

# PAR Note No. 1



*"Customer Worried About Project Risks Associated With New Technology Sales Opp."*

PROBLEM: A high profile project, a complete website re-build - and powerful but new technology without substantial references.

ACTIONS: Remove perception of risk:

1. Show how even though packaging is new, foundation components are proven.
2. Schedule call with senior vendor execs.
3. Propose paid POC that would incorporate substantial tech exposure.

RESULT: Customer engaged in all three exercises. POC executed. And project approved!