



Giving VARs Tools They Need To Sell More

THE APPROACH:

- Wrote all content for the multi-tabbed, quick-reference binder
- Held sourcing sessions to gain insight into the sales process

RESULTS:

- Distributed to more than 300 resellers who began accessing content areas online for proposal development
- EADS added more than 20 new resellers in first year with kit
- Next iteration of kit went electronic and expanded to online format