

MONSTER®
THE ART OF THE PRESENTATION

ELEMENTS
PRECISION. LUXURIOUS. EPIC.



Product Story

BE IN YOUR ELEMENT

When the elements of nature come together, powerful forces are unleashed. With that inspiration, Noel Lee, The Head Monster has created Elements for the discriminating listener who wants superior sound and bold design. Since the headphone market is crowded and confusing, we have left no stone unturned and have taken all the elements (technology, design, craftsmanship, materials, Pure Monster Sound) and brought them together to create the best headphones in the category. It's no surprise that Elements has been immediately embraced by top athletes, DJs, professionals, and musicians.



Theme

INSPIRED BY NATURE. POWERED BY MONSTER. #BEINYOURELEMENT

0. PREPARE FOR THE DEMO:

- [Make sure Elements is 100% charged]
- [Make sure it's Bluetooth-paired to your device]
- Make sure you have approved Pure Monster Sound tracks
 - ✓ Only sample about first 20-30 seconds of each
 - ✓ Critically listen to each track and be able to describe what they will hear
- Understand Predict, Prove, and Confirm to romance the sale, for instance:
 - ✓ Predict: "On this track, you will hear clarity and detail."
 - ✓ Prove: Play "Beijo," by Earth Wind & Fire
 - ✓ Confirm: "Did you hear the amazing clarity and details? How crisp was all that snapping?"

1. OUTSIDE-IN COMMENTS TO MAKE:

- "This is going through the roof. No one's ever seen this before. Not even available yet."
- "We cannot believe how quickly this thing has caught on fire."

2. DEMO THE LUXURIOUS DESIGN

- "Let's talk Cool Factor! No one really wants to wear a Bose or a JBL. The cool athletes, DJs and rappers love how this thing looks and how great it sounds."
- "Rose Gold with Dark Chocolates. It's not black, it took a long time to curate the right color and shade. We color matched this to actual Dark Chocolate."
- "For sophisticated and cool style, we have the super-professional Black Slate."

3. DEMO THE CONSTRUCTION AND COMFORT:

- "Look at the superior build quality of this thing. Fit and finish that far surpasses the others."
 - ✓ Foldable design
 - ✓ Premium hinges with click-lock stops
 - ✓ DJ-style swiveling ear cups
 - ✓ Plush memory foam cushions that conform to your ears

4. DEMO THE UNBELIEVEABLE TECHNOLOGY

- "The tech features are unbelievable. Before I let you listen, let me show you what it does."
- [Demo touch controls by handing them the play device as you demo Touch Controls on Elements]
 - ✓ "Check out how I can control Play/Pause and Volume Up/Down from the headphone."
- "The Sound is ridiculous. There are 3 Ways To Listen:"
 - ✓ "First is Wireless Bluetooth, here, take a listen."
 - [Some Great Tracks To Demo With Descriptive Terms (use hand gestures)]:
 - ❖ Fancy, Iggy Azalea: creeping synths, attack
 - ❖ Beijo, Earth, Wind, and Fire: clarity, detail
 - ❖ Theme from New York, New York, Sinatra: natural brass, airy and open
 - ❖ Bang my head, Guetta: substantial, but not overpowering bass, clarity
 - ❖ Billie Jean, Michael Jackson: attack, dynamics, punch
 - ❖ Dance of the Tumblers, Minnesota Orchestra: definition of every instrument, clarity
 - ❖ Call My Name, Prince: tight bass lines with definition, impact of first snare
 - [Show off the sound profiles, Normal and Club by double-tapping Power button]

- ✓ “Wired if you’re on airplanes or if you’re a DJ.”
 - “Unlike other BT headphones that sound bad when you plug them in, this has super performance audio. The others usually start with a lousy headphone and EQ it in the BT to make it sound good. We don’t do this. We start out with a great sounding passive headphone and then add BT.”
 - [Compare To Beats Studio Wireless]. “When you plug into Beats, it doesn’t sound great and you’re still draining the battery because everything runs through the DSP. When the battery dies, you don’t get audio.”
- ✓ “Best of All, it has Pure Digital”
 - “Let me tell you why digital is the purest way to listen to music. When you use the 3.5mm audio connection, you’re using the DAC in the phone to send an ANALOG signal to the headphones. Most phones have cheap digital-to-audio converters (DAC) designed for speech and voice, not for music”
 - “When you use a USB audio cable from your phone or laptop to our headphone, you’re using the DAC in the Elements. Elements has a super-high-quality, built-in DAC. The signal is only converted to analog just before it reaches the amp and drivers so you’ll have the purest way to listen to music.”
 - “The same port you use for charging can also be connected to a compatible device for higher end listening.”
- ✓ “Elements Is The Only Headphone To Do All 3: Wireless, Wired, Pure Digital”
 - “Compare to others high-end headphones that are DAC ONLY WITH NO BLUETOOTH: Audeze, \$800; AudioTechnica, \$400, and Sony, \$400”

5. SPEAK TO ELEMENTS’ AMAZING VALUE:

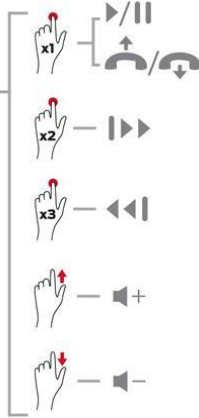
- “Can You Believe These Are Only \$350?”

6. DELIVER A GREAT UNBOXING EXPERIENCE (OPTIONAL):

- “Have a Great Unboxing Experience”
 - ✓ [Have them unbox and read Noel’s letter]
- “Handle this like a fine piece of jewelry. Always keep your headphones polished. Here’s a clean cloth.”
 - ✓ [Make sure to have Monster Clean Cloths with you.]

- Elements Phase 1 Color Collection Release
 - ✓ Luxurious Rose Gold with Dark Chocolate Cushions
 - ✓ Sophisticated and Cool Black Slate
 - ✓ Headphones and Bluetooth Speakers
- Includes:
 - ✓ USB Digital Audio Cable
 - ✓ USB PC/Charging Adapter
 - ✓ ControlTalk Universal Cable
 - ✓ 1/4” Adapter
 - ✓ Stylish Carry Case





- Cutting-Edge Touch Controls
 - ✓ Play/Pause, Tracking, Volume

- 3 Listening Modes:
 - ✓ Bluetooth Wireless
 - ✓ 3.5mm Wired
 - ✓ USB Direct Digital
- 2 Pure Monster Sound Profiles
 - ✓ Natural or Club
- Amazing Stamina
 - ✓ 24 Hours Listening
 - ✓ 30 Hours Talk
 - ✓ 20 Days Standby
- Audible "Battery Low" Voice Prompt
- Crystal-Clear Calls with Built-In Mic



- Stunning Fit and Finish
- Premium Hinge with Click-Lock Stops
- Compact, Portable Folding Design



- DJ-style Swiveling Ear Cups
- Super-Plush Memory Foam Cushions

