SKILLFRAME

Pitch Package

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Note: SKILLFRAME is a fictional company. All figures, customer details and quotes in this package are invented for the PMM Jam scenario.

Snapshot Overview

What is it?
A learning transfer tool that sits on top of an LMS (Learning Management System) and helps people use what they learned on the job.

What does it do?
Closes the gap between finishing training and using the skill at work. After a learner completes training, SKILLFRAME prompts them to practice the skill in real work, brings the manager in for a short check-in, and reports which skills are being applied on the job.

Why does it matter (value proposition)?
Learners practice while the training is fresh. Managers can give feedback and coach where needed. Applied skills learned from training can actually be tracked and reported on.

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Personas

Primary buyer persona:
Sarah, VP of Learning and Talent Development

Attribute	Detail
Overview	Sarah owns the training budget and has to defend it every quarter. She already spends on content and an LMS, and her question is not "what is this tool?" but "will this prove my programs change how people work?"
Buyer Role	Makes the decision of purchasing learning software
Role	VP or Head of Learning and Talent Development at a 1,000 to 5,000 person company; reports to the CHRO
Owns	Training budget, LMS, content vendors, leadership and sales onboarding programs
Job responsibilities	Sets the learning strategy and budget; chooses and manages the LMS and content vendors; runs onboarding, leadership and sales programs; works with business leaders to find skill gaps; reports training results to the CHRO and CFO.
Goals	Show that training changes how people work, so her budget holds up each quarter; get new hires and managers productive faster; roll out programs without adding work for managers.
Success measured by	Skill and behavior change tied to business outcomes (ramp time, quota attainment, retention), not course completions
Biggest pain	Completion rates look healthy, yet managers say nothing changed, and she cannot show the CFO what the spend produced
Fears	Another platform that learners ignore; a rollout that adds work for managers; being blamed when training "does not stick"
Where she researches	Peer communities, analyst notes, LinkedIn, referrals from other L&D leaders
Words she uses	"Transfer of learning," "application," "behavior change," "time to proficiency," "manager enablement"
Words she tunes out	"Microlearning," "AI-powered," "engagement platform"

30-Second Story
You already invest in good training, and people finish it. Then not much changes on the job, and it is hard to show anyone otherwise. SKILLFRAME is a learning transfer tool that works with the LMS you already own. After someone finishes training, like a course, it prompts them to practice in the tools they already use, asks their manager for a quick confirmation, and shows you which skills are actually being used on the job. So when your boss asks you what changed, you have

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an answer and can actually show how training changed how people work.

Sales Talk Track for first sales call

1. **Opening**
    a. Thanks for taking the time today. I would love to hear how learning works at your company and where you want it to go, then share a bit about how we help if it makes sense. Does that work for you?

2. **Discovery**
    a. What skills do you want your employees to apply?
    b. Where do your employees get stuck when they are applying skills after learning?
    c. How are you currently tracking the skills application of your employees?
    d. What happens when the CFO or CHRO asks what changed after a training program?
    e. Who follows up after training today?

3. **Value Connection**
    a. Refer to 30-Second Story above
    b. Link it to what she said in discovery: "You mentioned [the gap she named, such as managers not following up or no proof for the CFO]. That is the step after the course that SKILLFRAME adds, on top of the LMS you already have. Does that sound like the problem you are trying to solve?"

4. **Objection Handling**
    a. "We already have an LMS and a content library. Why add another tool?"
    Response: Keep it. SKILLFRAME works on top of your LMS and content library, so nothing gets rebuilt. The LMS delivers the training, and we add the step after it, where people practice and you can see whether the skill is being used. What do you do today to find out whether a skill was used after training?

    b. "How is this different from the reminders we already send?"
    Response: Reminders tell people to practice, but they cannot show whether anyone did. SKILLFRAME prompts the practice inside the tools people already use, asks them to report what they tried, and gets a quick confirmation from their manager. The result is a record of skills in use, by person, team and skill. How do you know today whether a reminder led to anything?

    c. "My managers are stretched. Who is going to run the check-ins?"
    Response: Fair concern, and it is why the check-in is built to take about a minute. The manager gets a short note when someone reports using the skill and can confirm, comment or ask for more practice in one tap, in the chat tool or email they already use. How much time could your managers realistically spare each week?

    d. "How will I prove this worked before the next budget cycle?"
    Response: You can start small. A 60-day pilot on one program shows which skills are being used and by whom, so you have evidence before the next budget

review. Which program would matter most to show results for?

5. **Next Step**
    a. Offer a 60-day pilot on one program, such as sales onboarding, so they can see skills in use before the next budget review.

