

MIRAI TECHNOLOGIES / LEARN-IT

Marketing & Sales Kit

Product positioning, selling points, implementation scenarios, and outbound messaging

FROM COMPLETION TO READINESS

Turn approved company knowledge into structured learning, grounded assessment, and realistic AI-powered practice.

[Visit MirAI](#)[Request a Learn-It Demo](#)

MirAI Technologies | September 2026

EXECUTIVE MESSAGING

Learn-It in one sentence

Learn-It by MirAI Technologies helps organizations turn approved company knowledge into role-based learning, grounded assessments, and realistic AI-powered practice - so training can move beyond completion toward measurable readiness.

Campaign theme

FROM COMPLETION TO READINESS. Your company already has the knowledge. Learn-It turns it into capability.

PRODUCT POSITIONING

What Learn-It is

- **Turn existing company knowledge into training.** Use approved policies, procedures, product documentation, sales guides, support content, presentations, and existing course material as the foundation for role-based learning.
- **Build structured, editable courses.** Organize knowledge into courses and modules with learning objectives, summaries, lesson content, assignments, and role-specific paths.
- **Use AI to accelerate drafting - not replace subject-matter review.** Learn-It can assist course and assessment creation while customer administrators and subject-matter experts review, edit, and publish what learners receive.
- **Assess what was actually taught.** Ground assessments in saved course modules so knowledge checks reflect approved training instead of a generic test bank.
- **Support mastery instead of one-and-done testing.** Use passing requirements, structured results, and retakes to give learners a path to demonstrate understanding.
- **Practice realistic conversations with AI personas.** Create reusable personas with configurable roles, tone, directness, visual identity, voice, language, and level of difficulty.
- **Make practice dynamic rather than scripted.** Persona Call interactions respond to the learner's own answers, ask follow-up questions, introduce objections, and change direction during the conversation.
- **Evaluate applied readiness.** Use the full learner interaction to assess whether someone can explain, respond, and apply the course material in a realistic situation.
- **Give people a safe place to practice.** Employees, customers, partners, dealers, franchisees, and software users can rehearse high-stakes or unfamiliar situations before the real conversation matters.
- **Reduce dependency on manager-led role-play.** Create repeatable practice experiences that do not require a trainer or manager to conduct every simulation.
- **Assign learning to the people who need it.** Customer administrators can manage learners, groups, assignments, due dates, invitations, reminders, completion, and progress.
- **Create branded learning environments.** Each customer can operate in a tenant-branded workspace designed around its audience, content, and training program.
- **Support internal and external learners.** Use the platform for employees as well as customers, partners, dealers, franchisees, and other invited learners.

-
- **Control access commercially.** Plans, feature entitlements, seat-aware access, and persona availability support different commercial offerings and customer configurations.
 - **Package Learn-It as an academy around a software or service offering.** Software and service companies can use Learn-It to teach the product, the surrounding business process, and the customer conversations that drive adoption.
 - **Make progress visible.** Administrators can see completion and learner progress instead of relying only on attendance or course publication.

IMPLEMENTATION SCENARIOS

Where Learn-It fits

01 High attrition / frequent hiring

BUSINESS CHALLENGE Turnover forces managers and experienced employees to repeat the same onboarding, while training quality varies by location, shift, or trainer.	LEARN-IT APPROACH Capture approved procedures, role expectations, and common scenarios once; assign the same structured learning to each new hire; use assessments and Persona Calls to confirm readiness.
BUSINESS VALUE More consistent onboarding, less repeated trainer effort, and clearer visibility into who is ready for independent work.	STARTER PILOT One high-turnover role, the first 30-60 days of knowledge, one knowledge assessment, and one realistic customer or supervisor scenario.

02 Regular updates to products, policies, or procedures

BUSINESS CHALLENGE Training content becomes stale when products, policies, systems, pricing, processes, or release guidance changes regularly.	LEARN-IT APPROACH Update the source knowledge and affected modules, then assign refreshed learning to the roles that need the change and assess understanding.
BUSINESS VALUE A more repeatable way to keep operational training aligned to the business as it changes.	STARTER PILOT Choose one recurring update process - for example monthly product changes or quarterly policy updates - and build a repeatable update-and-assignment workflow.

