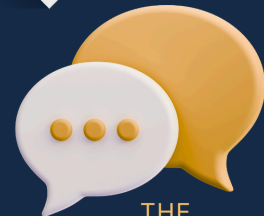


Close More Hotel Deals: Hotel Sales Conversation

TURN CONVERSATIONS INTO
CONFIRMED BUSINESS



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WORKBOOK

SMART
MOVE

Welcome



Let's Get You Closing

I've been right where you are — staring at deals that should have closed, wondering what I was missing and wishing someone would just show me how to move things forward. I want you to know this — you already have what it takes to be incredibly successful in hospitality sales. You don't need more leads or more pressure, you need the right approach and the confidence to use it. This playbook is the training I wish I had when I was in your shoes. I created it with you in mind, so you can take what's already in your hands and turn it into real, consistent results.

Each section includes a 5-minute exercise so you can put it in action.



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INTRO

Truth

You Don't Need More Leads

You need to close the ones you already have.

A full pipeline feels productive, but the purpose of a pipeline isn't to collect opportunities — it's to convert them into revenue. Right now, you likely have deals sitting there that should be moving forward but aren't. That's not a pipeline problem — it's a process problem. And the good news? That's something you can fix. Let's change that.

Read



Apply



Watch



Use
Immediately



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Why You're Not Closing

And it's not what you think

BY THE END OF THIS MODULE YOU'LL UNDERSTAND EXACTLY WHERE YOUR DEALS ARE SLIPPING — AND HOW TO FIX IT.

UNDERSTAND

Let's Be Honest for a Minute

You're not losing deals because you're bad at finding business. You're losing deals because no one ever really taught you how to close them.

Most hotel sales professionals are taught to:

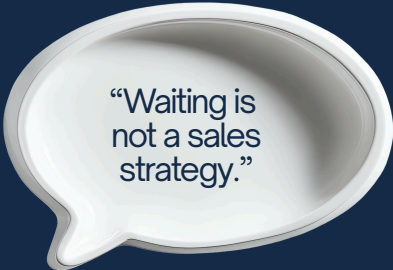
- Respond quickly
- Be friendly
- Send proposals
- Follow up

And then... you hope the client chooses you.

That's not a strategy.

That's waiting.

And waiting doesn't close deals.



“Waiting is not a sales strategy.”

“The moment you lead the conversation is the moment the deal starts moving forward.” - The Conversation Company



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The REAL Problem

Most deals don't fall apart at the end.

They fall apart much earlier — at the moment the sales professional stops guiding the conversation.

Instead of leading, you:

- Answer questions
- Send information
- Adjust pricing
- Check in later

And somewhere in that process...
the client takes control of the decision.

Order Taker vs. Deal Driver

This is the shift that changes everything.

Order Taker

- Waits for the client to decide
- Sends what's asked for
- Avoids being "too pushy"
- Hopes the proposal wins

Deal Driver

- Leads the conversation
- Clarifies what matters most
- Connects the offer to real outcomes
- Guides the next step
- Asks for the business

You don't need to be more aggressive.

You need to be more intentional.



Where Deals Actually Go Sideways

There is a moment in almost every deal where things start to drift.

It usually sounds like this:

- “Just send me a proposal”
- “We’re still looking at options”
- “I’ll get back to you”
- “We’re not quite ready yet”

And what most salespeople do next is:
Send the proposal... and step back.

That’s the moment the deal becomes:

- Delayed
- Price-driven
- Or completely lost

Not because your hotel wasn’t a fit —
but because **the conversation** lost direction.



The Truth About Your Role

You are not just there to provide information.

You are there to help your client:

- Make a decision
- Solve a problem
- Look good to their team or leadership

If you don't guide that process... someone else will.
Or worse — they won't decide at all.

A Simple Reframe That Changes Everything

Instead of thinking:

“I don't want to be pushy...”

Start thinking:

“It's my job to help them make a confident decision.”

That's not pressure.

That's leadership.

And clients actually appreciate it more than you think.



MODULE 1 EXERCISE

I can share plenty of examples of how this works — but the most powerful lessons come from your own experience.

Try This Now

(5-Minute Exercise)



*Think about your last deal that didn't close.
Ask yourself:*

- 1. At what point did I stop leading the conversation?*
- 2. Did I clearly guide the next step?*
- 3. Did I ask for the business — or wait for them to decide?*

Now rewrite that moment.

