

Sales Enablement — Portfolio-at-a-Glance



Microsoft Consumer Software

- ⊙ Packaging copy strategy
- ⊙ Packaging copy
- ⊙ Money User Manual




Flash Demo Script

- ⊙ Strategy
- ⊙ Scriptwriting
- ⊙ Voice-over direction



Market positioning



Windows Vista Starter Global Launch

- ⊙ PowerPoints
- ⊙ How-to-sell guides
- ⊙ Battle cards
- ⊙ POS brochures
- ⊙ POS posters
- ⊙ Web banners
- ⊙ Ads
- ⊙ Day-in-the-life stories
- ⊙ Int'l reseller success stories



Lead articles for national newsletter



Brochures and video demo scripts



Positioning and messaging for a product