



## Taking Sales to the Next Level

### THE APPROACH:

- Asked to provide general business sales representatives with support materials to grow business in targeted vertical markets
- Developed easy-to-use, quick reference guide for sales team
- Worked with multiple subject matter experts to create roadmap including 3D pop-up DVD with sales presentations, video demonstrations, testimonials and other tools
- Designed and wrote copy for customer-facing brochure

### RESULTS:

- Received highly positive response from sales representatives
- Distributed to more than 2,200 sales representatives with subsequent requests
- Earned 2008 Magnum Opus and MarCom Platinum awards