



Reseller & Sales

Onboarding Manual

→ How to position, sell, demonstrate, license, and launch Corinth in schools.

Team Corinth

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How to use this manual

This manual follows the reseller training and sales process from first positioning to successful school onboarding. Use it as a training workbook, a meeting preparation guide, and a source of approved sales language.

- **New reseller:** work through Sections 1–10 in order and rehearse the demo before contacting schools.
- **Before a meeting:** review the target persona, recommended package, demo flow, and likely objections.
- **After a sale:** follow the onboarding checklist and confirm the school reaches its first successful lesson.
- **For public-facing copy:** use only approved claims and current local pricing supplied by Corinth.

FACT GOVERNANCE School product messaging uses 1,600+ interactive 3D models and 15+ product languages with dual-language mode. “Localized into 40+ languages” belongs to partner/content-licensing conversations and should not replace the school product language count.

CORE PRINCIPLE Sell classroom outcomes, not a list of features.

1 Product positioning

Corinth helps teachers make complex topics easier to explain and gives students more ways to explore and understand them.

1.1 Approved one-line description

USE THIS Corinth helps students see, explore, and understand complex topics through interactive 3D content, AI, and immersive learning.

1.2 Short pitch

Most education tools give teachers more content to work through. Corinth makes complex topics easier to explain through interactive 3D, AI, AR, and VR. Teachers can start with ready-to-use, scientifically verified content on the devices their school already uses, then create and share lessons when they need more flexibility.

Core value for schools

- More visual explanations for abstract and complex STEM topics.
- Less time spent searching for or preparing visual materials from scratch.
- More ways to gain and maintain students' attention through interaction and exploration.
- A flexible path from a two-minute classroom demonstration to complete lessons, AR, and VR.

1.3 Product principles

Principle	What it means in the classroom
Immersive	Learning can become visual, interactive, and explorable—not only text on a page.
Adaptive	Teachers and learners can use content in different ways, at different levels, and in different contexts.
Accessible	Multiple ways to access and interact with content are considered from the start—still relatively rare in XR learning.

1.4 Approved proof points

- **1,600+** interactive, scientifically verified 3D models.
- **300+** dissectible models that can be explored layer by layer.
- Used in **120+** countries and serving 1M+ students annually.
- **15+** product languages, including dual-language mode.
- Content developed and reviewed with universities and domain experts—no generative-AI shortcuts in model production.
- Works across common school devices, from computers and interactive displays to supported mobile devices and compatible VR headsets.
- AR is available on supported mobile phones and tablets.

2 Target audience

A school purchase usually involves more than one stakeholder. Lead with the outcome that matters to the person in front of you, then connect it to the wider school value.

Audience	What they care about	Lead with	Show
Principal / school leader	Adoption, simplicity, value for money, school-wide impact	Useful from day one and scalable across the school	Panel-based lesson, teacher workflow, licensing options
Teacher	Preparation time, clarity, student attention, control of the lesson	Ready-to-use visuals that fit lessons already taught	One strong model, sharing, Lesson Plan Creator
ICT lead	Compatibility, deployment, user management, support	Works with existing devices and has clear account management	Supported devices, access model, admin setup
Owner / authority	Scalability, measurable use, budget, multi-school consistency	A repeatable solution that can support multiple schools	School package, onboarding plan, reporting expectations

2.1 Qualification questions

- Which subjects or topics are hardest to explain with current materials?
- Which devices are already used in classrooms—computers, interactive panels, tablets, or VR?
- Would Corinth begin with one teacher, one classroom, or the whole school?
- How do teachers currently share digital content with students?
- Who needs to approve the purchase, technical setup, and teacher onboarding?
- What would a successful first term look like?

3 Sales packages

The reseller sells a teaching solution, not isolated software or hardware. Recommend the smallest package that can produce a credible first success, with a clear path to expand.

3.1 Core offer: everyday classroom solution

CORINTH + EXISTING CLASSROOM TECHNOLOGY The default scenario for most schools: a teacher presents an interactive model on a computer or interactive display, then shares it with students for continued exploration.

- Best for everyday teacher-led instruction and immediate implementation.
- Does not require a major change in teaching methods.
- Can be licensed for one teacher, one classroom, or the whole school.

3.2 Innovation extension: VR

- Best for project-based learning, special lessons, and innovation-ready schools.
- Use when the school has clear interest, compatible hardware, and a realistic usage plan.
- Position VR as an extension—not the foundation of Corinth.