What could you have said to move the deal forward?

What You'll Learn Next

Now that you understand why deals stall...
In the next section, I'll show you exactly how to:
Lead the conversation
Keep control (without being pushy)
And confidently move toward a close

Watch This in Action (5 Minutes)

(Video link will go here)

I'll walk you through a real scenario and show you exactly where deals go off track—and how to fix it in the moment.



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THE CLOSING CONVERSATION FRAMEWORK

How to guide every deal from inquiry to “Let’s move forward”

BY THE END OF THIS SECTION, YOU’LL KNOW EXACTLY WHAT TO SAY, WHEN TO SAY IT, AND HOW TO CONFIDENTLY GUIDE YOUR CLIENT TO A DECISION.

UNDERSTAND

First, closing isn’t about pressure.

It’s not about being pushy.

And it’s definitely not about talking more.

It’s about guiding the conversation.

Most deals stall because there’s no clear direction.

This framework gives you that direction — so every conversation has purpose, movement, and a next step.



"To close the deal, focus on solving the customer's problems with precision, not just pushing for the sale." — Jill Konrath.



The 5-Step Closing Framework

Say it - Do it - Win it

The **5-Step** Closing Framework



Connect



Clarify



Position



Guide



Close

If you skip a step, the deal slows down.

If you follow the flow, the deal moves forward.



Step 1: Connect — Build trust quickly

Before you talk business, you connect.

THIS IS WHERE MOST SALESPEOPLE RUSH — AND IT SHOWS.

CONNECTION:

- Lowers resistance
- Builds comfort
- Opens the door for real conversation

EXAMPLE:

“I saw your team stayed with us last year — how did that experience go?”

Tip: Connection doesn't need to be long — it needs to be real.

Sales is simply the courage to lead a conversation others are avoiding.
~ The Conversation Company



1

CONNECT

(Establish control + tone + positioning)



Goal: Build rapport without losing authority



OPTION A
**Professional +
Observational**

“

Thank you for sharing all of that with me, that's really helpful. It sounds like you've done this before and have a clear vision. I'd love to understand... what makes this particular event important?”

→ **Why this works:**

acknowledges competence + opens emotional driver



OPTION B
**Warm + Slightly
Disarming**

“

“I appreciate you walking me through that. Quick question before we go further—what's the biggest thing you want people to walk away saying after this event?”

→ **Why this works:**

shifts from logistics → outcome immediately



If they stay surface-level:

“Got it, and what's driving that this time? Is this more team-focused, client-facing, or leadership-driven?”



CONNECT



CLARIFY



POSITION



GUIDE



CLOSE

Step 2: Clarify — Understand what actually matters

This is the most skipped — and most important — step.

ASK:

If you don't fully understand their goal, your proposal becomes a guess.

- What are they trying to accomplish?
- What matters most; price, experience, ease?
- What does success look like for them?

EXAMPLE:

- “What would make this a win for your team?”
- “What’s most important as you make this decision?”

If you don't clarify,
you can't close confidently.



2

CLARIFY

(Make THEM the hero + uncover decision drivers)



Goal: Define success in THEIR language
(this becomes your close later)



OPTION A (Core Question – keep this anchor)

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

→ This is gold. Keep it.



OPTION B (Expand to business impact)

“How is leadership measuring success for this meeting or stay?”

→ Now you’ve uncovered pressure + accountability



OPTION C (Decision clarity)

“When you’re comparing options, what are the top 2–3 things that will matter most?”



If answers are vague:

• *“Let’s make sure I get this right—if we nailed this, what would you be thrilled about afterward?”*

OR

• *“On the flip side—what would make this feel like a miss?”*

→ This pulls out real objections early



CONNECT



CLARIFY



POSITION



GUIDE



CLOSE

Step 3: Position — Connect your offer to their goal

Now — and only now — you
present your solution.

HOW: Not as a list of features.

You position it as the answer to what they just told you.

RESIST the urge to tell them all the great things you can do.

LISTEN to understand what is important to them — not to respond.

EXAMPLE: “Based on what you shared about keeping your team focused and on schedule, our meeting package is designed to support exactly that. . .”

