



+

Setting up Pilot Programs





+ Why is this important?



+ 1. **Vet** your opportunities.



+ 2. Build trust.



+ 3. Reduce risk.

Risk



+ 4. Prove success.



+ 5. Get paid.





+ 5 Things to Know



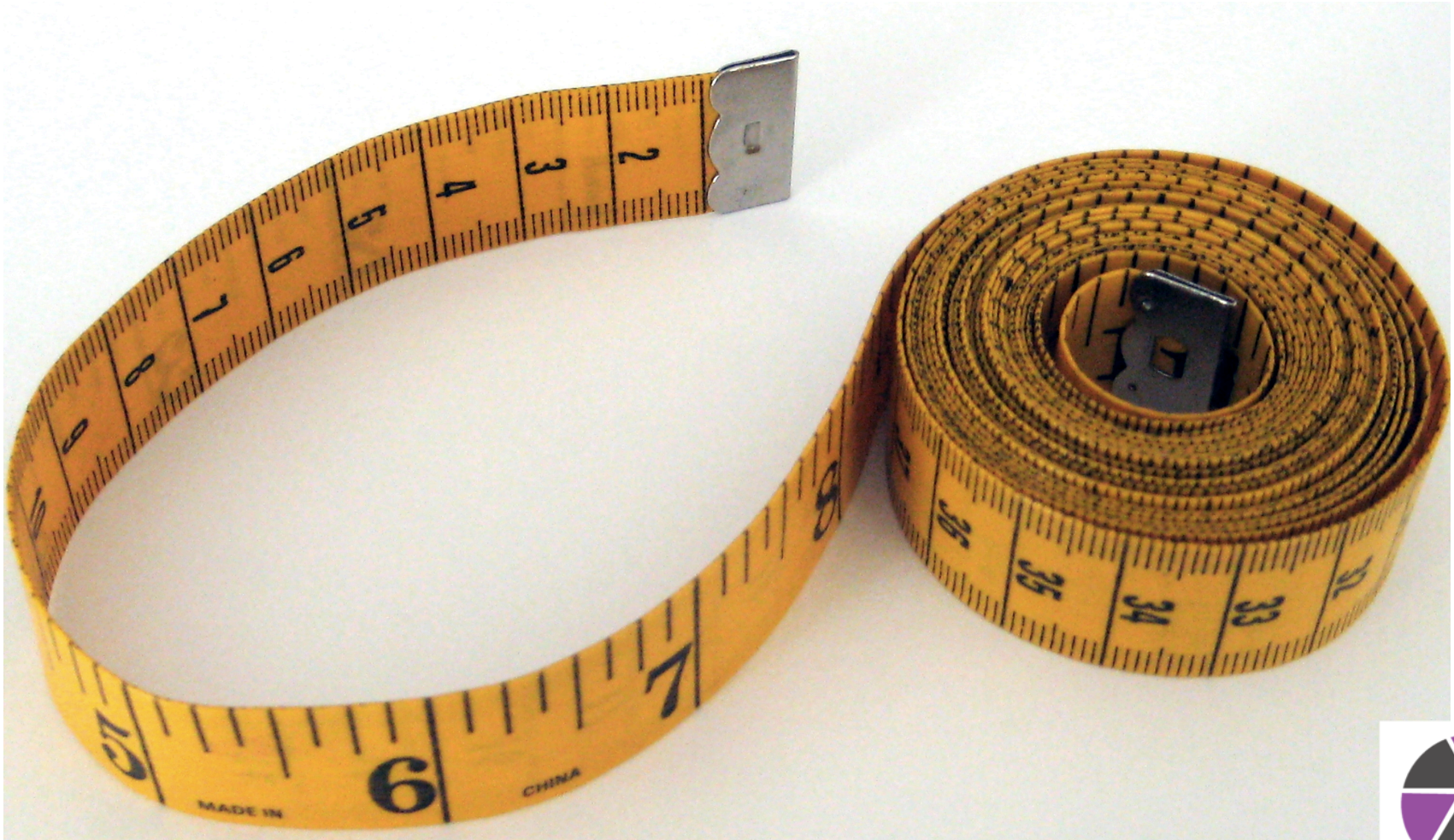
+ 1. Small **now**. Grow later.



