

Lesson 7 • The Conversation

How to open, what to ask, what to never promise, and how to hand the work off without losing the customer.

When you finish this lesson you can

- Run an opening conversation without pitching a product in the first two minutes.
- Handle the five objections you will actually hear.
- Hand work to production and stay the customer's person.

The points worth remembering

- **The shape of the conversation?**
Ask, listen, show, quote, hand off.
- **The opening question?**
Have you ever asked one of those chat assistants about your own business? Then stop talking.
- **What is the Health Check for in the conversation?**
Showing an owner something wrong about his own business - which lands harder than anything you could say.
- **Two rules when showing the Health Check?**
Do not gloat, and do not oversell what it means.
- **How do you quote?**
From the published page, on your phone, turned around. Scope-based work gets a written quote.
- **I already have a website.**
Good - who keeps it current, and when did it last change?
- **My nephew does my SEO.**
Fine. What has been done about how assistants describe the business?
- **I do not need AI.**
Agreed. He needs to be found and described correctly. Drop the word and describe the work.
- **I got burned by a marketing company.**
Do not defend the industry. Published pricing, month to month, cancel any time, and we do not promise rankings or leads.
- **Too expensive.**
What are you comparing it to? There is a free level and a \$4.99 level.
- **What do you do after the order is in?**
Tell him what happens next and who does it, then be the one who calls when it is live.

Lesson 7 · check yourself

Circle one. The answer is printed underneath, so this is only worth doing honestly.

1. What comes first in the conversation?

- a) Showing him what we build.
- b) Asking a question and letting him answer. ✓
- c) Quoting a price so he knows it is affordable.

Why: Ask, listen, show, quote, hand off. Most reps lose it at step one because showing is more comfortable than asking.

2. He says he got burned by a marketing company two years ago.

- a) Explain that most agencies are not like that.
- b) Agree it happens, then point at published pricing, month to month, and no promised rankings. ✓
- c) Offer a discount to make it easier to trust you.

Why: Do not defend the industry and do not buy trust with a discount. The honest structure of the offer is the answer.

3. You do not know whether something is included.

- a) Give your best guess, it is probably right.
- b) Say you do not know and find out. ✓
- c) Say yes, and sort it out with production later.

Why: Every made-up answer becomes production's problem and lands back on you in month two.

4. The order is signed and passed to production. What now?

- a) Move to the next prospect; production owns it.
- b) Tell him what happens next and who does it, and call him when it is live. ✓
- c) Wait for him to contact you if there is a problem.

Why: The handover is where reps lose accounts. You get the account - staying the customer's person is the whole point.

Lesson 7 · work to do away from the screen

Handwritten. It is slower on purpose.

Write your opening question and your first three follow-ups.

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Write your answer to all five objections, in your own words. Not these words - yours.

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Run a Health Check on a business you know and write how you would show it to the owner without making him defensive.

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