

Top Three Use Cases

Introduction

The top three uses of each Asktra component exemplify its ability to deliver maximum impact for small business owners. The **Academy** focuses on foundational skills and strategies that drive growth. The **Business Coach** highlights the importance of tailored guidance and actionable plans. The **Deal Reviewer** emphasizes the critical need for informed decision-making and deal optimization.

ACADEMY: 3 Use Cases

1. **Learn** how to create a marketing plan tailored to my industry.
Reason: A fundamental need for most businesses is to establish an effective marketing plan.
2. **Master** cash flow management techniques for my small business.
Reason: Cash flow is a critical challenge for many small business owners.
3. **Develop** skills for leveraging social media marketing.
Reason: Social media is a cost-effective and essential marketing tool.

BUSINESS COACH: 3 Use Cases

1. **Brainstorm** new revenue streams for my business.
Reason: Finding new revenue streams directly impacts business growth.
2. **Analyze** my competitors and uncover opportunities to stand out.
Reason: Competitive analysis is vital for strategic positioning and long-term success.
3. **Plan** a step-by-step roadmap for achieving my quarterly goals.
Reason: Actionable plans are key for setting and achieving realistic objectives.

DEAL REVIEWER: 3 Use Cases

1. **Identify** weak points in my sales pitch and improve them.
Reason: Strong sales pitches are pivotal for closing deals effectively.
2. **Discuss** buyer objections and develop effective counterstrategies.
Reason: Overcoming objections is often the difference between winning and losing a deal.
3. **Prioritize** next steps to move a deal forward.
Reason: Clear prioritization ensures progress and prevents deals from stalling.

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30 USE CASES

Introduction to Use Cases

Each component of Asktra is designed to empower small business owners with actionable solutions. The **Academy** offers practical learning opportunities to enhance business skills and strategy. The **Business Coach** provides expert guidance and innovative ideas tailored to your goals. The **Deal Reviewer** delivers sharp insights to strengthen your decision-making and maximize outcomes.

Together, these use cases illustrate how Asktra's features meet real-world challenges with precision and impact.

ACADEMY: Use Cases

1. Learn how to create a marketing plan tailored to my industry.
2. Master cash flow management techniques for my small business.
3. Understand the fundamentals of building a successful sales funnel.
4. Discover strategies for hiring and retaining top talent.
5. Learn how to create a compelling business pitch for investors.
6. Understand best practices for managing inventory efficiently.
7. Gain insights on navigating legal requirements for my business.
8. Develop skills for leveraging social media marketing.
9. Explore techniques for pricing products or services competitively.
10. Stay updated on new trends and technologies in my industry.

BUSINESS COACH: Use Cases

1. Brainstorm new revenue streams for my business.
2. Plan a step-by-step roadmap for achieving my quarterly goals.
3. Refine my elevator pitch for networking events.
4. Get advice on handling difficult employee situations.
5. Generate creative ideas for increasing customer retention.
6. Analyze my competitors and uncover opportunities to stand out.
7. Identify the most effective marketing channels for my target audience.
8. Simulate potential financial outcomes of different business strategies.
9. Break down complex problems into manageable action steps.
10. Receive motivational tips and insights to stay focused and productive.

DEAL REVIEWER: Use Cases

1. Identify weak points in my sales pitch and improve them.
2. Discuss buyer objections and develop effective counterstrategies.
3. Assess the likelihood of closing a deal based on current data.
4. Uncover hidden risks that could jeopardize a sale.
5. Prioritize next steps to move a deal forward.
6. Identify missing information needed to close a deal successfully.
7. Create personalized follow-up strategies for potential clients.
8. Evaluate the impact of competitor actions on a deal.
9. Improve the clarity and structure of my sales proposal.
10. Receive AI-powered suggestions for cross-selling or upselling opportunities.

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USE CASE ACTION VERBS

Introduction to Action Verbs

The action verbs for each Asktra component capture the dynamic and solution-focused approach of the platform. These verbs represent the specific tasks and outcomes users can achieve, emphasizing growth, problem-solving, and strategic execution. The **Academy** verbs highlight learning and application, the **Business Coach** verbs focus on innovation and planning, and the **Deal Reviewer** verbs stress evaluation and optimization.

Together, they reflect the proactive and results-driven ethos of Asktra.

ACADEMY: Use Case Action Verbs

Acquire, Build, Create, Develop, Discover, Enhance, Explore, Gain, Implement, Improve, Learn, Leverage, Master, Navigate, Optimize, Practice, Refine, Research, Stay, Strengthen, Understand, Update, Utilize

BUSINESS COACH: Use Case Action Verbs

Analyze, Build, Breakdown, Brainstorm, Coach, Collaborate, Create, Design, Execute, Formulate, Generate, Get, Identify, Innovate, Mentor, Organize, Plan, Prioritize, Receive, Refine, Research, Simulate, Strategize, Structure, Support, Visualize

DEAL REVIEWER: Use Case Action Verbs

Assess, Create, Determine, Develop, Discuss, Enhance, Evaluate, Examine, Explore, Gather, Identify, Improve, Inspect, Investigate, Outline, Peruse, Plan, Prioritize, Probe, Receive, Refine, Review, Study, Summarize, Uncover

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