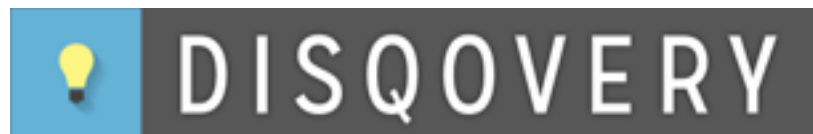
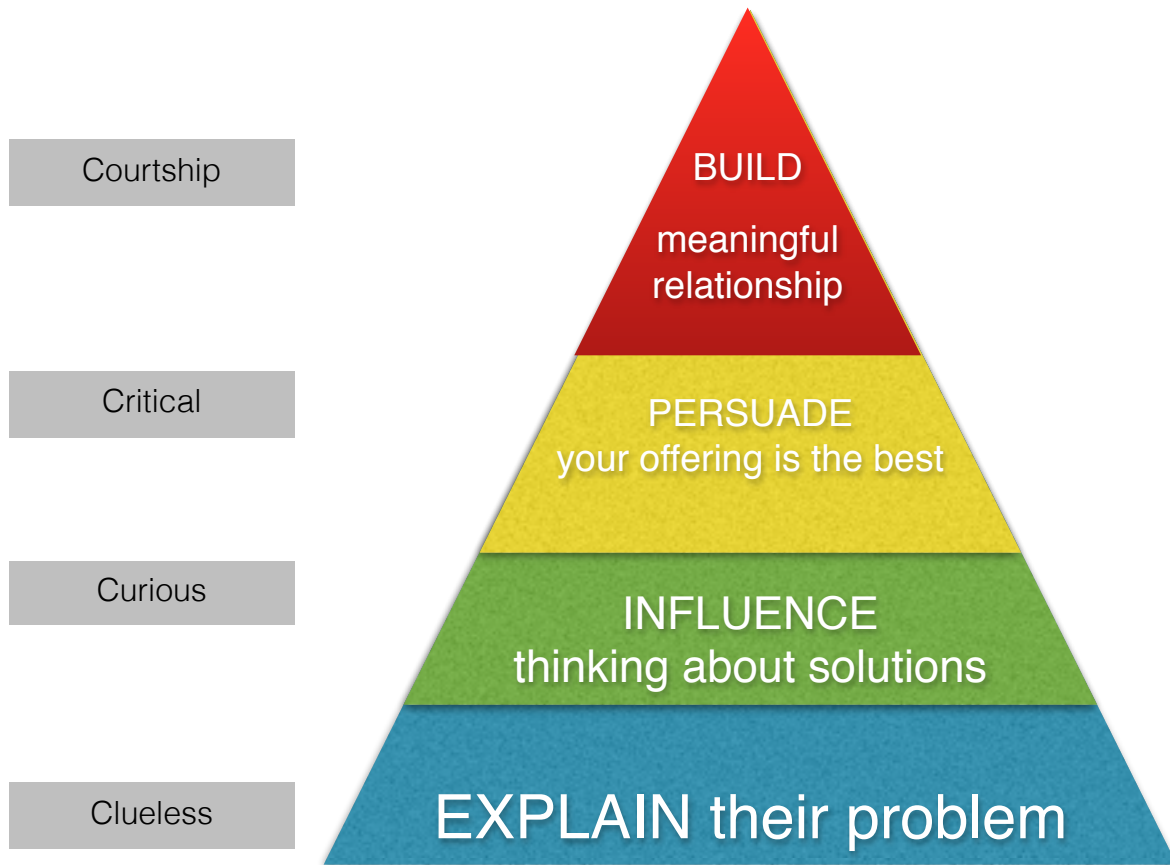


Diagrams on Startup Sales and Communication Friction

	Problem	Solutions	Your Offering	Relationship
Clueless	Teach them about their problem	Inform of solution types	Persuade your offering is best	Build meaningful relationship
Curious	Knows about problem	Inform of solution types	Persuade your offering is best	Build meaningful relationship
Critical	Knows about problem	Aware of classes of solutions	Persuade your offering is best	Build meaningful relationship
Courtship	Knows about problem	Aware of classes of solutions	Bought into your offering	Build meaningful relationship



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