3.3 Complete implementation

- Corinth + classroom display workflow + compatible VR + teacher onboarding or training.
- Best for schools aiming for broad, long-term adoption across teaching scenarios.
- Combines everyday use with selected immersive experiences and structured enablement.

3.4 Package recommendation logic

- Step 1.** Start with the teaching need and the intended users—not with hardware.
- Step 2.** Match the license scope: Teacher, Classroom, or School.
- Step 3.** Confirm the devices already available and demonstrate the simplest viable workflow.
- Step 4.** Add VR only when there is readiness and a defined learning use case.
- Step 5.** Include onboarding so the first lesson happens quickly and confidently.

4 Customer journey

Each stage should end with one agreed next step. Activity without progression is not a sales process.

Stage	Reseller action	Exit criterion
1. Lead identification	Identify school, stakeholder, teaching need, and available technology.	Named contact and plausible use case.
2. First outreach	Send a concise, teacher-outcome-led email.	Reply, referral, or call date.
3. Qualification call	Confirm needs, users, devices, buying roles, and timing.	Demo audience and goal agreed.
4. Demo	Show a short classroom story with three models and sharing.	Customer sees a relevant use case.
5. Proposal	Recommend license, package, onboarding, and local price.	Decision process and deadline known.
6. Follow-up	Resolve open questions; provide proof or a second stakeholder demo.	Decision or explicit next action.
7. Won / lost	Record outcome and reason. If won, hand over cleanly to onboarding.	Order confirmed or loss reason captured.
8. Onboarding	Set up access, train users, support the first lesson, review adoption.	First successful lesson completed.

FOLLOW-UP CADENCE A practical default is: first follow-up 2–3 business days after outreach or demo; second follow-up about one week later; final close-the-loop message after another week. Adapt to local school calendars and agreed deadlines.

5 Outreach scripts

Personalize the topic, stakeholder, and local context. Keep the first contact short and aim for a relevant demo—not a full product explanation.

5.1 First email

Subject: A clearer way to teach complex STEM topics

Dear [Name],

Some STEM concepts are difficult to explain with text and static images alone—and finding the right visual material can take teachers considerable preparation time.

Corinth gives teachers ready-to-use, scientifically verified 3D content that helps make complex topics clearer and captures students' attention through exploration. It works on the devices schools already use, from computers and interactive displays to tablets, with AR and VR available where appropriate.

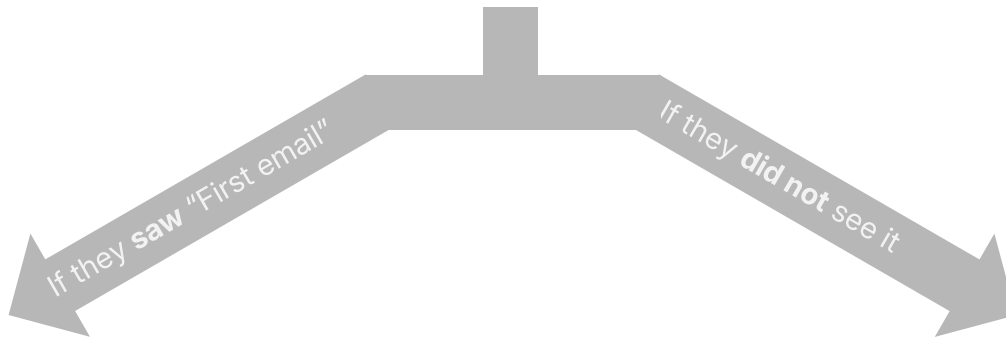
Would you be open to a short 20-minute demonstration focused on [relevant subject / school need]?

Best regards,

[Reseller signature]

5.2 Call opening

Hello [Name], this is [Name] from [Company]. I recently sent you a short note about Corinth. It helps teachers explain complex STEM topics visually using ready-to-use interactive 3D content. May I ask how your teachers currently handle topics that are difficult to show with textbooks or static images?



Great. Rather than describe every feature, I would like to show you one practical classroom workflow. Could we schedule 20 minutes this week with the person responsible for [science teaching / digital learning]?

No problem. In one sentence: Corinth helps teachers make complex topics easier to explain and gives students interactive ways to explore them on devices the school already has. May I resend the note and suggest two demo times?

5.3 Follow-up after no reply

Subject: Quick follow-up — Corinth for [School]

Hello [Name],

I'm following up because Corinth may help your teachers reduce time spent preparing visual materials and make complex STEM topics easier to explain. A short demo is usually the simplest way to assess whether it fits your classrooms.

