



MEDIUM BUSINESS PROFILE

(201-499 employees)

A medium-sized company with 201-499 employees is looking to transform their training approach by adopting new training resources and integrating their training systems. As they seek a new solution, they want the ability to train and manage multiple teams across different departments or locations, all within a single ecosystem, keeping everything in-house. While cost is a consideration, there is a strong emphasis on high-quality training videos that enable employees to learn quickly and effectively, with content tailored to their specific day-to-day tasks.

The need for a SaaS platform like Capability is significant, as it offers scalability while supporting employee retention. The ability to smoothly transition from their current system is also a key factor in making the right decision, ensuring the platform integrates easily and fosters a seamless transition. This combination of scalability, quality training, and smooth implementation makes Capability the ideal fit for a medium-sized company prospect.

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

For medium-sized businesses, having dedicated customer support is often essential to ensure a seamless setup and full understanding of the platform. They expect basic assistance to be included with the service, and paying extra for support feels like an unnecessary expense they can't justify, especially during the transition phase.

Hiding Pricing and Plans

Everyone can confidently say they dislike not having clear, upfront pricing. Many competitors in this field hide their pricing or plans until the appointment, potentially wasting time and causing concern about being upsold or misled into costly commitments.

Limited Features

Medium businesses require a comprehensive solution that handles training, tracking, and reporting in one unified system. Managing a larger workforce makes having multiple disconnected tools impractical. The biggest challenge is finding an ecosystem that simplifies the process, rather than complicates it.

Poor Quality and Ineffective Training

Any business needs training that's practical, engaging, and effective. Poor-quality training can result in employees not retaining information, which wastes both time and money.



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.

Transparent Pricing

We offer clear, upfront pricing and the flexibility to choose only the training that fits your specific needs—no hidden fees or unnecessary packages.

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.

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.



WHY US?

In medium-sized businesses, the first point of contact is typically someone within the safety or operations department, often the decision-maker or a key influencer. If they're not the primary decision-maker, they usually serve as a gatekeeper and will either direct you to the right person or take a message for follow-up. When reaching out to a medium-sized business, it's essential to make your first contact impactful—demonstrating how your solution addresses their specific pain points, such as scalability, efficient training management, and quality content. By presenting a strong case, you increase the likelihood of either securing a timely decision or being connected with the key decision-maker who can move the process forward.

Past medium-sized business clients love working with Capability because we effectively address major challenges related to employee risks and hazards. These businesses appreciate the ease and adaptability of our system, which allows them to seamlessly transfer and implement training and work management across the organization. They value being reintroduced to industry-leading training that has a direct impact on lowering employee turnover, reducing costs, minimizing incidents and claims, improving mindset, culture, and morale, and boosting productivity.