

Page Framework

Naming convention '[Product/prop name] [objective] Hub'

KNOW: *What info do I need to know to execute on this?*

- Purpose of play
- Relevant lesson
- Supporting documentation

SAY: *What do I say to the prospect/customer?*

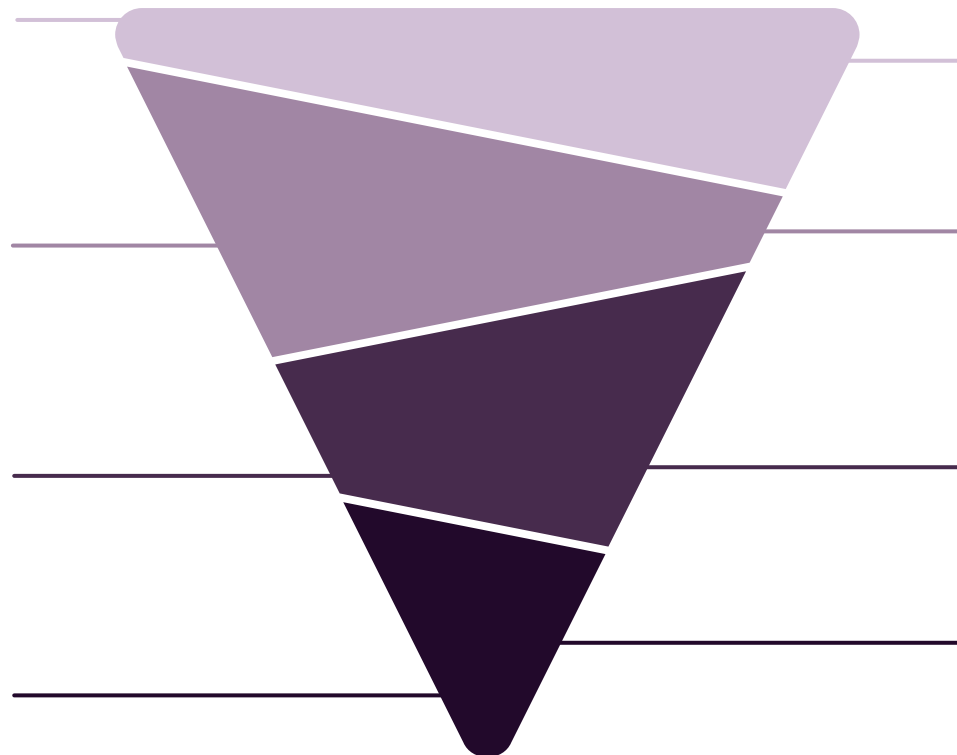
- Key conversation starters
- Discovery questions
- Objection handling

SHARE: *What do I share with the prospect/customer?*

- Case studies
- Demo videos
- Suggested email templates

DO: *What action do I need to take?*

- Process requirements
- Customer follow-up actions



PAGE NAVIGATION (Short)

- *KNOW – SAY – SHARE – DO*

KEY CONTACTS

- E.g., Product Manager
- E.g., Marketing Manager
- E.g., Enablement Manager

FURTHER RESOURCES

- Tech docs

HELP

- Slack channels