

FIND THE REAL NEED BEFORE PRESENTING.

DATE

SALES OWNER

ORGANIZATION / PERSON

AUDIENCE

☐ Parent / learner

☐ Teacher / tutor

☐ School / district

☐ General / partner

WHAT ARE THEY TRYING TO DECIDE?

NEED AND CONTEXT

What is hardest right now?

Who is affected, and how many learners / classes / schools are in scope?

What have they already tried?

What would a useful outcome look like?

TURN INTEREST INTO A DECISION PATH.

DECISION TEAM

☐ Instruction / curriculum

☐ IT / identity

☐ Privacy / security

☐ Accessibility

☐ Procurement

☐ Executive owner

PROOF REQUESTED

EVALUATION DEFINITION

BASELINE

LEARNER / CLASS SCOPE

USAGE EXPECTATION

SUCCESS MEASURE

REVIEW DATE

DECISION OWNER

AGREED NEXT STEP

OWNER

ACTION

DATE

FOLLOW-UP CHANNEL
