

SALESMARTS

Published for the Herman Miller and Dealer Sales Network

November 2007

1 Ready to play

Entertainment software company Electronic Arts wanted the best long-term, technology-friendly system for its studio in British Columbia. With Ethospace, that's what it got.



4 Getting real, virtually

Herman Miller is now in another world, the online, interactive, 3-D virtual world of Second Life, where we're helping "residents" get real with "authentic" versions of 15 products.



7 Lining up Caper®

With its new side-by-side ganging capability, the already successful Caper stacking chair should be even more so, opening the door to new sales opportunities in more venues.



15 Essentials of Success

17 Competitive Corner

20 Sales Source Addenda

21 Bulletin Briefs

9 Cradle-to-Cradle certified

10 Celle® seat pad's new look

11 The Be Collection displayed

12 NeoCon East

13 21st-century work habits