Would [option 1] or [option 2] work for 20 minutes? If someone else owns this area, I would appreciate an introduction.

Best regards,
[Reseller signature]

5.4 Final close-the-loop email

Subject: Closing the loop — Corinth

Hello [Name],

I know school schedules are busy, so I'll close the loop for now. If making complex STEM topics more visual and interactive becomes a priority, I would be happy to arrange a short demonstration.

If there is a better contact for this topic, please feel free to point me in the right direction.

Best regards,

[Reseller signature]

6 Demo structure

The goal of the demo is understanding, trust, and a relevant next step. A standard demo should take 8–12 minutes, followed by questions.

6.1 Before the demo

- Confirm audience, priority subjects, devices, and license scope.
- Open the three models in advance and test all controls and sharing links.
- Prepare one classroom story relevant to the customer.
- Know the local pricing route and the next step you will ask for.

6.2 Recommended flow

- Step 1.** Frame the teacher need (60 seconds): “Some topics take too long to explain with static materials. Corinth gives teachers a ready visual.”
- Step 2.** Show a process (2 minutes): volcano or Earth layers—reveal what cannot normally be seen.
- Step 3.** Show scale and detail (2 minutes): a cell or Deep Zoom—move from the whole to the detail.
- Step 4.** Show dissection (2 minutes): heart or human body—remove layers and focus attention. Mention 300+ dissectible models.
- Step 5.** Show the classroom workflow (2 minutes): present on the main screen, generate a QR or access code, and open it as a student.
- Step 6.** Show one relevant extension (1–2 minutes): CoriAI, Lesson Plan Creator, AR on a supported phone/tablet, or VR—based on the customer’s needs.
- Step 7.** Close with questions and agree the next step.

6.3 Minimum product skills

- Search for and open a model quickly.
- Rotate, zoom, isolate, slice, and use exploded/dissectible views.
- Generate permanent and time-limited QR codes and explain alphanumeric access codes.
- Share links and images/screenshots with clickable links where supported.
- Present confidently on a computer or interactive display.

- Explain AR device limitations and position VR as optional.
- Describe CoriAI accurately: in-context questions and supported voice interaction—not a generic promise of a fully personalized tutor.

DEMO DISCIPLINE Do not show every feature. One relevant classroom story is more persuasive than a long technical tour.

7 Objection handling

Acknowledge the concern, clarify what is behind it, answer with a relevant proof or demonstration, and confirm whether the concern is resolved.

Objection	Recommended response
"It looks complicated."	"Let me show the simplest workflow: open one model, explain the topic, and share it. It takes about two minutes."
"Teachers have no time."	"Corinth can reduce the need to search for or build visual materials from scratch. Teachers can begin with one ready-to-use model in a lesson they already teach."
"Teachers will not use it."	"Adoption starts with a relevant first lesson, a small set of use cases, and short onboarding. We do not expect teachers to learn every feature at once."
"It is too expensive."	"Let's match the license to the intended users and compare the cost with the number of teachers, subjects, and lessons it can support. We can start at Classroom level if appropriate."
"We do not have VR."	"VR is optional. Corinth starts on computers, interactive displays, tablets, and supported mobile devices. VR is an extension when it adds value."
"We already have an interactive panel."	"That is ideal. Corinth provides ready-to-use interactive content that helps turn the panel into a teaching tool rather than only a display."
"We already use free 3D content."	"Corinth combines a structured STEM library, scientific verification, classroom workflows, sharing, lesson creation, languages, and support in one environment."
"AI is a concern."	"CoriAI keeps questions connected to the learning context. We will explain its supported functions and your school can decide when and how to use it."

7.1 Claims to avoid

- Do not promise guaranteed learning outcomes without approved evidence.
- Do not say Corinth requires VR or special immersive hardware.
- Do not imply AR works on every device; it is for supported phones and tablets.
- Do not describe CoriAI as a fully personalized tutor unless the approved product specification explicitly supports that claim.
- Do not reuse old model, language, license, or price figures.

8 Licensing and onboarding

Choose the license by intended access and management needs. Confirm current entitlements in the local commercial offer before committing them to a customer.

License	Typical access	Best for	Setup
Teacher License	1 teacher account	Individual teacher evaluation or personal use	Personal account; no student accounts included
Classroom License	1 teacher + up to 35 student accounts	One class or a focused implementation	One classroom group managed by the teacher
School License	Up to 400 teacher and student accounts	School-wide use across subjects and classes	Centralized school environment and management

License limits above reflect the supplied reseller materials. Always confirm the current commercial specification before issuing an offer.

