



Shifting Sales Into High Gear

THE APPROACH:

- Developed "Shift Into High Gear" sales toolkit to help drive quarterly sales
- Designed with road warrior in mind, consolidated existing and new sales materials all in one place
- Worked with multiple subject matter experts to pull pertinent content for training manual
- Refined sales presentations and materials and included them on a CD that representatives could use in sales meetings
- Wrote copy for customer-facing brochure

RESULTS:

- Highly positive response from sales representatives
- Sprint executives praised toolkit, which led to development of a follow-up training manual
- Won 2007 MarCom Award from Association of Marketing and Communication Professionals