YOUR QUICK TOUR

A good conversation creates clarity

The goal is not to talk the customer into something. It is to understand the situation and help both sides decide whether there is a fit.

Meet Noor and the rushed pitch 3

See the conversation map 4

Prepare before the meeting 5

Open with a simple agenda 6

Ask and listen for useful detail 7

Summarize the real need 8

Recommend and discuss price 9

Agree on the next step 10

10 business ideas with first tests 11

Your seven-day practice sprint 13

Your conversation worksheet 14

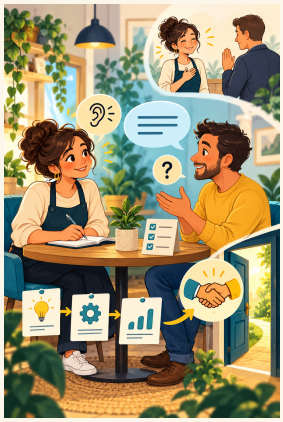
YOUR FINISH LINE

One prepared conversation, one clearly understood problem, one honest recommendation and one mutually agreed next action.

01 / MEET YOUR GUIDE

Noor stops presenting and starts listening

Fictional example: Noor, her design studio, customer and conversation are invented.



THE RUSHED PITCH

Noor meets a cafe owner and immediately shows every design service. The owner becomes quiet because the problem, budget and timing have not been discussed.

THE BETTER CONVERSATION

She restarts: What is changing in the cafe? What must be ready before opening day? What has already been decided? She listens, summarizes and recommends only a launch menu and sign kit.

THE LESSON

Useful sales conversations reduce confusion. The right answer can be yes, not yet, a smaller step or no fit.

02 / FOLLOW A SIMPLE PATH

Use the six-part conversation map

A flexible structure keeps the meeting focused while leaving room for the customer to explain what matters.

1 / PREPARE + OPEN

Know the customer context, your boundaries and the purpose of the meeting. Confirm time and agree on a simple agenda.

2 / DISCOVER + LISTEN

Ask about the current situation, desired change, impact, timing, decision process and previous attempts.

3 / SUMMARIZE + CHECK

Reflect the need in plain language. Ask what you missed before you recommend anything.

4 / RECOMMEND + DECIDE

Explain the best-fit option, price, limits and evidence. Agree on the next action or close the conversation respectfully.

CONVERSATION BALANCE

Customer speaks / seller listens / both clarify / seller recommends / both decide the next step.