Pro Tip:

Don't present everything.
Present what matters to them.



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3

POSITION

(Confident recommendation—not a menu)



Goal: Stop presenting options → start prescribing solutions



OPTION A (Direct Recommendation)

“Based on what you shared, here’s what I would recommend...”

→ Then tie DIRECTLY to what they said:
“You mentioned team focus and simplicity—so I’d suggest...”



OPTION B (Expert Framing)

“What typically works best for groups like yours is this...”

→ Why this works: removes pressure from them to “figure it out”



OPTION C (Contrast Positioning)

“There are a few ways we could go, but based on your goals, I wouldn’t recommend X. I’d guide you toward this instead...”

→ This builds trust FAST



CONNECT



CLARIFY



POSITION



GUIDE



CLOSE

Step 4: Guide — Lead the decision

This is where most deals are lost!

LEAD:

Instead of guiding, most salespeople step back and say:
“Let me know what you think.”

That’s not guidance — that’s abandonment.
Instead, move the conversation forward...

EXAMPLE: “Would this setup support what you’re looking for?”

“How does this compare to what you’ve seen so far?”

“How does this align with your vision for your event/stay/conference?”

Pro Tip:

If you don’t guide, the deal stalls.



4

GUIDE

(This is where deals are **WON** or **LOST**)



Goal: Test alignment + surface objections without asking “what do you think?”

PRIMARY QUESTION OPTIONS:



OPTION A
(Comparison)

“How does this compare to what you had in mind?”



OPTION B
(Confidence Check)

“Does this feel like it gets you to the outcome you described?”

NOW—HANDLE RESPONSES LIKE A PRO:



If they say:
“Better than expected”

→ *“That’s great to hear—what specifically stands out to you?”*

→ Reinforces value → moves toward close



If they say:
“It works / meets needs”

→ *“Perfect—what part feels like the strongest fit for your group?”*

→ Gets them selling it back to you



If they say:
“It’s okay”

→ *“Fair enough—what would we need to adjust to make this a strong yes for you?”*

OR

→ *“Sounds like we’re close—what’s missing?”*



If they hesitate / stall:

→ *“Typically when I hear that, it’s one of three things—timing, budget, or uncertainty. Which one should we talk through?”*

→ This is a power move



If they bring up budget:

→ *“Understood—how far off are we from where you need to be?”*

→ Now it’s measurable, not emotional

1

CONNECT

2

CLARIFY

3

POSITION

4

GUIDE

5

CLOSE

Step 5: Close — Ask clearly and confidently

Closing doesn't have to feel awkward.

CLOSING: You're not forcing a decision — you're helping them make one.

Deals don't close because of better pricing — they close because of better conversations.

EXAMPLE: “Would you like me to move forward with securing these dates?”

“Are you comfortable moving ahead with this option?”

Pro Tip:

If you don't ask, the deal doesn't close.



5

CLOSE

(Clear, confident, no pressure—but direct)



Goal: Move forward without sounding desperate OR passive



OPTION A
(Direct Close)

“Would you like me to secure this for you?”



OPTION B
(Assumptive Close)

“The next step would be to lock in the space and dates—would you like me to take care of that?”



OPTION C
(Soft Control Close)

“Are you ready to move forward, or do you need anything else from me to feel comfortable?”

HANDLING RESPONSES



YES:

- *“Amazing—I’m excited to work on this with you.”*
- *“Here’s what we’ll do next…”*
- Then clearly outline:

- ✓ Agreement
- ✓ Deposit
- ✓ Timeline
- ✓ Next touchpoint



NOT YET:

- *“No problem—what’s your next step from here?”*
- Then immediately guide:
“Is there anything in your process where I can help make this easier?”



HESITATION / DELAY:

- *“Totally fair—when are you planning to make a final decision?”*
- Lock in timeline



NO:

- *“Understood—and just so I can improve, what ultimately led you in another direction?”*
- This is pipeline gold

1
CONNECT

2
CLARIFY

3
POSITION

4
GUIDE

5
CLOSE

Putting It All Together



Scenario:

Corporate Team Meeting
w/ Guest Rooms

Script Flow:

Connect:

“Thanks again for taking the time
today...”

Clarify:

“What would make this meeting and
stay successful for your team?”

