



LARGE / ENTERPRISE BUSINESS PROFILE

(500+ / 1500+ employees)

Large companies (500+ employees) or enterprises (1500+ employees) are looking to transform their training approach. However, the transition can be challenging due to the size of the organization and the complexity of training over 500+ employees. It's crucial to ensure that each employee is up-to-date with regulations and properly introduced to new processes.

While the transition itself is important, having a centralized system to manage all data and operations adds significant value. Large businesses are not as concerned with paying for multiple plans across different platforms; rather, they want to avoid the confusion that comes with managing employees across various systems. The focus is on ensuring everything is controlled from a single point.

With these key points in mind, handling the needs of a larger company can be streamlined. The need for a comprehensive SaaS platform like Capability is significant. Many large businesses understand that employee retention and support are critical for safety and overall comfort. If they fail to provide high-quality, engaging training that sticks, they risk facing much greater losses than smaller businesses, especially as they are often in the public eye.

First Contact: (Small business cold outreach)

- **Contracted Trainer:** Interested in efficient, scalable training that saves time and improves compliance. Likely values video-based training for quick, effective learning.
- **Safety Director:** Focused on reducing workplace accidents and ensuring safety compliance. Will appreciate training tailored to specific safety needs and easy to implement.
- **Human Resource Manager:** Looking for a streamlined, cost-effective way to improve employee performance and simplify onboarding. Values a platform that saves time and tracks progress.



PERCEIVED BARRIERS TO THE PAIN POINTS

Paid Customer Support

Large companies or enterprises often require dedicated customer support. Many larger businesses cannot afford delays or mismanagement during the onboarding process. Having an experienced representative who understands the ins and outs of the transition is crucial to avoiding wasted time.

Limited Features

Larger companies need a comprehensive solution that integrates training, tracking, and reporting within a unified system. Managing a large workforce with disconnected tools can be inefficient and impractical. The challenge is to find an ecosystem that simplifies processes rather than complicates them.

Poor Quality and Ineffective Training

Companies need practical, engaging, and effective training solutions. For larger organizations, consistency is crucial. Without it, they risk facing public incidents, fines, or unethical training practices, which can result in significant consequences.



ACTIONS TAKEN TO RELIEVE PAIN POINTS

Support Across All Plans

Capability provides customer support for all paying plans, ensuring that businesses of all sizes can access the help they need without worrying about additional costs. For larger companies, we facilitate a smooth transition, ensuring all gaps are addressed and no detail is overlooked.

All-in-One Platform

Capability consolidates all training activities and tracking into a single platform, making it easy to manage and monitor progress within one unified ecosystem. This is particularly beneficial for larger companies, as having all training and management under one system simplifies processes and boosts efficiency.

High-Quality Video-Based Training

Our video-based training is designed with adult learning principles in mind and is delivered by certified trainers, ensuring effective and engaging learning experiences that drive real results. Our training can address the unique needs of each department, helping to prevent mishaps and ensure safety and compliance across the organization.



WHY US?

Connecting with higher-level decision-makers within the safety department of larger businesses can be challenging and time-consuming. However, if you're able to reach someone beyond that department, you're likely on the right track for success. It's crucial to make your initial contact impactful by demonstrating how your solution directly addresses their specific pain points. This process may take time and will require continuous nurturing to keep your solution top-of-mind, reminding them of the value you can bring to their organization.

Past organizations with 500+ employees value our constant support, especially during the transition phase, ensuring each employee receives the proper training and stays up-to-date with all relevant regulations in their field. Additionally, they appreciate the customizable training options we offer, giving them more control over their content while managing everything within a single system. For larger accounts, the value of a comprehensive, customizable solution is essential, but they must clearly see this value, which we are confident you can present effectively.