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Supporting Buyer Persona:
Marcus, Director of Sales Enablement

Attribute	Detail
Overview	Marcus builds the onboarding and training that gets new reps selling. He is measured on how fast reps ramp and whether they hit quota, and he is often the first person to feel the problem. He usually brings SKILLFRAME to his VP of Sales and to L&D.
Buyer Role	Internal champion, often the first contact
Role	Director of Sales Enablement
Owns	Faster rep ramp and training that reps actually use in live deals
Job responsibilities	Designs rep onboarding and sales training; runs sales methodology and product launches; partners with sales managers on coaching; tracks ramp time, quota attainment and rep readiness; reports results to the VP of Sales.
Goals	Shorten rep ramp time; get reps using new skills in live deals; show his VP that enablement moves quota.
Success measured by	Rep ramp time, quota attainment, and how often reps use new skills in live deals.
Biggest pain	Reps sit through onboarding and training, then go back to old habits. He can see completions but cannot show his VP that training changed what reps do in deals.
Fears	Another tool reps ignore; being asked to prove training impact when he cannot; adding work for sales managers who are already stretched.
Where he researches	Sales enablement communities, peer Slack groups, LinkedIn, vendor demos and analyst reports.
Words he uses	"Ramp time," "time to first deal," "quota attainment," "rep readiness," "skill adoption in live deals"
Words he tunes out	"Learning experience platform," "AI-powered," "gamification"

30-Second Story
Your reps finish onboarding and sales training, then go back to selling the way they always did. SKILLFRAME is a learning transfer tool that works with your LMS. After training, it prompts reps to practice the new skill in the tools they already use, like Slack and your CRM, and their manager confirms it with one tap. You can see who is using the skill in live deals, and there is a clear link between practice on the job and quota results you can show your VP.

Sales Talk Track for first sales call

1. **Opening**
    a. Thanks for making the time. I would love to hear how you train reps today and what you see after training, then share what we do if it seems useful. Does that work for you?

2. **Discovery**
    a. Which skills from your last training do you most want reps using in live deals?

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   b. A few weeks after training, what are reps doing in live deals?
   c. Who follows up with reps after training today?
   d. How do you show your VP that training is moving ramp time and quota?

3. **Value Connection**
   a. Refer to 30-Second Story above
   b. Tie it to what he said: "You mentioned reps [go back to old habits or are not using the new method in live deals]. SKILLFRAME adds practice and a quick manager confirmation after training, so you can see who is using the skill in live deals and have something concrete to show your VP."

4. **Objection Handling**
   a. "My reps are already overloaded. Is this one more thing for them to do?"
   Response: The practice prompts are short and arrive inside tools reps already use, like Slack and the CRM, right after training. The goal is to fit practice into live work, not add a new task on top of it.

   b. "We already use a sales readiness tool for practice and coaching."
   Response: Keep it. Readiness tools are good for practice and coaching. SKILLFRAME adds a view of whether the skill shows up in real work, and it works on top of your LMS. What do you see today after a rep finishes practice?

   c. "Can you really connect this to quota?"
   Response: We show the pattern, not a claim that one training caused one number. In a 60-day pilot you can compare reps who are using the skill with reps who are not, alongside ramp time and quota attainment.

5. **Next Step**
   a. Pick one program, such as onboarding or a new sales method, for a 60-day pilot with one team.

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Supporting Buyer Persona: Dana, CHRO or VP People

Attribute	Detail
Overview	Dana leads the people function and answers to the CEO and board for retention, productivity and the skills the company needs. She signs off on larger people investments with the CFO, and she needs to see that spend changes how people work. She usually joins later in the buying process and decides whether a pilot becomes a contract.
Buyer Role	Executive sponsor, signs the contract
Role	CHRO or VP People
Owns	Retention, internal mobility, and budget justified by outcomes
Job responsibilities	Sets people strategy across hiring, retention, internal mobility, culture and performance; owns the people budget with the CFO; oversees HR, talent and L&D; reports people metrics to the CEO and board.
Goals	Keep and grow the people the company depends on; connect people investments to retention, internal mobility and performance; defend people budgets with evidence.
Success measured by	Retention, internal mobility, productivity, and whether people investments show a return she can explain to the CEO, board and CFO.
Biggest pain	She funds learning and development across the company but cannot show which programs change how people work. When the CFO asks what the spend produced, the answer is a completion rate.
Fears	Signing off on one more platform that does not show results; a rollout that stalls because managers have no time; not being able to defend people investments when budgets tighten.
Where she researches	Peer CHRO and people-leader networks, analyst reports, HR industry events, and recommendations from her head of L&D.
Words she uses	"Workforce capability," "retention," "internal mobility," "productivity," "return on people investment," "business outcomes"
Words she tunes out	"Feature lists," "engagement metrics," "AI-powered"

30-Second Story

Your people investments only pay off if people change how they work. Most companies can show who finished training, but not who is using the skills. SKILLFRAME is a learning transfer tool that works with the LMS you already have. It shows which skills are being applied, by team, and ties that to retention, ramp time and quota attainment. Our customers renew and expand (115% net revenue retention), and you can see early results within 60 days of a pilot.

