**Quick: Discovery & Orientation [internal/external]**

**Outcome:** *Clarity and Connection*  
This initial session is all about **building trust**, establishing context, and giving the customer a **clear, high-level understanding** of what the product is, the problem it solves, and how it fits into a customers world. By the end of this session, the customer should say:

“I get what this is and why it might be valuable to me.”

**Standard:  Deep Dive & Demonstration [Internal]**

**Outcome:** *Confidence and Curiosity*  
Now that the customer understands the product’s purpose, this session digs deeper into **how it works** for a specific use case. Here we demonstrate **functionality, workflow integration, and differentiators**. By the end, they should feel:

“This could work for us — I can see it solving our problem.”

**Extended:  Strategy & Commitment [Internal]**

**Outcome:** *Readiness and Decision Clarity*   
The final session moves from exploration to **activation**. Here, we lay out a clear plan for how a customer would implement or adopt the product. We address common concerns and outline next steps. Repointed to sales enablement.

By the end, they should feel:

“We know what’s involved, we’re aligned, and we’re ready to move forward.”