03 Compliance and required training

BUSINESS CHALLENGE Organizations may need people to complete policy, safety, regulatory, privacy, ethics, security, or process training - but completion alone does not always show understanding.	LEARN-IT APPROACH Build training from approved compliance material, define passing requirements, assign it to the required audience, and use scenario practice where application and judgment matter.
BUSINESS VALUE Better evidence of understanding and a structured path for learners who need another attempt.	STARTER PILOT One required policy area with approved source material, a knowledge assessment, retake rules, and an optional scenario-based application check.

04 New employee onboarding

BUSINESS CHALLENGE New hires receive a large amount of information while simultaneously learning the company, role, systems, and expectations.	LEARN-IT APPROACH Create a role-based onboarding path with concise modules, due dates, assessments, and practice scenarios tied to the first weeks of the job.
BUSINESS VALUE A more focused onboarding experience with measurable progress and less reliance on information-heavy orientation sessions.	STARTER PILOT One role and one onboarding milestone, such as 'ready for first customer interaction' or 'ready for independent workflow execution.'

05 Sales enablement and objection handling

BUSINESS CHALLENGE Salespeople may know the product but struggle with discovery, positioning, objections, or explaining value consistently under pressure.	LEARN-IT APPROACH Combine approved product and sales guidance with grounded assessments and AI prospect personas that respond dynamically to the representative.
BUSINESS VALUE Repeatable practice before real prospect conversations and clearer coaching signals when knowledge does not translate into execution.	STARTER PILOT One product, one buyer persona, the five most common objections, and one call-style Persona Assessment.

06 Customer service / contact center readiness

BUSINESS CHALLENGE Representatives must combine accurate answers with listening, empathy, process compliance, and professional communication.	LEARN-IT APPROACH Teach approved product and support guidance, then let learners practice with AI customers representing common or difficult situations.
BUSINESS VALUE Training that measures both knowledge and how that knowledge is applied in the conversation.	STARTER PILOT One support workflow, three common customer issues, and one persona representing a challenging but realistic interaction.

07 Software customer education / customer academy

BUSINESS CHALLENGE Software companies repeatedly teach customers how to use features, follow business processes, and adopt new releases - often through expensive live enablement.	LEARN-IT APPROACH Use a branded Learn-It Academy to deliver product training, process education, assessments, and scenario practice to customers and users.
BUSINESS VALUE A scalable enablement layer around the product that can support onboarding, adoption, certification, and releases.	STARTER PILOT One high-value customer workflow from login to successful outcome, with a short course, assessment, and practice exercise.

08 Product release and change adoption

BUSINESS CHALLENGE A release can be technically successful while adoption lags because employees or customers do not understand what changed or how their work should change.	LEARN-IT APPROACH Translate approved release notes and procedures into role-specific learning, assign it to affected users, and verify understanding before or after launch.
BUSINESS VALUE A repeatable bridge between shipping a change and making the workforce or customer base ready to use it.	STARTER PILOT One upcoming release, the two roles most affected, and a short 'what changed / what you do now' learning path.

09 Certification and recertification

BUSINESS CHALLENGE Organizations need people to periodically prove current knowledge, not just attend training once.	LEARN-IT APPROACH Use assignments, passing requirements, retakes, progress tracking, and scenario-based practice to support initial certification and recurring readiness checks.
BUSINESS VALUE A more consistent way to demonstrate current understanding and identify where refresher training is needed.	STARTER PILOT One certification topic, defined pass criteria, annual or role-change reassignment, and one applied-practice scenario.

10 Dealer, franchise, reseller, and partner networks

BUSINESS CHALLENGE Distributed partners need consistent product and process knowledge even though they are not managed as a single internal workforce.	LEARN-IT APPROACH Invite external learners into branded training, organize audiences, assign role-specific content, and provide common assessment and practice standards.
BUSINESS VALUE More consistent brand and process execution across a distributed ecosystem.	STARTER PILOT One partner type, one core product/process, and a standard onboarding or certification path.