+ 2. Stay **under** the budget ceiling.



+ 3. Establish metrics

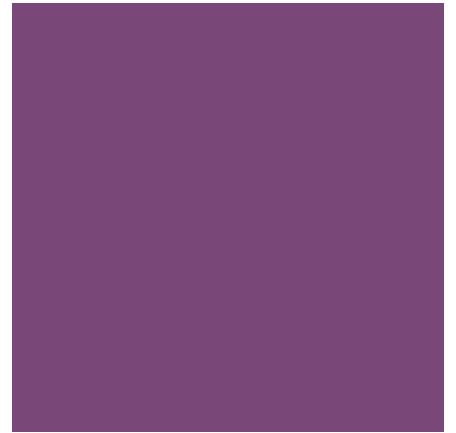
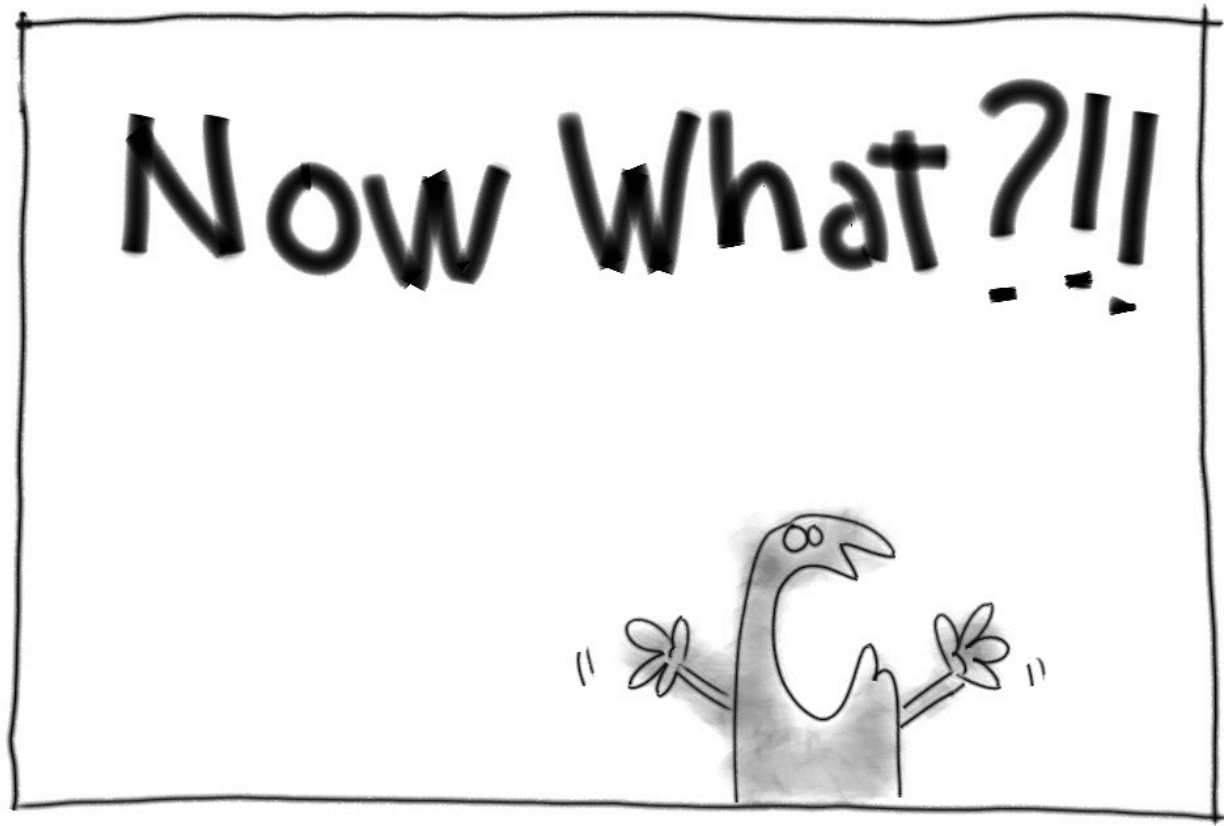


+ 4. Think “consulting.”



