



DRAGON NATURALLYSPEAKING SUCCESS STORY

Dan Gadbois:

REMOVING THE SALES MEETING RECAP DRUDGERY WITH DRAGON

Like many of his peers in the world of sales, Dan Gadbois often found himself on the road during much of his work week, typically engaging in five to six meetings a day while traveling four days out of the week.

His company, Windy City Wire, sells innovative wire and cable products, and his meetings typically involved anything from a new alarm system in a building at Harvard to the data, audio-video, temperature control, and fire alarm systems for a new cancer treatment center.

At the end of a long day, Gadbois would have to rely on hastily-written notes and his memory to create a recap of each meeting that would be sent to the president of the company and an inside sales rep. Each report would need to give an overview of the project and a summary of action items to follow up on, such as pricing and spec sheets.

The time required for daily reports added up quickly. On average, he spent two hours a night, four nights a week, writing those reports.

"I'm a slow typist and sometimes it was tough to remember what was said in a meeting that happened several hours ago," Gadbois says. "And there were many times when I got back to my hotel room and by the time I had settled in, it was too late to work on the reports and I had to write them the next night."

Then his wife surprised him with a gift that dramatically changed that part of his job: a copy of Dragon NaturallySpeaking, which he immediately loaded on his laptop.



"I admit I was skeptical at first, because I have a deep voice, but I figured I'd give it a shot," he recalls. "But it was surprisingly accurate out of the box."

Late-night report writing quickly became a distant memory. Gadbois would leave a meeting, get in his car, and use his wireless headset to dictate the report into his laptop while driving to his next appointment. "I could write the report while the meeting was still fresh in my mind," he says.

Dragon not only helped improve the quality and detail of the reports, but the software also helped him become more productive during the work day. By the end of the day, his reports were finished and he had reclaimed the two hours that used to occupy his evenings.

"It helped my productivity immensely," he says. "It gave me more time for sales prospecting, increasing sales at existing accounts, and getting more appointments into each day. All of that led to more sales in general."

About Nuance Communications, Inc.

Nuance Communications is a leading provider of voice and language solutions for businesses and consumers around the world. Its technologies, applications and services make the user experience more compelling by transforming the way people interact with devices and systems. Every day, millions of users and thousands of businesses experience Nuance's proven applications. Dragon speech recognition software gives computer users complete voice control of their digital world. With Dragon as a personal assistant, computer users can accomplish more on their PC or Mac than they ever imagined possible.

For more information, please visit www.nuance.com/dragon.