Position:

“Based on that, here’s what I recommend...”

Guide:

“How does this compare to what you had in mind?”

Close:

“Would you like me to secure this for you?”



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The 5-Step Conversation Framework

Lead with Curiosity. Guide with Confidence. Close with Clarity.



STEP	PURPOSE	FOCUS	KEY ACTIONS & EXAMPLES
1 CONNECT 	Build trust and create comfort so the client is open to having a real conversation.	 RELATIONSHIP FIRST Make it about them, not you.	<ul style="list-style-type: none"> Start warm and professional. Find common ground. Set the tone for collaboration. <hr/> <p><i>"I appreciate you taking the time to meet today. What's most important for us to make sure we cover?"</i></p>
2 CLARIFY 	Uncover what matters most so you can identify their true North Star.	 FIND THEIR NORTH STAR Ask. Listen. Understand.	<ul style="list-style-type: none"> Ask open-ended questions. Listen for goals, challenges, and definition of success. Count to 5 – uncover the real need. <hr/> <p><i>"What are you hoping this event will achieve?"</i> <i>"What does a successful outcome look like for you?"</i> (Count to 5 – keep digging.)</p>
3 POSITION 	Present the right solution aligned to their goals, showing how you can help them win.	 ALIGN & RECOMMEND Connect your solution to their North Star.	<ul style="list-style-type: none"> Start with: "Based on what you shared..." Recommend with confidence. Tie it back to their goals and what matters most. <hr/> <p><i>"Based on what you shared, here's what I would recommend... This setup allows your team to stay focused and actually get through the agenda."</i></p>
4 GUIDE 	Guide them through the decision process with curiosity, support, and clear direction.	 STAY ON THE RIGHT TRAIL Circle back if needed. Keep them moving forward.	<ul style="list-style-type: none"> Check understanding and alignment. Address questions or concerns. Circle back to Clarify or Position if needed. <hr/> <p><i>"How does this compare to what you had in mind?"</i> <i>"Does this solution support the outcome you're looking for?"</i></p>
5 CLOSE 	Move confidently toward agreement and secure the commitment.	 COMMIT WITH CLARITY Make it easy to say yes.	<ul style="list-style-type: none"> Summarize the value and fit. Confirm readiness. Ask for the business. <hr/> <p><i>"Does this feel like the right next step for you?"</i> <i>"Shall I go ahead and secure these dates for you?"</i></p>

THE HEART OF EVERY CONVERSATION



Lead with **CURIOSITY**



Listen with **INTENTION**



Align with **CLARITY**



Close with **CONFIDENCE**



YOUR NORTH STAR

What matters most to them is your direction. Keep coming back to it.



IT'S NOT ABOUT PUSHING. IT'S ABOUT GUIDING.

Be the trusted guide. Be the solution they choose.

COMMON BREAKDOWN POINTS

Where Does This Break Down?

WHERE:

- Listening for the goal
- Skipping Clarify
- Overloading with information
- Not guiding
- Avoiding the close

REMEMBER:

Most deals don't fail at the end — they fail in the middle.

But you won't let this happen!

“Sales is the courage to guide a conversation all the way to a decision.”
~ The Conversation Company



TRY THIS NOW

(EXERCISE)



TRY:

This on Your Next Call

- Use one Clarify question
- Position based on their answer
- Guide the next step
- Ask for the business

WRITE:

In your own voice what you would actually say.

- 5 clarifying questions
- 5 closings for those scenarios
- PRACTICE them so they flow right into conversations!

“Sales is the courage to guide a conversation all the way to a decision.”
~ The Conversation Company



THE TRUTH ABOUT STALLING

Let's call this what it is.

Clients don't stall because they're trying to frustrate you.

They stall because:

- They're unsure
- They're comparing
- They don't feel confident deciding yet

And when that happens... they pause.

What you say next determines everything.



What to Say When They Stall

How to respond with confidence when deals slow down



By the end of this section, you'll know exactly what to say when clients hesitate—so you can keep deals moving instead of losing momentum.



The Biggest Mistake

The Follow-Up That Kills Deals

Most salespeople respond to hesitation like this:

“Just checking in to see if you had any updates...”

This does two things:

- Removes urgency
- Gives control away

And now the deal sits... or disappears.

