



June 7, 2016

## **AngelVision Announces New Emphasis to Enroll All Company's Employees to Help Sell**

(Portland, OR) AngelVision Technologies announced today a new emphasis aimed at helping companies to get their employees to sell their services in order to turn their entire organizations into selling machines.

“More and more, our customers are asking us to help them get their employees to help sell,” says Mike Jingoizian, AngelVision Founder and CEO. Since being founded in 2001, AngelVision has become one of the largest providers of sales videos and marketing tools for B2B companies.

Last year, AngelVision announced that they received their 1000<sup>th</sup> success story from customers using their sales tools. However, according to Jingoizian, their customers have been asking for something different. “We’ve been swamped with requests to help companies train and empower their employees to help sell their products. Our clients know that in this economy, they need to work smarter and more efficiently.”

Jingoizian admits that not all employees make good salespeople, but he says that there are many activities that employees can do to help spread a companies’ message. But to get the best results, he says that these tasks need to be planned and executed properly. Says Jingoizian, “First, we identify all people who are in regular contact with customers and other stockholders, then we developed resources to help their teams become successful like emails, phone scripts and so on. We can conduct training session, webinars and create other training materials to help employees to achieve their company’s objectives faster.”

AngelVision has developed a process to make achieving these goals realistic and easy for their customers. The company has developed resources and training materials around these steps.

- Enrolling - Show employees why it is in their own best interest to help their company.
- Empower - Remove all the hard work by making it as easy as possible for employees to help.
- Excite - Share the success and excitement of belonging to a winning team.
- Execute - Explain the specific objectives of the firm’s sales tools and how they should be used by each respective employee or partner.
- Measure - Create specific goals, procedures and a process for measuring and providing feedback.

In 2011, Jingoizian was honored as the Marketer of the Year by the American Marketing Association of Oregon. He was also presented with their Lifetime Achievement Award. Upon presenting the award, the AMA tweeted, “This is a leader, a mentor, a role model—and inspiration to all.”

AngelVision has earned more than 450 industry awards in the areas of internet advertising, viral marketing, sales and innovation. AngelVision has appeared on the *Inc. Magazine* list of fastest-growing private U.S. companies for seven consecutive years: from 2007 to 2013. They have also been listed by *Oregon Business Magazine* as one of the 100 best companies to work for in Oregon. To learn more, visit [AngelVisionTech.com](http://AngelVisionTech.com).

For more information, contact:

Michael Jingoizian  
Mike@AngelVisionTech.com  
503-799-4412 (o)

###