Sales Talk Track for executive sponsor conversation

1. **Opening**

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a. Thank you for making the time. I know your schedule is full, so I will keep this short. I would like to hear how you know people investments are paying off, then share how we help [your head of L&D] show that. Is that a good use of the time?

2. **Discovery**
   a. When you fund a people program, how do you know it changed how people work?
   b. Which people priorities, like retention or time to productivity, matter most this year?

3. **Value Connection**
   a. Refer to 30-Second Story above
   b. Link it to her priorities: "You said [retention or proving return] matters most this year. SKILLFRAME helps your L&D team show which skills are actually being used, by team, so you can connect training to the numbers you report." Then offer a 60-day pilot as a low-risk first step.

4. **Objection Handling**
   a. "We already spend a lot on L&D tools. Why more?"
   Response: This is not more content. It works with the LMS and content you already paid for, so that spend works harder. It also shows which skills are being used, so you can decide what to keep, fix or stop funding.

   b. "How do I know the results are real and not just self-reported?"
   Response: Fair question. Learners report what they tried, and their manager confirms it, so the record has a second set of eyes. Over time it shows patterns by team and skill that you can take to the CFO.

5. **Next Step**
   a. Agree on a 60-day pilot on one program, with a short readout for her and [her head of L&D] at the end, so she can see skills in use before committing.

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Supporting Buyer Persona: Sam, front-line manager

Attribute	Detail
Overview	Sam manages a team and is measured on its targets. When a new program rolls out, he is the one expected to follow up, usually on top of a full workload. He does not choose the tool, but he decides whether it sticks.
Buyer Role	The person who makes the product stick once it's been implemented
Role	Front-Line Manager (e.g. Sales Manager)
Owns	Low added workload; reports that need little time
Job responsibilities	Manages a team day to day; runs one-on-ones and coaching; works toward team targets; reinforces new skills and programs after training; reports to a director or VP.
Goals	Hit team targets; help the team use new skills without adding hours of admin; be seen as a good coach by his team and his boss.
Success measured by	His own team's targets first. Coaching matters to him, but only if it fits around his numbers.
Biggest pain	Every new program lands on his plate. He is asked to follow up on training with no extra time and no clear way to do it.
Fears	More admin; looking like he is not coaching; one more tool to learn and log into.
Where he researches	Rarely researches. He hears about new tools from his boss, peers and team, and judges them by how quickly they fit into his day.
Words he uses	"Quick," "my team," "targets," "one-on-ones," "coaching"
Words he tunes out	"Another dashboard," "compliance," "learning journey"

30-Second Story

After training, your team goes back to a full workload, and you are the one who has to make it stick. SKILLFRAME takes care of the follow-up. It sends your team short practice prompts in the tools they already use, and you get a quick note asking you to confirm, comment or ask for more practice. It takes about a minute, with no new system to learn and no extra reports to build.

Sales Talk Track for pilot kickoff with managers

1. **Opening**
    a. Thanks for taking a few minutes. I know your day is packed, so I will keep this quick. I would like to hear how follow-up after training works for you today, then show how we could make it lighter. Okay?

2. **Discovery**
    a. What gets in the way of following up with your team after training?
    b. After a training, how do you know whether your team is using the new skill?

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3. **Value Connection**
    a. Refer to 30-Second Story above
    b. Tie it to what he said about time: "You mentioned [follow-up falls through the cracks or there is no time]. That is why SKILLFRAME sends the practice prompts for you and only asks you for one quick confirmation." Offer to show him what the note looks like.

4. **Objection Handling**
    a. "I don't have time for another check-in."
    Response: It should take about a minute. You only get a short note when someone on your team reports using the skill, and you can confirm, comment or ask for more practice in one tap.

    b. "My team will ignore one more notification."
    Response: The prompts are short and show up in the tools they already use, right after the training, so they feel like part of the job. Your quick confirmation gives them a reason to follow through.

5. **Next Step**
    a. Show Sam what the check-in note looks like and ask him to try it with one or two people on his team during the pilot.