

## Formula for Good Training Material

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### Challenge

A multi-national company that specializes in infant and child nutrition needed to train its sales force on its products. The company asked ProWrite to help create training material that was organized, up-to-date, accurate, consistent, and easy to learn.

### Solution

ProWrite created training resource documents in PDF format with electronic links to information about each product. To develop the documents, ProWrite

- Created a visual design for the information so it was easier to understand and learn
- Organized the source material to remove redundant text, add new information, update old information, and improve the logical flow of the text
- Edited the material to make confusing text more readable and to impose consistency

### Benefits

The company's sales force is now a credible source of information for health care professionals. By being more knowledgeable, the sales force can

- Sell more products
- Educate their customers so the right patients receive the right nutritional products

The updated information is now available as reference tools on the company's website in a format that can be easily searched and printed. As an added bonus, when the company needed to give a rush presentation to an important audience, ProWrite was able to use some of the material it was developing to quickly help the company put it together.