This Is Not the End — This Is the Opportunity

Try: “ It’s been a minute since we connected about your plans — where are you in your decision process?”

REFRAMING

This is NOT a no.

When a client says:

- “We’re still deciding” -----> Clarify
- “Send me a proposal” -----> Reposition
- “We’re looking at options” -----> Guide

That is your moment to:



SCENARIO 1: “WE’RE STILL DECIDING”

What they say:

“We’re still deciding.”

What NOT to say:

“Okay, just let me know if you have any questions.”

What to say instead:

“I completely understand, this is an important decision. Can I ask, what factors are most important as you narrow things down?”

Why this works:

- Keeps the conversation going
- Brings clarity
- Repositions you as a partner, not a vendor



SCENARIO 2: “SEND ME A PROPOSAL”

What they say:

“Can you just send me a proposal?”

What NOT to do:

Send it immediately without context

What to say instead:

“Absolutely, I’m happy to do that.

Before I send it over, can I ask a quick question to make sure it’s exactly what you need?”

Follow with:

“What would make this the right fit for you?”

Why this works:

- Prevents guessing
- Makes your proposal stronger
- Keeps control of the conversation



SCENARIO 3: “WE’RE LOOKING AT OTHER OPTIONS”

What they say:

“We’re looking at a few options.”

What NOT to say:

“Okay, let me know how it goes.”

What to say instead:

“That makes sense, I’d expect you to explore your options.

Can I ask, what are you comparing most closely right now?”
(listen, this is important in closing)

Follow with:

“What’s going to matter most in your final decision?”

Why this works:

- Positions you competitively without pressure
- Gives you insight
- Opens the door to differentiate



SCENARIO 4: “BUDGET IS TIGHT”

What they say:

“We’re working within a tight budget.”

What NOT to do:

Immediately discount (or put them on hold to call Rev Mgr)

What to say instead:

“I understand, budgets are always a factor.
Can I ask, what part of this feels most challenging from a budget perspective?”

Follow with:

“If we align this more closely with your priorities, would that help you move forward?”

Why this works:

- Protects your value
- Keeps the deal alive
- Opens conversation instead of lowering price



THE PATTERN

Here's What You're Really Doing



Acknowledging



Asking



Guiding

In every one of these responses, you're:

- Acknowledging
- Asking
- Guiding

Not pushing.
Not retreating.

You're leading the conversation.

When a client hesitates, it's not a stop sign
— it's a signal to lead.



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TRY THIS NOW

(EXERCISE)



TRY:

This on Your Next Stall

Think of a current or past deal that hit a stall.

(It's okay, we all have them)

WRITE:

Your response to:

“We haven’t decided yet.” or

“We are still deciding.”

“Sales is the courage to guide a conversation all the way to a decision.”
~ The Conversation Company



MODULE 4

MODULE 4: THE FOLLOW-UP THAT CLOSES

(Not “Just Checking In”)

Stop chasing. Start guiding.

By the end of this section, you'll know exactly how to follow up in a way that creates action, builds confidence, and moves deals forward.



The Truth About Follow-Up

*“Just checking in”
is not a strategy
—it’s a stall.*

Let’s be honest...

Most follow-up sounds like this:

“Just checking in...”

And most clients respond with... nothing.

Because that message:

- Adds no value
- Creates no urgency
- Requires no decision

Follow-up isn’t about reminding.

It’s about moving the conversation forward.

Why “Checking In” Doesn’t Work

When you “check in”:

- You give control away
- You lower your position
- You make it easy to ignore



Reframe

Follow-Up Is Leadership



Every follow-up should do one of three things:

- Add clarity
- Re-anchor value
- Guide the next step

If it doesn't do one of these...

Don't send it.

REFRAME IT — This Is the Opportunity



THE 3 TYPES OF FOLLOW-UP THAT CLOSE DEALS

1. CLARITY FOLLOW-UP

Used when they're unsure

Example:

"After our conversation, I was thinking about your goal to keep your team focused during the retreat..."

2. VALUE FOLLOW-UP

Used when they're comparing options

Example:

"One thing I want to make sure you're considering..."

3. DECISION FOLLOW-UP

Used when they're close but hesitating

Example:

"Would it be helpful to walk through next steps together?"

Bottom Line:

Every follow-up has a purpose.



