



# SMALL BUSINESS PROFILE

(1-200 employees)

A small company with 1-200 employees, this prospect is looking for flexible, cost-effective training solutions. They prefer to purchase smaller seat volumes with a monthly payment plan and make regular course purchases, without committing to an overwhelming budget or paying for unnecessary courses. Quality training videos that help employees learn quickly and efficiently, tailored to their specific day-to-day activities, are essential.

The need for a SaaS platform like Capability can be challenging if they still rely on classroom training. This prospect has likely been burned by larger businesses with confusing pricing plans, hidden fees, and constant, unnecessary function upgrades. As a result, they value transparency in pricing, clear communication, and strong customer support to ensure they're getting exactly what they need without unexpected costs or complexities.

## **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.
- **Owner:** Wants a budget-friendly solution that solves training compliance, boosts employee productivity and supports business growth. Needs an easy-to-use, scalable training system.
- **CEO:** Interested in a solution that drives long-term success by improving employee performance and reducing operational mistakes, all within budget.



# PERCEIVED BARRIERS TO THE PAIN POINTS

## **Paid Customer Support**

Small businesses often feel overwhelmed by the idea of paying extra for customer support. Expectation of basic assistance to be included in the service is always “expected”. Paying more for support feels like an added expense they can’t afford.

## **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**

Small businesses need a solution that does it all—training, tracking, and reporting. If a platform offers only a few basic features, it can be frustrating and ultimately not worth the investment, especially when they need comprehensive tools at an affordable price.

## **Large Bundled Training Packages**

Small businesses often don’t have the budget or need for specific training courses. Companies bait them with large libraries that include unnecessary courses. They want flexibility to choose only the training that’s relevant to their team and avoid paying for content that won’t be used.

## **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 small businesses, the first contact is usually either the decision-maker for safety or company operations, or they may act as a gatekeeper. If they are not the decision-maker, they will either direct you to the right person or take a message for follow-up. When reaching out to a small business, it's important to make your first contact count, presenting a strong case to encourage a timely decision or to get connected with the right person for further discussions.

Past small business clients love working with Capability because we overcome major challenges by solving key issues related to employee risks and hazards. We help prevent incidents, make a meaningful impact on company culture, and change the organization's narrative. This leads to important results, such as lowering employee turnover, reducing costs, minimizing incidents and claims, improving mindset, culture, and morale, and boosting productivity. Ultimately, this ties back to our mission and vision: businesses should see the value in their employees as assets, not liabilities. us back to our mission and vision of why we do what we do and that is that business should see the Value in the employee, assets not liabilities