

MIRAI TECHNOLOGIES / LEARN-IT

Outbound Marketing Playbook

Cold outreach, discovery, voicemail, LinkedIn, follow-up, and objection-handling scripts for Learn-It

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

CAMPAIGN MESSAGE

The core idea

Keep outreach centered on a business problem the prospect already recognizes. Introduce AI after the problem is clear, then use the 'completion versus readiness' distinction to explain why Learn-It is different.

Primary hook

Most companies can tell you who completed training. Far fewer can tell you whether that person is ready to apply it in a real customer, compliance, operational, or leadership situation.

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?

Goal: earn the discovery conversation. Do not explain every platform feature in the opener.

Discovery questions

How are you creating and updating training today?

What causes the most repeated training effort - new hires, policy changes, product releases, customer onboarding, or something else?

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

Are managers or trainers doing live role-play today? How often can you realistically do that?

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

Who else needs the same knowledge besides employees - customers, partners, dealers, franchisees, or software users?

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

90-second value pitch

That's exactly the kind of problem Learn-It is designed to address.

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 then 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, ask follow-up questions, introduce objections, and evaluate the interaction against the course material.

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

The platform also gives customer administrators a place to manage learners, assignments, due dates, progress, and role-specific experiences. If you'd like, we can show you the guided demo using a scenario that is close to your business.

Voicemail

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

I'm reaching out because we built Learn-It for organizations that need to turn their own company knowledge into training and then go beyond completion to see whether people can actually apply it.

It combines role-based courses and assessments with realistic AI-powered practice for things like onboarding, compliance, sales, customer service, and customer education.

You can see the platform at www.mirai-tek.com, or request a guided Learn-It demo from the Learn-It product page. I'll also send you a short note. Thanks.

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.

That can be applied to onboarding, compliance, sales readiness, customer support, product releases, customer education, certification, and partner enablement.

If one of those is a challenge for [Company], I'd be happy to show you a short guided demo and talk through what a focused first use case could look like.

Website: www.mirai-tek.com

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

Best,
[Name]

LinkedIn connection request

Hi [Name] - I work with MirAI Technologies on Learn-It, a platform that helps companies turn their own knowledge into training, assessments, and realistic AI practice. Your work in [area] looked relevant, and I'd like to connect.

LinkedIn follow-up after connection

Thanks for connecting, [Name].

A question we're asking training and operations leaders is: after someone completes training, how do you know they can actually apply it?

That's the problem behind Learn-It. It combines company-grounded training and assessments with dynamic AI persona practice for onboarding, compliance, sales, customer service, and other role-based scenarios.

If that's relevant to what you're working on, here's the Learn-It overview and guided demo request:
www.mirai-tek.com/products/learn-it

Demo close

What I'd suggest is that we don't demo Learn-It as a generic LMS.

Give us one real training problem - for example high turnover, a policy that changes frequently, a sales conversation, a customer-support scenario, a product release, or a certification requirement.

Then we can show you how the same Learn-It workflow would be shaped around your people, your approved knowledge, and the outcome you need to prove.

OBJECTION HANDLING

Common 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.

OUTBOUND TARGETING

Scenario-based opening lines

- **High turnover:** You're hiring and retraining continuously. What if your best onboarding knowledge became a repeatable academy instead of repeated manager time?
- **Changing training:** When the business changes monthly but training changes quarterly, people end up working from yesterday's process.
- **Compliance:** Completion is necessary. Understanding is the harder thing to prove.
- **Sales:** Your reps shouldn't have to practice the hardest objection for the first time with a real prospect.
- **Customer support:** A correct answer delivered badly is still a bad customer experience. Train the knowledge and the conversation.
- **Software / SaaS:** Don't just ship the feature. Teach customers how to succeed with the workflow around it.

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](#)