WHAT TO SAY

Scenario: Proposal Sent — No Response

Instead of:

“Just checking in...”

Say this:

“Hi Sarah,
I wanted to follow up on the proposal I sent over — specifically around your goal of keeping your team focused and on schedule.

Based on that, the meeting package we discussed is designed to support exactly that outcome.

Would it be helpful to walk through this together and see if it aligns with what you’re looking for?”



WHAT TO SAY

Scenario: Proposal Sent — No Response

Instead of:

“Just checking in...”

*“Just checking in” is not a strategy
—it’s a stall and weak.*

Say this:

“Hi Sarah,
I wanted to follow up on the proposal I sent over—specifically around your goal of keeping your team focused and on schedule.

Based on that, the meeting package we discussed is designed to support exactly that outcome.

Would it be helpful to walk through this together and see if it aligns with what you’re looking for?”

ALTERNATIVE: Sometimes less is more.

Example:

“Hi Sarah,
Based on what you shared, this feels like a strong fit. Would you like to move forward with securing your dates?”



TIMING MATTERS

When to Follow-Up

- 24–48 hours after proposal
- After a key conversation
- Before decision deadlines

Pro Tip:

Don't wait too long — you lose momentum.

THE FOLLOW-UP FORMULA

Use This Every Time

1. Reference their goal
2. Reconnect your solution
3. Ask a forward-moving question

Example Formula:

“You mentioned [goal]...

Based on that, [your solution] supports that outcome...

Would it make sense to [next step]?”



TRY THIS NOW

(EXERCISE)



FOLLOW-UP ISN'T ABOUT STAYING TOP OF MIND.
IT'S ABOUT MOVING THE DECISION FORWARD.

(READ THAT AGAIN)

FIND:

Take your last email that said:
“Just checking in...”

WRITE:

Rewrite it using:

- Goal
- Value
- Next step

"Practice is just as valuable as a sale. The sale will make you a living; the skill will make you a fortune." — Jim Rohn.



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MODULE 5

MODULE 5: CONFIDENCE, CONTROL & CONSISTENCY

The shift that changes everything

By the end of this section, you'll see yourself differently — and that's what ultimately changes your results.



THE REAL DIFFERENCE

Let's be honest...

DIFFERENCE:

- Top-performing sales professionals don't just:
- Know more
- Work harder
- Talk better
- *They think differently.*

REMEMBER:

They don't:

- Wait for decisions
- Hope for responses
- Chase outcomes

They lead conversations.

“Great execution is the ultimate differentiator” - Margaret Molloy



THE IDENTITY SHIFT

You're Not an Order Taker

You're a:

- A guide
- A strategist
- A decision facilitator

Everything changes.

WHEN You Shift

FROM: "I hope they choose us..."

TO: "I'm here to help them make the best decision..."

"When efforts are wisely executed, the situation and condition do not affect the performance." - Ashish Patel



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Putting It All Together

CONFIDENCE (WHAT IT REALLY IS)

Confidence isn't:

- Having the perfect script
- Never feeling unsure
- Always knowing the answer

Confidence is:

Being willing to lead the conversation anyway.

CONTROL (REDEFINED)

Control doesn't mean pressure.

It means:

- Guiding the flow
- Asking the right questions
- Keeping momentum

If you don't guide the conversation...

The client won't either.

And the deal sits.

CONSISTENCY (THE SECRET)

Anyone can do this once.

Top performers do it every time.

- Every call has structure
- Every follow-up has purpose
- Every conversation moves forward



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Putting It All Together

Consistency is what turns skill into results.

Let's look at what you now have:

- You understand why deals stall
- You know how to guide the conversation
- You know what to say when they hesitate
- You know how to follow up with purpose

This is no longer guesswork.

This is a system.

You don't need more leads.

You need better conversations.

Now It's Your Turn

On your **next** call:

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

That's it.

Start there.



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NEXT...

Ready to Go Further?

If this helped you, there's more.

Inside my full training programs, I go deeper into:

- Real-world scenarios
- Role-play and coaching
- Advanced closing strategies
- Team training options

Whether you're looking to grow individually or train your team...

You don't have to figure this out alone.

👉 Visit: www.theconversationcompany.co
(The Conversation Company)

Now It's Your Turn

I've been where you are. Trying to figure this out on my own...

