENCES from a7RII:

- Pixel Shift Multi Shooting for unprecedented resolution and color detail
- 10fps (a7RII: 5fps)
- Up to 2x faster auto focus
- 400 additional contrast-detect AF points

Sony Experience Expert: Certification Study Guide

Part II: Product Knowledge – what you need to know

Premium Camcorders and Action Cam	
4K Handycam AX53	<ul style="list-style-type: none"> • Larger 4K sensor than AX33 • Faster auto focus algorithms than AX33 • 20x zoom/ ZEISS lens • Wider angle (26mm)
4K Handycam AX33	<ul style="list-style-type: none"> • “4K for \$1K” – 4K camcorder with 20MP Exmor R CMOS sensor, excellent in low-light situations • Balanced Optical SteadyShot is category-leading image stabilization • 29mm wide angle ZEISS lens /10x optical zoom/ZEISS T coating • Shoots in XAVC S format for high speed data rate up to 50 Mbps
4K Handycam AX700	<ul style="list-style-type: none"> • Fast Hybrid AF stays focused on even fast-moving subjects • 4K HDR (HLG) recording for more detail, brightness and color • Versatile operability and recording accommodate advanced production
4K Handycam AX100	<ul style="list-style-type: none"> • Advanced “prosumer” 4K cam • Large 1.0” sensor for sensational image quality • Manual controls for the more experienced videographer • Optical SteadyShot image stabilization • Outstanding ZEISS lens: 29mm wide angle/12x optical zoom/ZEISS T coating
Action Cam X3000	<ul style="list-style-type: none"> • The “4K Action Cam”; fast 100Mbps data rate for smooth, crisp 4K video • Category-leading image stabilization • Captures 4x slow motion for dramatic playback of sports and activities • Sony Live View Remote (not incl.) makes Action Cam different from the rest

SONY



OUR **TEAM**



OUR **BUSINESS**



OUR **CUSTOMERS**



OUR **COMMUNITY**

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