8.1 Onboarding outcome

FIRST SUCCESS Onboarding is complete when the customer has run a real lesson—not merely when accounts have been created.

8.2 Onboarding checklist

- Step 1.** Confirm what was purchased, contract contacts, license period, and account limits.
- Step 2.** Identify the school administrator, lead teacher, and technical contact.
- Step 3.** Create or provision the environment and verify user access.
- Step 4.** Confirm devices, browsers/apps, display setup, and any AR/VR compatibility requirements.
- Step 5.** Deliver a short teacher session: find a model, manipulate it, present it, share it, and reopen it as a student.

- Step 6.** Introduce Lesson Plan Creator, quizzes, CoriAI, and immersive extensions only after the core workflow is clear.
- Step 7.** Choose the first lesson, subject, teacher, and date.
- Step 8.** Provide Academy, support, FAQ, and escalation contacts.
- Step 9.** Follow up after the first lesson and agree the next adoption step.

8.3 Suggested 30-minute teacher onboarding

Time	Activity
0–5 min	Purpose, access, and the first classroom use case.
5–15 min	Search, open, rotate, zoom, isolate, and dissect a model.
15–22 min	Share by QR/access code and open the content as a student.
22–27 min	Save or prepare the first lesson; introduce one relevant extension.
27–30 min	Confirm the first lesson date, support route, and next check-in.

9 Pricing and proposals

Pricing varies by country, partner agreement, currency, tax, and current campaign. The official local price list is the source of truth.

9.1 Reference EUR pricing from the supplied manual

License	1 year	5 years
Teacher License	€145	€500
Classroom License	€570	€1,900
School License	€1,080	€5,000

Reference only; prices exclude VAT. Verify the current country-specific price list and partner terms before every quotation.

9.2 Every proposal should include

- Customer need and recommended classroom use case.
- License type, users/accounts, duration, and included services.
- Devices or hardware included, if any, with compatibility assumptions.
- Onboarding or training scope and named responsibilities.
- Local price, currency, VAT/tax treatment, validity period, and payment terms.
- Implementation timeline and the agreed first-success milestone.
- Support route and next decision step.

9.3 Do not include without approval

- Outdated public funding references. Use country-specific programs only in the relevant local edition and only when current.
- Unapproved discounts, exclusivity, perpetual terms, or custom account limits.
- Old "online vs. offline" comparisons or claims that confuse the current school workflow.

10 Reseller cheat sheet

Use this page immediately before every customer conversation.

10.1 The story in 20 seconds

Corinth helps teachers make complex STEM topics easier to explain with ready-to-use interactive 3D content. It fits the devices and lessons schools already use, gives students more ways to explore, and can grow from one teacher or classroom to the whole school.

10.2 Five facts to remember

- **1,600+** interactive, scientifically verified 3D models.
- **300+** dissectible models.
- **15+** product languages and dual-language mode.
- Used in **120+** countries; 1M+ students annually.
- AR on supported phones/tablets; VR is optional.

10.3 Every meeting

- Ask at least three qualification questions.
- Show one relevant classroom story and no more than three core models.
- Connect each feature to teacher time, clarity, attention, or flexibility.
- Know the suitable license and the route to current local pricing.
- End with one agreed next step, owner, and date.

10.4 Avoid

- Long feature tours and technical jargon.
- Leading with VR, hardware, or model count without a classroom need.
- Claiming one learning style works for everyone.
- Using 40+ languages as the school product UI/content count.
- Quoting old prices or license limits without verification.

10.5 Training completion standard

A reseller is ready when they can

- Deliver the short pitch;
- qualify each stakeholder;
- recommend a package and license;
- run the 8–12 minute demo smoothly;
- handle common objections;
- explain current pricing governance;
- and guide a school to its first successful lesson.

11 Appendix

11.1 A. Pre-meeting checklist

- Customer, stakeholder roles, and meeting objective are known.
- Relevant subject, teaching challenge, and devices are known or will be qualified.
- Three models and the sharing workflow have been tested.
- Internet connection, screen sharing, sound, and any mobile/VR device are ready.
- Current local licenses, prices, tax treatment, and offer validity are confirmed.
- The desired next step is clear.

11.2 B. Post-demo handover notes

Record	Notes
Primary need	
Users / license scope	
Devices / compatibility	
Decision makers	
Open objections	
Recommended package	
Next action, owner, date	