Learning through trial and error...

Wishing someone would just show me what actually works.

That's why I created this.

Now you have it.

Use this on your next call. Not someday, your next call!

Cheers to better conversations — and more closed deals.

Felecia

— Felecia McAbee
The Conversation Company

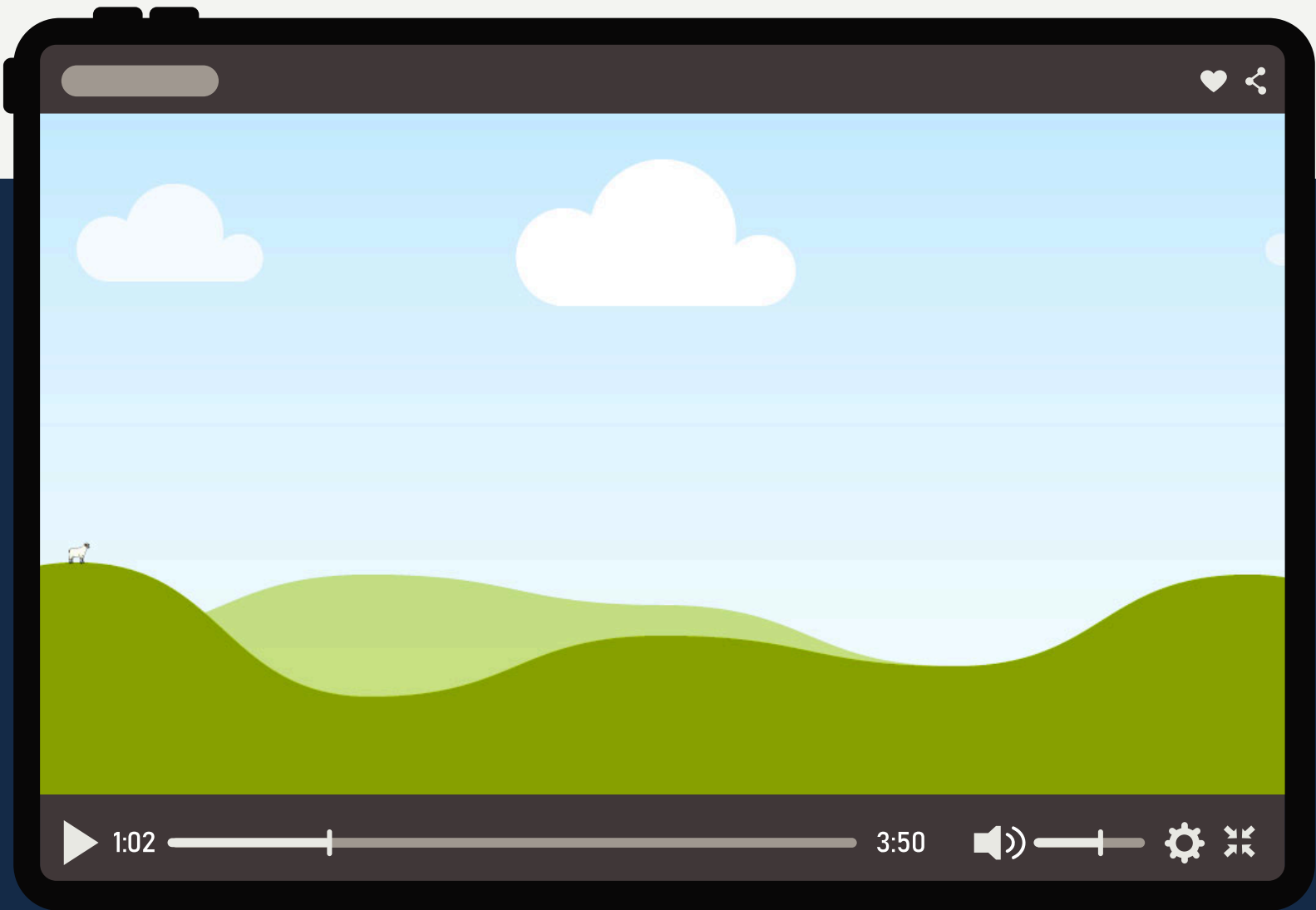


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CLOSING

Thank You.



It's not goodbye....



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