WICKED GROWTH CLUB

Repair a Flawed Account Brief

Free AI Sales Lab workbook: claim ledger, repaired brief, self-score and worked answer

Everything in this workbook is fictional practice material. Use it by hand or with a company-approved AI assistant, and paste only the fictional material provided here.

AI can produce an impressive-looking account brief in seconds. The dangerous part is that a wrong brief often looks exactly like a good one.

In this lab, you will inspect a fictional account brief, trace its claims to a small source packet, repair the unsupported language, and produce a version you could responsibly use to prepare outreach.

You do not need a paid tool. You can complete the entire exercise by hand. If you use AI, use a company-approved assistant and paste only the fictional material provided here.

Everything in this lab is fictional. Fernbrook Packaging, Ramplight, the people, dates, facts, and documents were created for practice. They are not real companies or customer claims.

What you will practice

By the end, you should be able to:

- Break polished AI writing into checkable claims
- Tell a fact from an inference or an unknown
- Match a claim to the source that actually supports it
- Catch stale, exaggerated, and invented details
- Turn likely pain into a question instead of pretending it is known
- Produce a short brief that is useful because it is trustworthy

What you will produce

1. A completed claim ledger
2. A corrected account brief of no more than 350 words
3. Three questions that should be answered before outreach
4. One outreach angle tied to confirmed evidence
5. A self-score out of 30

The situation

You are a seller at Ramplight, a fictional platform that helps sales teams onboard and coach new sellers. Fernbrook Packaging is on your target-account list.

Another rep ran a quick AI research prompt and sent you the following account brief. It reads well. Your job is to decide whether it is safe and useful.

The flawed AI-generated brief

Fernbrook Packaging account brief

Fernbrook Packaging is a $600 million sustainable-packaging manufacturer headquartered in Denver with more than 2,000 employees. The company recently expanded into Canada and is hiring 30 prospecting reps to support aggressive growth.

Fernbrook's new VP of Sales, Maya Chen, was hired specifically to modernize the sales organization. She is likely under pressure to standardize onboarding quickly across the United States and Canada. Fernbrook currently uses Salesforce, Gong, and Workday, so Ramplight should integrate easily into its existing technology stack.

The clearest trigger is Fernbrook's rapid sales hiring. Thirty new prospecting reps will create a major coaching burden and probably cost the company millions in lost productivity if ramp time is not reduced. Maya will care most about getting every rep productive in under 60 days.

Recommended angle: congratulate Maya on the new role and Fernbrook's Canadian expansion. Explain that Ramplight can cut ramp time by 30%, eliminate repetitive manager coaching, and help the 30 new prospecting reps hit quota sooner.

Recommended next step: request a 30-minute demo with Maya and the revenue operations leader.

Do not fix it yet. First, inspect the sources.

Source packet

Source A: Fernbrook "About" page

Page date: No publication date; footer shows 2026
Retrieved for the exercise: October 21, 2026

> Fernbrook Packaging designs and manufactures recyclable protective packaging for food, medical, and industrial customers. The company operates manufacturing and service locations in Colorado, Ohio, Georgia, and Ontario. Fernbrook employs more than 900 people across North America.

What this source can support:

- What Fernbrook does
- The locations it lists
- More than 900 employees

What it cannot support:

- Revenue
- A recent Canadian expansion
- The size of the sales team
- The technology stack

Source B: Fernbrook newsroom announcement

Published: March 8, 2023

> Fernbrook Packaging today announced the opening of its first Ontario service location. The location will support existing Canadian customers and employ approximately 20 operations and service staff during its first year.

What this source can support:

- Fernbrook opened an Ontario service location in 2023
- The announcement concerned operations and service roles

What it cannot support:

- Calling the expansion recent in October 2026
- A new Canadian sales team
- Current hiring

Source C: Fernbrook careers page

Retrieved for the exercise: October 21, 2026

Open commercial roles:

- Regional Account Manager, Denver
- Regional Account Manager, Columbus
- Regional Account Manager, Atlanta
- Sales Operations Analyst, Remote, United States
- Customer Success Manager, Ontario
- Director of Sales Enablement, Denver

The page also lists 14 operations, engineering, and service roles.

