

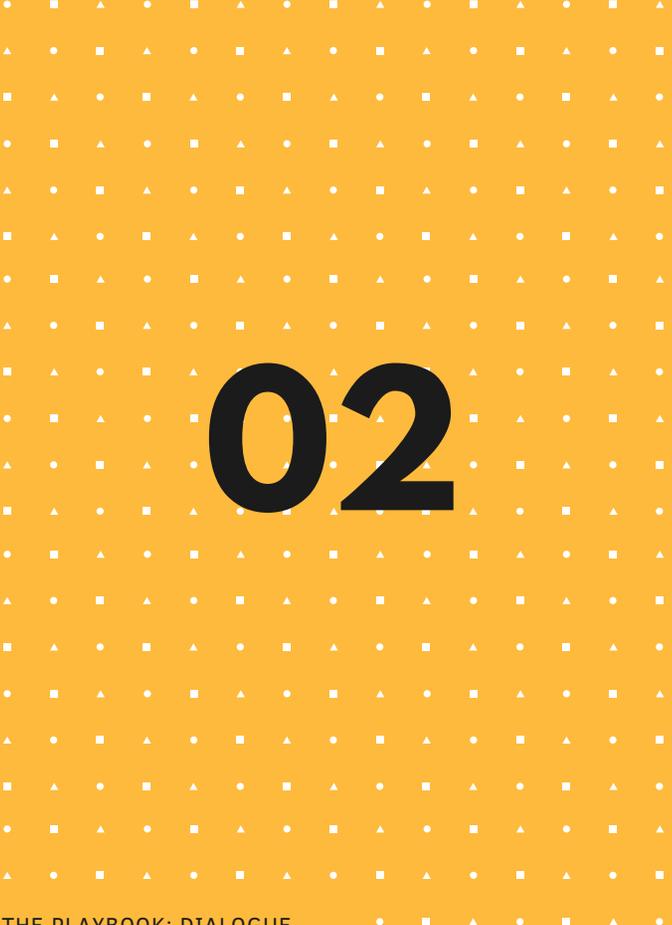


SAY  
SAID  
SPEAK

# THE PLAYBOOK: Dialogue (Sales)

Alchemy Agency Ltd.

01



# 02

# Discussion Points

## Overview

SAY: Starting a Conversation, Not a Sales Pitch

SAID: Listen for the Ask

SPEAK: Amplify Their Voice with Yours

SAY

# Start a conversation, not a sales pitch.

## It starts with what you say.

We schedule a time to connect with one of our sponsors and we're keen to get their support for an upcoming event. We might even feel the need to cut to the chase so as not to waste their time.

But give yourself a breath. Before launching into the pitch, offer a conversation starter that signals to the person that *you* have time for *them*. This doesn't mean the same thing as *"I'm going to take up your time"*. Be attuned to what they say and how they say it. You can gauge if a conversation is welcome, or if you need to get down to business sooner.

Our goal is not the small talk. Rather, the bleeding of conversation into a more intimate understanding of the person's situation which is where the best information resides - where empathy can take root.



# 04

THE PLAYBOOK: DIALOGUE

**What you say  
helps what  
you hear.**

## The Art of Conversation Starting

This is something of an art form. We don't even want to suggest scripted conversation starters because it's not so much the words as it is the expression, body language and other variables in the immediate environment that can be used to your advantage.

Yes, even over the phone or through a webcam, there are intonation and cadence of speech that can turn a sentence from stressed and inauthentic to disarmingly charming.

The best advice we can offer is to get yourself into a warm, engaging mindset. Think about having fun with a friend you haven't seen in a while. Elevate your mood and bring a modest dose of light energy to the first few words.

How you open the conversation will also give direction to the response and thus influence what you hear from the other person. Consider that - what you say will directly impact what you hear.

# Listen for ask.

## Conversation Bleeds into Discussion

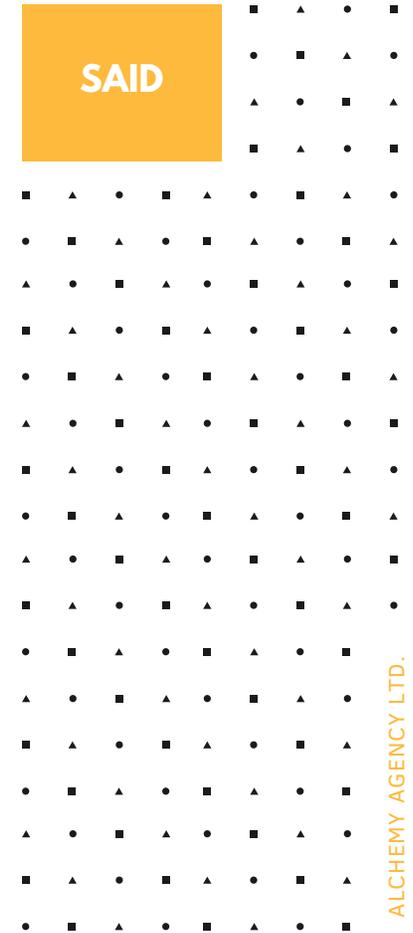
In the back of your mind, follow the conversation you've started and slowly steer it towards business. This may take practice, as blunt transitions from a social topic to business discussion can feel abrupt and throw the rhythm off.

Instead, be mindful of possible segues where transition is natural and the conversation can naturally narrow down to a discussion. Be careful here not to jump into a sales pitch. Instead, put more onus on yourself to find information, ask questions, clarify pain points and reinforce the pain by asking your prospect to elaborate.

You want to illustrate the problem by having the prospect talk about it. Your solution will come once the pain is almost felt by both of you in the prospect's description of it. In the midst of this, you'll hear an ask.

The 'ask' is rarely an outright, "What can you sell me to fix this?", although don't be surprised if that comes up from time to time. Sometimes the ask is a subtle pause, or body language that shows a downward trajectory of energy or enthusiasm.

At this point, we come to the rescue with our solution. Be mindful of reintroducing that same light, engaging energy and optimism you started the conversation with as you present your solution.



# Amplify their voice with yours.



## What Good Listeners Do

If you're a good listener, you'll be able to amplify what the other person has said. No, this is not the same as repeating what they said in different words. This is a practice in both empathy and emotional intelligence.

By amplifying their position, you'll have the advantage of seeing what they see *and* see how your solution works for that situation. For example, a sponsor prospect might demonstrate frustration with online initiatives because they aren't able to connect with your members in a meaningful way.

If you have a solution, such as a braindate event or speed meeting event, you can first amplify their frustration and empathize with the effect this has on their business. But now, we know where and how our solution can resolve that frustration and bring new engagement to their sponsorship activation.

Presenting our solution after we've amplified their position sends the powerful signal that we "get it". If we prove we understand their plight, our solution will feel accurate.