

The Audio Channelist

How to Sell More MicPort Pro

We know summer can be slow, so here is our latest thinking on how to stimulate demand for the best USB mic preamp in your market.



We are often asked, “How do we sell more MicPort Pro?” While this is exactly why we depend upon you—to be the MicPort Pro expert and evangelist for your market—we’re also here to support you.

First and foremost, we are expecting to ship the companion

product, [AxePort Pro](#), a 24-bit/96kHz USB Direct Box in September. This is the ideal product for recording guitar and bass and will help increase the overall interest level of CEntrance products for many of your resellers.

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Sneak Preview: *Sound on Sound*

Here’s an excerpt from the upcoming MicPort Pro review in *Sound on Sound* magazine (UK):

“The standard of engineering reminds me of a well made radio mic and it is easily the most professional USB audio device of its type that I have seen to date. It is so simple to operate that the manual would fit on the back of a playing card and the audio quality is surprisingly good — equal to a mid price stand-alone audio interface at the very least...”



WHO IS CENTRANCE?

Founded in 2000, CEntrance designs, develops and licenses differentiated audio and entertainment products. CEntrance is known for its co-development and licensing work with pro-audio industry leaders such as Benchmark Media, Line 6, Lavry Engineering, and Mackie.

Our holistic, customer-focused approach blends product strategy, innovation, and outsourcing

coordination. CEntrance launched its first hardware product, [MicPort Pro](#), in August 2007 and is headquartered in Chicago and distributes its products worldwide. Please visit www.CEntrance.com, e-mail sales@centrance.com or call +1 (847) 581-0500 for more information.



IDEAS TO DRIVE MICPORT PRO BUSINESS

MicPort Drawing – give away one free MPP giveaway per week or month for those who register on your website or give you a business card

Rebate – we are offering \$15 back for every MPP purchase in the U.S.

Bundling – package MicPort Pro with the following for the ultimate portable recording studio:

- A \$250-\$500 recording mic – some ideas:
 1. Rode NT5
 2. Studio Projects C1
 3. Audio-Technica AT3035
 4. Electro-Voice RE20
 5. Shure SM81LC
 6. Sennheiser MD421II
 7. AKG C3000B
- XLR cable – adds flexibility (not required)
- DAW – maybe a demo version of whatever multi-track recording software you sell (or direct people to free apps like Audacity and REAPER)

- Headphones – a high quality pair like the Sony MDR-V7506 or AKG K420MKII

You can also include a *complimentary* MicPort Pro for those purchasing a mixing board or high-end DAW, audio interface, word clock, effects box, etc.

Evaluation Units – How about giving your top customers a unit for “evaluation,” especially if they’re going on vacation?

Press Review Units – Providing MicPort Pro units for local reviews have also been very beneficial for us in North America and Western Europe. We’ve had 19 stunningly positive reviews so far and many more are in the queue.



THE ECONOMY IS BAD AND NO ONE IS BUYING ANYTHING...

MicPort Pro allows users to get more out of microphones they already have – now every microphone is a USB microphone!

You might even be able to sell more recording microphones as users can get more out of them since they can record with a laptop while traveling

MicPort Pro also prevents users from having to buy multi-channel interfaces that are more expensive and bulky interfaces that require power supplies.

Why is MicPort “so expensive” compared with other audio cards, mic sticks/plugs?

- *Class A mic preamp*: “surprisingly quiet” is what everyone says, even on noisy tradeshow floors
- *A/D Converter (ADC)*: Enhanced Dual Bit architecture with wide dynamic range
- *D/A Converter (DAC)*: Advanced Multi Bit architecture that achieves low noise and high jitter tolerance by use of SCF

(switched capacitor filter) techniques

- *Zero-latency monitoring with full headphone volume control*: most USB mics and interfaces require monitoring through the computer with so much delay that it is unusable
- *Universal Driver™*: supports recording in stereo via aggregation and compatibility with Cubase and Nuendo
- *Compatibility*: PC and Mac, even Vista, Leopard and LINUX



MICPORT PRO ON YOUR WEBSITE

- Do you have links to our [website](#), [forum](#), [MySpace](#), and [Facebook](#) pages?
- Do you have the [MicPort Pro datasheet](#) posted?
- Will you consider a MicPort drawing and/or rebate? (mentioned above)