What this source can support:

- Six open commercial roles on the retrieval date
- Hiring across account management, sales operations, customer success, and enablement
- A specific opening for a Director of Sales Enablement

What it cannot support:

- Thirty open prospecting rep roles
- The total number of hires Fernbrook plans to make
- A stated onboarding problem

Source D: company leadership page

Retrieved for the exercise: October 21, 2026

> Maya Chen, Vice President, Commercial Operations. Maya leads sales operations, enablement, customer success operations, and commercial planning. She joined Fernbrook in May 2025 after serving in commercial operations roles in industrial distribution.

What this source can support:

- Maya's current title
- Her areas of responsibility
- Her start date

What it cannot support:

- Calling her VP of Sales
- Calling her new in October 2026
- Saying why she was hired
- Her personal priorities

Source E: public conference agenda

Event date: September 16, 2026

Session description:

> "Making commercial process changes stick in a distributed company," with Maya Chen, VP of Commercial Operations at Fernbrook Packaging. The discussion will cover operating definitions, manager adoption, and the difficulty of comparing performance across regions.

What this source can support:

- Maya publicly discussed process consistency, manager adoption, and cross-region measurement
- These themes are relevant to her role

What it cannot support:

- A current buying project
- A specific onboarding goal
- A technology purchase

Source F: your CRM

Record: Fernbrook Packaging account history

> An account executive spoke with a Fernbrook regional sales manager in February 2024. The manager said onboarding differed by region and that each manager kept separate materials. The opportunity closed-lost with the reason “no active project.” No activity has been recorded since March 2024.

What this source can support:

- A regional manager described inconsistent onboarding in early 2024
- A prior opportunity existed and closed because there was no active project

What it cannot support:

- That the same problem still exists in 2026
- That Maya knows about the earlier conversation
- That Fernbrook is now buying

Source G: approved Ramplight information

> Ramplight helps sales organizations create structured onboarding practice, manager-reviewed coaching exercises, and consistent skill feedback. Ramplight does not guarantee a percentage reduction in ramp time. Results depend on the customer’s process, participation, content, management, and measurement.

What this source can support:

- Ramplight’s approved capabilities

What it cannot support:

- A 30% result
- Eliminating manager coaching
- Fernbrook-specific results

Part 1: Build the claim ledger

For every meaningful statement in the flawed brief, label it:

- **Confirmed fact:** directly supported by a source
- **Stale fact:** once supported, but too old to present as current
- **Inference:** a reasoned possibility, not a known fact
- **Unsupported:** no source in the packet supports it
- **Incorrect:** contradicted by the packet

Use this worksheet.

Claim from the brief	Label	Best source	What is wrong or missing?	Keep, rewrite, or remove?
Fernbrook makes sustainable packaging				
Revenue is $600 million				
More than 2,000 employees				
Recently expanded into Canada				
Hiring 30 prospecting reps				
Maya is the new VP of Sales				
Maya was hired to modernize sales				
Fernbrook uses Salesforce, Gong, and Workday				
Fernbrook has a rapid-sales-hiring trigger				
Hiring will cost millions in lost productivity				
Maya wants reps productive in under 60 days				
Ramplight can cut ramp time by 30%				
Ramplight can eliminate repetitive coaching				

Part 2: Identify the usable evidence

Answer these before you write:

1. Which current fact creates the strongest legitimate reason to investigate the account?
2. Which older fact might still matter, but must be rechecked?

3. Which person appears relevant, based on confirmed responsibilities?
4. What can you responsibly say about Fernbrook's possible problem?
5. What is still unknown about timing, priority, scale, and current process?
6. What is Ramplight approved to say about itself?

Part 3: Repair the brief

Write a new brief under 350 words with these headings:

1. Account snapshot
2. Current evidence
3. Possible relevance
4. Questions to verify
5. Recommended first angle

Rules:

- Use only the packet.
- Include the date when an older source could be mistaken for a current trigger.
- Do not name a technology unless the packet supports it.
- Do not turn hiring openings into a total hiring plan.
- Do not state that Fernbrook has a problem. State what the evidence suggests is worth asking about.
- Do not promise an outcome Ramplight does not guarantee.
- Keep the first angle useful even if the earlier onboarding issue no longer exists.

