

# Email Scripts + AI Prompts

CLOSE MORE HOTEL DEALS:  
BONUS



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# E-MAIL SCRIPTS

(Copy, paste, tweak. send)



## Before You Use These Scripts:

These emails are intentionally written to be clear, concise, and conversation-driven — because that's what gets responses.

You're encouraged to personalize them with names, event details, and a touch of warmth, but avoid over-editing or rewriting them completely. The structure is what makes them effective.

Remember, your client is scanning quickly — often in less than a second — not just to read, but to decide if they even have time to respond. If your message is too long or unclear, you risk getting pushed to the bottom of the day... or never coming back up at all.

The subject lines are designed to get opened, and the message is built to guide, not overwhelm.

Keep it simple. Keep it focused. Let the structure do the work.



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# FIRST RESPONSE

(Inquiry Reply)

**Goal:** Don't just respond — start leading

Subject: Quick question about your upcoming [event/stay]

Hi [Name],

Thank you for reaching out—I'm excited to learn more about what you're planning.

Before I send over options, I want to make sure I'm pointing you in the right direction.

A quick question:

What would make this a win for you and your team?

Once I understand that, I can recommend the best fit and next steps.

Looking forward to hearing more,  
[Your Name]



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# CLARIFY EMAIL

(When They Ask For A Proposal Too Fast)

**Goal:** Slow down and guide

Subject: A quick clarification before I send options

Hi [Name],

I'm happy to put something together for you.

Before I do, I want to make sure what I send actually fits what you need (and doesn't create more back-and-forth for you).

Can you share:

- What matters most for this decision? (pricing, experience, ease, location, etc.)
- What success looks like for you when this is complete?

This will help me tailor something that truly works for you.

Talk soon,  
[Your Name]



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# PROPOSAL DELIVERY

(Positioning Email)

**Goal:** Tie your offer directly to their goals

Subject: Based on what you shared...

Hi [Name],

Based on what you shared about [insert their goal], I've put together an option designed specifically to support that.

You'll find the details attached.

What I'd recommend as a next step:

Let's take 10 minutes to walk through it together so I can answer any questions and make sure everything aligns with what you're looking for.

Would [day/time] work for you?

Looking forward to your thoughts,  
[Your Name]



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# FOLLOW-UP

(Without Losing Control)

**Goal:** Stay in control without sounding pushy

Subject: Next step?

Hi [Name],

I wanted to check in on the proposal I sent over.

More importantly—how does this align with what you had in mind?

If it makes sense, I'd be happy to walk through any adjustments and help you move this forward.

Would you like to:

- A) Move forward as is
- B) Adjust a few details
- C) Hold off for now

Just let me know what works best for you.

[Your Name]



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# CLOSE EMAIL

(Ask Clearly)

**Goal:** Ask for the business

Subject: Ready to move forward?

Hi [Name],

Based on everything we've discussed, this looks like a strong fit for what you're trying to accomplish.

Would you like me to move forward with securing these dates?

I can take care of everything on my end and make this easy for you.

Let me know and I'll get it started.

[Your Name]



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# STALLED DEAL

(Re-engage with direction)

**Goal:** Restart momentum

Subject: Quick reset

Hi [Name],

It sounds like things may have paused on your end, which is completely understandable.

Can I ask — has anything changed on your priorities, or is this still something you're looking to move forward with?

If it still makes sense, I'm happy to help you take the next step.

If not, no problem at all — just let me know.

[Your Name]



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# LOST DEAL RECOVERY

(Save the connection)

**Goal:** Leave door open + learn

Subject: Quick follow-up

Hi [Name],

Thank you again for the opportunity to work with you.

I'd love to learn — what ultimately influenced your decision?

Your feedback helps me improve and better support clients moving forward.

And if anything changes down the road, I'd welcome the chance to reconnect.

Wishing you a successful event,

[Your Name]



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# AI PROMPTS

(For ChatGPT or any AI tools)

AI can help you write faster.  
But only you can guide the conversation.

## Before You Use These AI Prompts...

AI is a powerful tool — but it should never replace your thinking, your strategy, or your voice.

Everything you've learned in this playbook still applies.

These prompts are designed to support you—not lead for you.

Use them to:

- Save time
- Get unstuck
- Refine your message

But **always** review what comes back.

AI has a tendency to:

- Over-explain
- Add unnecessary words
- Sound generic if not guided well

Your job is to bring it back to what works:

- Clear
- Concise
- Conversation-driven

Remember, your client is not reading every word — they're scanning to decide:  
*"Do I have time for this... and is this worth responding to?"*

If the message feels long, unclear, or overly polished... it loses impact.

