

SONOS PRODUCT PLAYBOOK 2024

PRODUCT PORTFOLIO OVERVIEW

SOUNDBARS

Sonos Arc - Premium Soundbar (\$899)

- Target: Home theater enthusiasts, premium buyers
- Key Features: Dolby Atmos, 11 drivers, Trueplay tuning
- Positioning: Best-in-class cinematic sound
- Attach: Sub (35%), Era 300 surrounds (22%)
- Competitors: Bose 900, Samsung HW-Q990B

Sonos Beam (Gen 2) - Compact Soundbar (\$499)

- Target: Apartment dwellers, smaller rooms, value seekers
- Key Features: Dolby Atmos, voice control, HDMI eARC
- Positioning: Premium sound for any space
- Attach: Sub Mini (28%), One surrounds (18%)
- Competitors: Bose TV Speaker, Sonos Ray

Sonos Ray - Entry Soundbar (\$279)

- Target: First-time buyers, bedroom/office use
- Key Features: Compact design, clear dialogue
- Positioning: Upgrade from TV speakers
- Attach: Additional Ray (12% for multi-room)
- Competitors: Roku Streambar, Vizio V-Series

SMART SPEAKERS

Sonos Era 100 - Smart Speaker (\$249)

- Target: Music lovers, multi-room starters
- Key Features: Stereo sound, Bluetooth, voice control
- Positioning: Premium sound, works everywhere
- Attach: Second Era 100 for stereo (42%)

- Competitors: Apple HomePod, Amazon Echo Studio

Sonos Era 300 - Spatial Audio Speaker (\$449)

- Target: Early adopters, Apple Music subscribers

- Key Features: Dolby Atmos, spatial audio, 6 drivers

- Positioning: Next-generation sound experience

- Attach: Second Era 300 (18%), Sub (12%)

- Competitors: Apple HomePod (2nd gen)

Sonos One (Gen 2) - Compact Smart Speaker (\$219)

- Target: Budget-conscious, Alexa/Google users

- Key Features: Voice control, Trueplay

- Positioning: Affordable entry to Sonos ecosystem

- Attach: Second One for stereo (48%)

- Competitors: Nest Audio, Echo Dot

PORABLE SPEAKERS

Sonos Move 2 - Portable Smart Speaker (\$449)

- Target: Outdoor enthusiasts, whole-home coverage

- Key Features: Battery powered, weather-resistant, Bluetooth

- Positioning: Premium sound anywhere

- Attach: Roam (15% for additional portability)

- Competitors: JBL Boombox, Bose Portable

Sonos Roam - Ultra-Portable Speaker (\$179)

- Target: On-the-go users, travelers, gift buyers

- Key Features: Compact, waterproof, 10hr battery

- Positioning: Sonos sound, pocket-sized

- Attach: Wireless charger (35%)

- Competitors: UE Boom, JBL Flip

BASS & AMPLIFICATION

Sonos Sub (Gen 3) - Premium Subwoofer (\$799)

- Target: Home theater upgraders, bass lovers
- Key Features: Dual force-canceling drivers
- Positioning: Add cinematic bass to any setup
- Attach: 85% attach to Arc/Beam
- Competitors: SVS SB-1000, Bose Bass Module

Sonos Sub Mini - Compact Subwoofer (\$429)

- Target: Smaller spaces, budget-conscious
- Key Features: Compact design, deep bass
- Positioning: Big bass, small footprint
- Attach: 75% attach to Ray/Beam
- Competitors: Polk Audio PSW10

Sonos Amp - Streaming Amplifier (\$699)

- Target: Custom install, audiophiles, existing speakers
- Key Features: 125W per channel, HDMI ARC
- Positioning: Power your passive speakers
- Use Cases: In-ceiling, outdoor, hi-fi bookshelf
- Competitors: Denon HEOS Amp, Yamaha MusicCast

SALES STRATEGIES

ECOSYSTEM SELLING

- Start with one, build your system
- Multi-room audio is key differentiator
- Demonstrate app control and Trueplay

BUNDLE OPPORTUNITIES

Home Theater Bundles:

- Arc + Sub + Era 300 surrounds = \$2,597 (save \$250)
- Beam + Sub Mini + One surrounds = \$1,566 (save \$150)

Whole Home Bundles:

- 3x Era 100 = \$697 (save \$50)
- Era 100 + 2x Roam = \$557 (save \$50)

COMPETITIVE POSITIONING

vs. Apple HomePod:

- Sonos works with ALL music services
- Better bass, room-filling sound
- Expandable ecosystem

vs. Bose:

- Superior app experience
- Trueplay room correction
- More ecosystem flexibility

vs. Samsung/LG Soundbars:

- Streaming platform-agnostic
- Better music listening experience
- Upgrade path within ecosystem

OBJECTION HANDLING

"Too expensive"

- Focus on quality, longevity, ecosystem value
- Offer entry products (Ray, One, Roam)
- Explain trade-in and upgrade programs

"Works with Apple only?"

- Clarify: Works with Spotify, Amazon Music, etc.
- Demonstrate multi-service capability
- Position as platform-agnostic advantage

"Why not Samsung/LG soundbar?"

- Sonos excels at BOTH movies AND music

- App-based control more flexible
- Can expand to other rooms

SEASONAL STRATEGIES

Q1: New Year upgrades, tax refund season

Q2: Spring cleaning, home refresh, gifts

Q3: Prime Day, back to school, product launches

Q4: Black Friday, holiday gifts, home theater

TARGET CUSTOMER PERSONAS

The Audiophile Alex

- Age: 35-50
- Income: \$150K+
- Wants: Best sound quality
- Sells: Arc, Era 300, Sub, Amp

The Apartment Annie

- Age: 25-35
- Income: \$75K
- Wants: Great sound, small space
- Sells: Beam, Era 100, Roam

The Tech-Savvy Tom

- Age: 30-45
- Income: \$100K+
- Wants: Latest tech, smart home
- Sells: Era 300, Move 2, whole-home

The Gift-Giving Grandparent

- Age: 60+
- Income: \$80K+
- Wants: Easy-to-use gift

- Sells: Roam, One, Era 100

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