Optional AI prompt

Complete the claim ledger yourself before using this prompt. Otherwise, AI may simply repeat the mistakes you are meant to catch.

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Goal: produce a short, accurate account brief for Fernbrook Packaging so I can decide whether there is a responsible reason to reach out.

Context: I sell Ramplight, a fictional platform for structured sales onboarding practice and manager-reviewed coaching. Use only the source packet and my completed claim ledger below.

Inputs:
<source_packet>
[paste Sources A through G]
</source_packet>

<claim_ledger>
[paste your completed ledger]
</claim_ledger>

Rules:
- Use only supported facts.
- Label older information with its date.
- Separate facts from possible relevance.
- Do not invent revenue, employee count, technology, hiring totals, priorities, goals, or people.
- Do not promise a result.
- If the evidence is insufficient, say what should be verified.

Format: no more than 350 words under five headings: Account snapshot, Current evidence, Possible relevance, Questions to verify, Recommended first angle.
```

Part 4: Create the first outreach angle

Do not write a full sequence. Write only:

- The confirmed observation
- The question it creates
- Why Ramplight may be relevant
- A low-pressure next step

Use this structure:

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Observation: [one current, sourced fact]
Question: [what you do not know]
Relevance: [one approved capability]
Next step: [small request]
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Stop here before opening the answer key

Score your work first. Then compare your reasoning with the worked answer. A different answer can still be strong if every claim is supported and the uncertainty remains visible.

Your repaired brief (350 words or fewer)

Account snapshot : confirmed facts only

Current evidence : include dates

Possible relevance : label the reasoning

Questions to verify

1.

2.
3.

Recommended first angle

Your personal verification rule

Complete this sentence after the lab:

Before I use an AI-generated fact in buyer-facing work, I will

.

Stop. Finish your own work before turning the page.

The worked answer starts on the next page.

Worked answer

Completed claim ledger

Claim from the brief	Label	Best source	What is wrong or missing?	Action
Fernbrook makes sustainable packaging	Confirmed with narrower wording	A	“Recyclable protective packaging” is the supported phrase	Rewrite
Revenue is $600 million	Unsupported	None	No revenue source	Remove
More than 2,000 employees	Incorrect	A	Source says more than 900	Correct
Recently expanded into Canada	Stale/misleading	B	Ontario location opened in March 2023	Date it or omit as a trigger
Hiring 30 prospecting reps	Incorrect	C	Six commercial openings; none is a prospecting rep opening	Remove and replace with exact openings
Maya is the new VP of Sales	Incorrect	D	VP Commercial Operations; joined May 2025	Correct
Maya was hired to modernize sales	Unsupported	None	No reason for hire is provided	Remove
Uses Salesforce, Gong, and Workday	Unsupported	None	No technology source	Remove
Rapid-sales-hiring trigger	Exaggerated inference	C	Current openings show commercial hiring, not a 30-person surge	Rewrite carefully
Hiring will cost millions	Unsupported	None	No cost or impact inputs	Remove
Maya wants reps productive in under 60 days	Unsupported	None	No goal or time target	Remove
Ramplight can cut ramp time by 30%	Unsupported and disallowed	G	Ramplight does not guarantee a percentage	Remove

Claim from the brief	Label	Best source	What is wrong or missing?	Action
Ramplight can eliminate repetitive coaching	Unsupported and overstated	G	Ramplight supports manager-reviewed coaching; it does not eliminate managers	Rewrite capability

Worked brief

Account snapshot

Fernbrook Packaging makes recyclable protective packaging for food, medical, and industrial customers. Its website lists more than 900 employees and locations in Colorado, Ohio, Georgia, and Ontario.

Current evidence

On October 21, 2026, Fernbrook listed six open commercial roles: three regional account managers, a sales operations analyst, a customer success manager, and a director of sales enablement. Maya Chen, VP of Commercial Operations, leads sales operations, enablement, customer success operations, and commercial planning.

At a September 2026 conference, Maya discussed operating definitions, manager adoption, and comparing performance across regions. That does not prove Fernbrook has an active onboarding project, but it shows that consistent commercial processes are relevant to her role.

Possible relevance

Ramplight supports structured onboarding practice and manager-reviewed coaching. Fernbrook's current enablement opening and Maya's cross-region responsibilities make it reasonable to ask how onboarding and coaching are managed today.