11 Institutional knowledge retention

BUSINESS CHALLENGE Critical knowledge often lives with experienced employees and is lost when people retire, transfer, or leave.	LEARN-IT APPROACH Capture approved expert knowledge in reusable modules, assessments, and scenarios that teach not only what to do, but how to respond when conditions vary.
BUSINESS VALUE A practical way to convert tribal knowledge into repeatable organizational learning.	STARTER PILOT Select one process owned by a small number of experts and convert the 'happy path + common exceptions' into a course and scenario.

12 Leadership and difficult-conversation practice

BUSINESS CHALLENGE Managers often learn feedback, coaching, conflict, and change conversations on real employees, where mistakes are costly.	LEARN-IT APPROACH Create employee or stakeholder personas and let leaders practice difficult conversations in a controlled environment before the real interaction.
BUSINESS VALUE More opportunities to rehearse judgment, communication, and policy-aligned responses without requiring live role-play every time.	STARTER PILOT One common manager conversation - performance feedback, attendance, coaching, or change communication - with a reusable persona and evaluation criteria.

OUTBOUND MESSAGING

Scripts your team can use

30-second cold-call opener

Hi [Name], this is [Your Name] with MirAI Technologies.

We work with organizations that have a lot of knowledge their employees, customers, or partners need to know, but turning that knowledge into current training - and proving people can actually use it - is difficult.

We built Learn-It around that problem. Can I ask how you handle training today when someone new joins or when a product, policy, or procedure changes?

Core discovery questions

How are you creating and updating training today?

What causes the most repeated training effort?

How do you know someone understood the material after they complete it?

Where do people usually struggle after training - knowledge, judgment, communication, or process execution?

If you could improve one measurable training outcome, what would matter most?

90-second value pitch

Learn-It can take approved company knowledge - policies, procedures, product documentation, sales guides, support content, and existing course material - and help structure it into role-based training. Your team reviews and controls what gets published.

Learners can complete assessments grounded in what they were actually taught. Where the job depends on conversation or judgment, they can also practice with configurable AI personas that respond dynamically to what the learner says.

So the question changes from 'Did they complete training?' to 'Can they apply it?'

If that is relevant to your organization, we can show you the guided demo using a scenario that is close to your business.

Cold email

Subject: Can your training prove readiness?

Hi [First Name],

Most organizations can tell you who completed training. The harder question is whether the learner can actually apply it.

Learn-It by MirAI Technologies turns approved company knowledge into structured role-based learning, grounded assessments, and realistic AI-powered practice.

If onboarding, compliance, sales readiness, customer support, product releases, customer education, certification, or partner enablement is a challenge for [Company], I'd be happy to show you a short guided demo.

Website: www.mirai-tek.com

Learn-It Demo: www.mirai-tek.com/products/learn-it

Best,
[Name]

OBJECTION HANDLING

Fast responses

“We already have an LMS.”

That's useful - Learn-It does not have to be positioned as 'you need a place to store courses.' The question is whether your current approach also helps you build from approved knowledge, assess what was actually taught, and let learners practice realistic situations before the job. If your existing platform already does all of that well, the fit may be narrower.

“We already have training content.”

That can actually be a strong starting point. Learn-It can be positioned around using existing approved material, then adding structured assessment, role-based assignment, and applied practice where it creates value.

“We don't want AI making up our training.”

The model is the opposite: approved company knowledge grounds the training, and administrators or subject-matter experts review and edit what learners receive. AI accelerates drafting and practice; the organization remains responsible for the standard.

“We don't have time to rebuild everything.”

Don't rebuild everything. Start with one role, workflow, policy, or customer conversation where the problem is visible. A focused pilot is more useful than converting an entire training library before anyone learns from it.

“How much does it cost?”

Pricing depends on the Learn-It plan, learner/seat needs, enabled capabilities, and any MirAI implementation or content services. The best next step is to size the first use case and learner population so we can give you a relevant commercial option.

See what Learn-It could look like for your organization.

Explore the platform, then request access to the guided Learn-It demo.

Website: www.mirai-tek.com **Demo:** [Request a Learn-It Demo](#) hello@mirai-tek.com

SCAN OR CLICK

[MirAI Technologies Website](#)[Request a Learn-It Demo](#)