1. **Objectives:**
	1. Revenue target: regarding Academy of Brain (AOB) product sales, what is your estimated revenue goal and timeline?
	2. Target rate of annual growth?
2. **Marketing:**
	1. Briefly discuss reseller strategy for promoting AOB solutions?
	2. Are there specific market segments that will be targeted? If yes, which markets?
	3. Are there plans to participate in any annual industry conferences/expositions?
		1. If yes, which ones?
	4. Will the AOB solutions be promoted on your website?
	5. Are there additional/alternative plans to promote AOB solutions (website badge, advertising, flyers, product updates, etc.)?
3. **Selling:**
	1. What is the approach or method for selling AOB solutions, such as through active sales professionals, on-line sales, third parties, etc.?
	2. If planning to sell via your partners and/or resellers, please indicate organization names:
	3. How many sales professionals do you currently employ?
		1. How many will be assigned to sell AOB solutions?
		2. Will sales professionals have an AOB quota?
		3. Are there plans to hire additional sales professionals in the next 90 days?
	4. Will AOB solutions be offered as a bundled offering, standalone or both?
	5. Are there plans for cross-selling with other vendors?
4. **Communication:**
	1. Reseller is willing to have a monthly scheduled call with channel support.
		1. Please indicate three (3) desired **days** and **times** (indicate time zone) to schedule a call.
	2. Reseller is to provide a monthly pipeline report.
	3. Reseller is open to the random scheduling of a QBR?
5. **Support:**
	1. As a vendor, AOB will provide the following:
		1. Timely response for all sales and technical support calls/inquiries.
		2. Create and maintain an online reseller resource website
		3. Product Sales Training annually or as required.
		4. Will act as SME(s) on customer facing conference calls.
		5. Services updates as they are released.