

1 What Your Sales Team Is Selling (Simple & Clear)

Your sales people should **never pitch “AI” first**. They sell **outcomes**.

Therabot – Core Value Proposition

Therabot is an AI mental health support platform that helps institutions support students/employees at scale, 24/7, affordably, and safely.

Who They Sell To

-  **Schools & Universities**
 -  **Companies & Corporates**
 -  **NGOs, Hospitals, Youth Programs**
 -  **Government / Community Programs**
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2 Institutional Use-Cases (What They Say in Meetings)

Schools & Universities

Problem

- Not enough counselors
- Students struggling silently
- Burnout, anxiety, depression
- High cost of hiring full-time therapists

Therabot Pitch

- 24/7 mental health AI assistant for students
- Early emotional support before issues escalate
- Escalation to human therapists when needed

- Anonymous & stigma-free support
- Admin dashboard for usage insights (not private chats)

Key Line

“Therabot acts as the *first line of mental health support* for your students.”

Companies

Problem

- Burnout & stress
- Low productivity
- Expensive EAP programs
- Employees don't talk to HR

Therabot Pitch

- Employee mental health support
- Anonymous conversations
- Reduces burnout & sick days
- Affordable per-employee pricing
- Shows company cares about wellbeing

Key Line

“Therabot supports your employees emotionally so they show up better at work.”

Pricing Model (What Sales People Quote)

Keep it **simple and repeatable**.

Institutional Pricing (Example)

You can adjust numbers later.

Schools

- **Basic:** \$1–\$2 per student/month
- **Premium:** \$3–\$5 per student/month
(Includes therapist escalation & analytics)

Companies

- **Small teams (≤ 50):** \$3 per employee/month
- **Mid-size (50–200):** \$2.50 per employee/month
- **Enterprise (200+):** Custom pricing

⚠ Sales people should always say “**starting from**”.

4 Revenue Sharing Model (VERY Important)

This is what motivates your sales team 🔥

♦ Option A: Commission-Based (Recommended)

Best for early-stage.

- **20% – 30% commission** on all closed deals
- Commission paid:
 - Monthly (recurring)
 - Or upfront if client pays annually

Example

School pays **\$2,000/year**

- Sales rep earns **\$400 – \$600**
- Every renewal → commission continues (optional but powerful)

◆ **Option B: Reseller / Partner Model**

For agencies, consultants, school reps.

- Partner gets **30% – 40%**
- They bring clients
- They handle onboarding
- You handle product & support

◆ **Option C: Hybrid (Top Performers)**

- Small base pay
- Lower commission (15–20%)
- Performance bonuses

5 Sales Toolkit (What You Give Sales People)

Every sales person should have:

1. One-Pager

- What Therabot is
- Who it's for
- Key benefits
- Pricing ranges
- Contact & demo link

2. Pitch Script (Short)

Opening

“Hi, we’re helping schools/companies provide mental health support without hiring more staff.”

Discovery

“How are you currently supporting mental wellbeing?”

Value

“Therabot gives your people 24/7 confidential support at a fraction of the cost.”

Close

“Would you like to pilot this with a small group?”

3. Demo Flow

Sales people should show:

- Chat experience
 - Escalation to therapist
 - Admin dashboard (non-sensitive data)
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How You Track Sales & Commissions

(Important so this doesn’t become chaos)

- Each sales person gets:
 - Unique referral code / email
 - CRM access (HubSpot, Notion, Airtable, Supabase)
 - Deals logged as:
 - Lead → Demo → Proposal → Closed
 - Commission auto-calculated monthly
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7 Final Recommendation (Straight Talk)

If I were you:

- Start with **commission-only sales reps**
- Target **schools & SMEs first**
- Keep pricing flexible
- Reward renewals (this builds loyalty)