A February 2024 CRM note said onboarding differed by region, but that information is too old to treat as a current problem. It should be verified, not quoted as though it remains true.

Questions to verify

- Why is Fernbrook hiring a director of sales enablement now?
- Does onboarding still vary by region?
- What commercial roles will require onboarding during the next six months?
- How does Fernbrook define and measure successful ramp today?

Recommended first angle

Lead with the current director-of-sales-enablement opening and Maya's public focus on manager adoption across regions. Ask how Fernbrook is thinking about consistent onboarding as that role comes aboard. Do not mention a 30-person hiring plan, a technology stack, or a promised ramp-time result.

Worked outreach angle

Observation: Fernbrook is hiring a director of sales enablement while Maya's remit spans commercial planning and operations across regions.
Question: Is the new leader expected to standardize how managers onboard and coach commercial teams?
Relevance: Ramplight helps teams structure onboarding practice while keeping managers in review and coaching decisions.
Next step: Ask whether a short comparison of the current regional process would be useful before proposing a demo.

Example first email

Subject: Fernbrook's enablement role

Maya,

I saw Fernbrook is hiring a director of sales enablement while your remit spans commercial operations across regions.

Is that person expected to standardize how managers onboard and coach the commercial team, or is the role focused elsewhere?

Ramplight helps teams structure onboarding practice while keeping managers in the review loop. If consistency across regions is on the new leader's list, I can share the simple workflow teams use to compare the current process before they choose a tool.

Worth sending?

Why this email is safer

- It uses a current opening.
- It asks rather than assumes the purpose of the role.
- It describes an approved capability.
- It offers a useful next step before a demo.
- It does not resurrect the 2024 CRM note as a current fact.

Self-scoring rubric

Category	Points	Full-credit standard
Claim classification	8	All major claims are identified and correctly labeled
Source use	6	Each retained fact matches the source and date

Category	Points	Full-credit standard
Uncertainty	4	Old information, inference, and unknowns remain visible
Corrected brief	6	Under 350 words, accurate, decision-useful, and easy to scan
Outreach angle	4	Starts from current evidence and asks instead of assuming
Responsible product language	2	No fabricated result, guarantee, or manager-replacement claim
Total	**30**	

Interpreting the score

- **27 to 30:** Strong. You could use this method on a real account after applying your company's data and tool rules.
- **23 to 26:** Useful with revision. Review the uncertainty and outreach-angle sections.
- **18 to 22:** The brief probably sounds better than its evidence. Redo the claim ledger.
- **Below 18:** Start again from the source packet, not from the generated brief.

Reflection questions

1. Which unsupported claim was easiest to miss?
2. Which true statement became misleading because of its age?
3. Did the polished tone make any claim feel more credible than it was?
4. What would have happened if the seller used the brief without opening the sources?
5. What part of the corrected brief is still an inference?
6. What information would justify moving from research to a demo request?

Manager or team facilitation guide

Recommended 55-minute session

- Five minutes: explain the goal and labels.
- Ten minutes: read the flawed brief and packet individually.
- Fifteen minutes: complete the claim ledger in pairs.
- Ten minutes: write the strongest legitimate angle.
- Ten minutes: compare with the worked answer.
- Five minutes: agree on one verification rule the team will use.

Debrief prompts

- Which error would most damage trust with a buyer?
- Which error would most likely survive a manager review?
- Where did reasonable inference become false certainty?
- What should the CRM record before AI touches the account?
- What is the minimum evidence required before personalization is useful?

Calibration exercise

Ask each pair to score the flawed brief before seeing the answer. Compare the spread. If one group gives the brief a high score because it is detailed or well written, discuss why polish is not evidence.

Take this into real work

For your next target account:

1. Gather no more than five useful sources.
2. Ask AI for a one-page brief with a source for every fact.
3. Build the claim ledger before writing outreach.
4. Open every source supporting a statement the buyer will see.
5. Turn unverified pain into a question.
6. Save the corrected brief and your best prompt as a reusable template.

The AI for Sales course takes this method further: account tiering, buying committees, trigger events, outreach, call preparation, deal work, and a complete capstone built on your own approved accounts.