## How to Use These Prompts Effectively

1. Start with the prompt
2. Review the output
3. Tighten it
4. Make it sound like YOU



# AI PROMPTS

(Copy and paste into your Ai agent)



Choose the stage of the deal

## 1. CLARIFY THE CLIENT'S NEEDS

Prompt:

Act as a hotel sales expert. Based on this inquiry, identify what the client likely cares about most and suggest 3 clarifying questions I should ask before sending a proposal:

[Paste inquiry]

## 2. IMPROVE MY EMAIL RESPONSE

Prompt:

Rewrite this email to sound confident, clear, and focused on guiding the client—not just responding. Keep it professional but conversational:

[Paste email]

## 3. POSITION MY OFFER BETTER

Prompt:

Based on this client need: [insert need], rewrite my proposal email so it clearly connects my offer to their goal instead of listing features.

## 4. CREATE A FOLLOW-UP THAT MOVES THE DEAL FORWARD

Prompt:

Write a follow-up email that keeps control of the conversation, avoids sounding pushy, and gives the client clear next steps.

## 5. HANDLE “JUST SEND ME A PROPOSAL”

Prompt:

Write a response to a client who says “Just send me a proposal” that politely slows things down and asks the right clarifying questions.



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# AI PROMPTS

(Copy and paste into your Ai agent)



Choose the stage of the deal

## 6. CREATE A CLOSING QUESTION

Prompt:

Based on this scenario: [insert details], give me 3 confident but non-pushy ways to ask for the business.

## 7. RE-ENGAGE A STALLED DEAL

Prompt:

Write a short email to re-engage a client who has gone silent after receiving a proposal. Keep it direct, helpful, and low pressure—but still moving toward a decision.

## 8. TURN NOTES INTO A STRONG POSITIONING STATEMENT

Prompt:

Take these client notes and turn them into a short positioning statement I can use in my proposal:

[Paste notes]



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# QUICK REFERENCE CHEAT SHEET

## IF THEY SAY:

- “Just send me a proposal”
- 👉 Ask a clarifying question
  
- “We’re still looking”
- 👉 Guide the comparison
  
- “I’ll get back to you”
- 👉 Define the next step
  
- “We’re not ready yet”
- 👉 Understand what’s missing



## Always remember:

- Don't respond → Guide
- Don't present → Position
- Don't wait → Ask

The conversation doesn't move forward unless you do.

— Felecia McAbee



# 5 PLUG-AND-PLAY CLOSING QUESTIONS

*(Use these to move from conversation to decision)*

## 1. The Direct Close

*“Would you like to move forward with securing your dates?”*

- ✓ Use when: Everything aligns
- ✓ Why it works: Clear, confident, no confusion

## 2. The Alignment Close

*“Based on what you shared, does this feel like the right fit?”*

- ✓ Use when: You’ve positioned well
- ✓ Why it works: Lets them confirm (or reveal hesitation)

## 3. The Guided Close

*“Would it be helpful to walk through next steps together?”*

- ✓ Use when: They’re close but unsure
- ✓ Why it works: Reduces pressure, keeps momentum

## 4. The Choice Close

*“Would you prefer to move forward as is, or adjust a few details first?”*

- ✓ Use when: They’re hesitating
- ✓ Why it works: Keeps control while offering flexibility

## 5. The Confidence Close

*“Is there anything holding you back from moving forward?”*

- ✓ Use when: You sense hesitation
- ✓ Why it works: Brings hidden objections into the open.



# 5 CLARIFYING QUESTIONS YOU CAN USE ANYWHERE

*(Use these to uncover what really matters)*

## 1. The Outcome Question

*“What would make this a win for you?”*

- ✓ Use when: Early in conversation
- ✓ Why it works: Centers everything on their goal

## 2. The Priority Question

*“What matters most as you make this decision?”*

- ✓ Use when: Multiple factors are in play
- ✓ Why it works: Helps you position effectively

## 3. The Detail Question

*“Can you tell me a little more about that?”*

- ✓ Use when: They're vague
- ✓ Why it works: Opens the door to real insight

## 4. The Comparison Question

*“What are you comparing most closely right now?”*

- ✓ Use when: They mention other options
- ✓ Why it works: Gives you competitive clarity

## 5. The Success Question

*“When this is complete, what does success look like for you?”*

- ✓ Use when: Mid-conversation or before proposal
- ✓ Why it works: Helps you align your offer to outcomes



PART 3

# NOW GO USE THIS!

You don't need more information.

You don't need more leads.

You don't need to wait until you feel "ready."

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You need to take what you've learned here...  
and use it in your very next conversation.

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Ask one better question.  
Guide one next step.  
Follow up with purpose.

That's how deals move forward.

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If you want to go deeper...

I offer additional training for individuals and teams focused on  
real-world application, conversation strategy, and closing more  
business consistently.

Cheers to better conversations — and more closed deals,  
Felecia McAbee

👉 Visit: [The Conversation Company](#).

Better conversations don't just feel better - they close deals.



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