+ 5. **Short**, fixed time horizons.





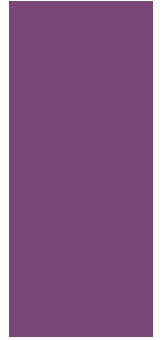
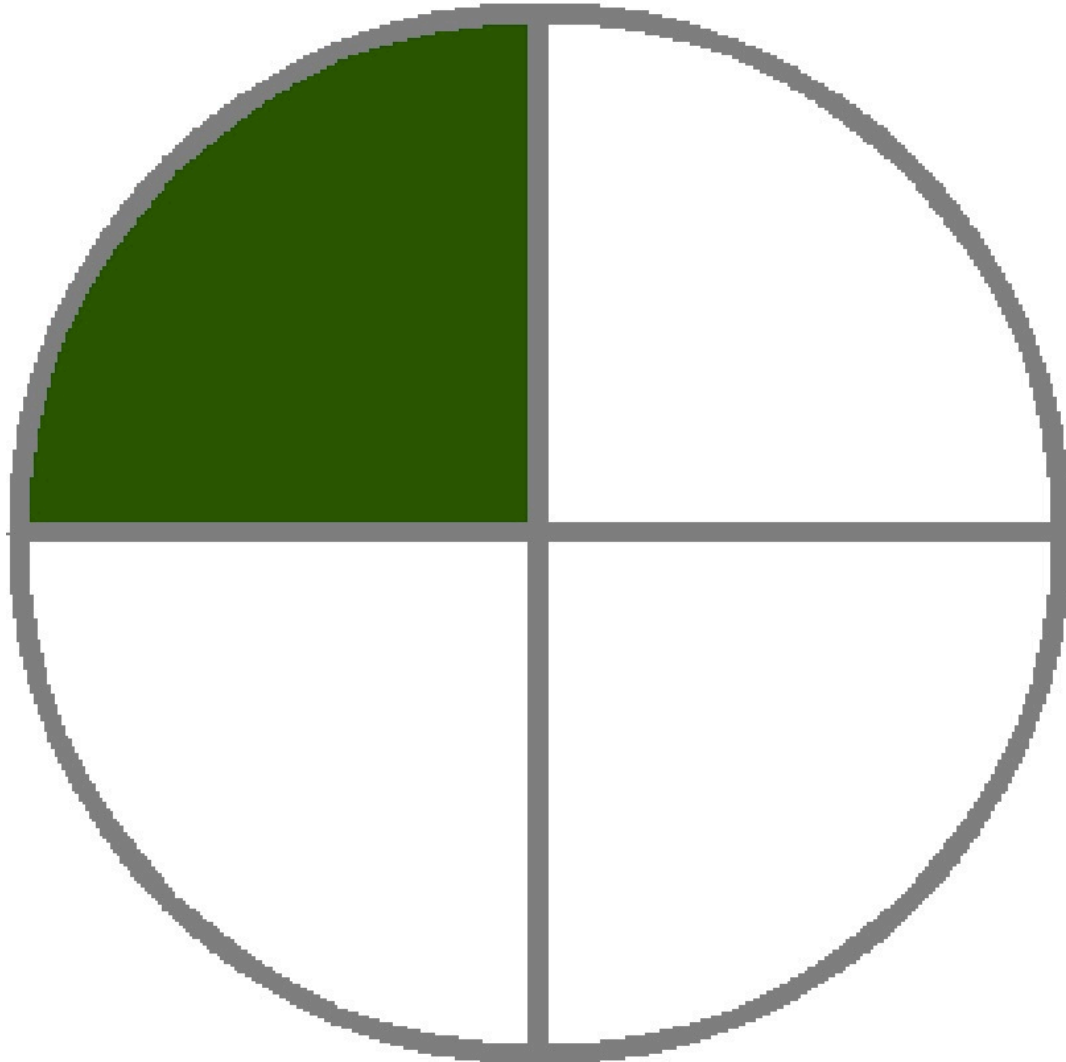
+ What to do next...



+ 1. Ask for help.



+ 2. Set a deadline - "... by the end of Q1..."



+ 3. Include “pilots” in your sales process.

