



SuccessKit helps the EWS sales team to **more effectively engage prospects by using Case Studies** about their peers.

---

## Situation

Eyewitness Surveillance (EWS) provides security, safety, and operations solutions to auto dealers across the United States. The EWS sales team regularly struggled to find and share success stories, which were sparse and kept “in regional silos,” according to Jeff Purtell, SVP of Sales.

Multiple attempts to collect and organize their success stories failed to produce effective means for collecting and using customer victories in the sales process. It was up to the EWS sales reps to remember and use success stories. However, they were often unable to locate and communicate them effectively when they were most needed.

---

## Solution

With SuccessKit, EWS was able to document customer success stories and capture the most powerful information about each one.

Armed with a brand new, custom-designed template, EWS built a new arsenal of branded Success Stories and Case Studies, categorized by their most important attributes. Now, EWS sales reps easily can find and share these Case Studies based on the situation at hand.

“ I use SuccessKit to reinforce what we do by giving prospects examples of successes we’ve had. Real-life incidents give me credibility in the sales process and keep the momentum going.”

Chris H.  
Sales Representative,  
Eyewitness Surveillance


**EYEWITNESS**

# Results + Benefits

## Clear, Documented Client Success Stories



Sales reps differentiate from competitors by coming to meetings with concrete examples of client success that address their prospect's situation and concerns.

## Enhanced Understanding and Customer Service



Sales reps have a better understanding of the real-world value EWS provides and can more easily identify that value for prospects.

## Faster Onboarding and Independence



New sales reps onboard and become independent 15% faster, by regularly leveraging Case Studies created by SuccessKit.

## Industry


Technology / Security

## Primary Value

Improved Sales

## Case Studies Created

30+



**Security Success**

**5 Auto Properties Protected by Eyewitness**

**(1) Police Escort Intruder Away**

Industry: Auto | Case Type: Deterrent | Metro: Washington, DC | Product: Video Monitoring

**Incident**

At 4 am, a shirtless intruder was observed before sitting on the ground and attempting to break into the property. Eyewitness immediately initiated audio to the property and the intruder was then seen walking off the property. One of the individuals was then seen running back towards the building and attempting to break into the building.

**Incident Images**

**Outcome**

Officers were advised of the attempted break-in so that they could patrol the site and check for possible damages. Shortly after police arrived to the property, the same intruders were spotted at a neighboring property that is located across the street.

**(2) Three Attempted Thieves Run Off**

Industry: Auto | Case Type: Deterrent | Metro: Washington, DC | Product: Video Monitoring

**Incident**

Around 2 in the morning, Eyewitness monitors began processing an alarm and noticed a dark figure on the ground and dispatched police, as it was assumed that the dark colored figure was of an individual laying down on the concrete covering in a blanket.