

OPENCLASSROOMS

Method of communication	Description	Advantages	Disadvantages
Team meetings/ briefings	Physical or virtual meetings to present new products.	<ul style="list-style-type: none"> - Direct communication - Opportunity to ask questions 	<ul style="list-style-type: none"> - Can be time-consuming - Not always possible for everyone
Internal emails/ newsletters	Messages sent to sales representatives with details about new products.	<ul style="list-style-type: none"> - Quick to distribute - Accessible at any time 	<ul style="list-style-type: none"> - Risk of being ignored - Less interactive
Portals/internal applications	Digital platforms with real-time product updates.	<ul style="list-style-type: none"> - Information always available - Centralized information 	<ul style="list-style-type: none"> - Requires searching for information - Not very interactive
Training/ webinars	Tailored sessions to explain new products in detail.	<ul style="list-style-type: none"> - Enhancing knowledge - Opportunity for discussion 	<ul style="list-style-type: none"> - Time-consuming - Can be intensive for some products
Visuals/ marketing materials	Brochures, technical data sheets, and explanatory videos.	<ul style="list-style-type: none"> - Visual and practical help - Easy to consult regularly 	<ul style="list-style-type: none"> - Lack of personalization - May not cover everything
Internal events	Product launches at internal events with live demonstrations.	<ul style="list-style-type: none"> - Immersive experience - Motivates and engages teams 	<ul style="list-style-type: none"> - Expensive to organize - Accessible to a limited number of salespeople