

# Getting Sales Force Knowledge Up-to-Speed

## Situation

The manufacturer of a sophisticated public safety software solution needed to quickly train a large sales force to understand the capabilities and benefits of its new products. The sales force needed to present the products and their complex implementation roadmap to a non-technical audience in a compelling way to get agencies to adopt the new system.

## Solution

Our communications specialists analyzed the company's needs and produced a suite of training and customer-facing materials that included printed information, videos, product demos and software tools.

## Results

The sales force quickly gained the knowledge and sales materials it needed, and the new software solution was adopted by public safety agencies around the world.