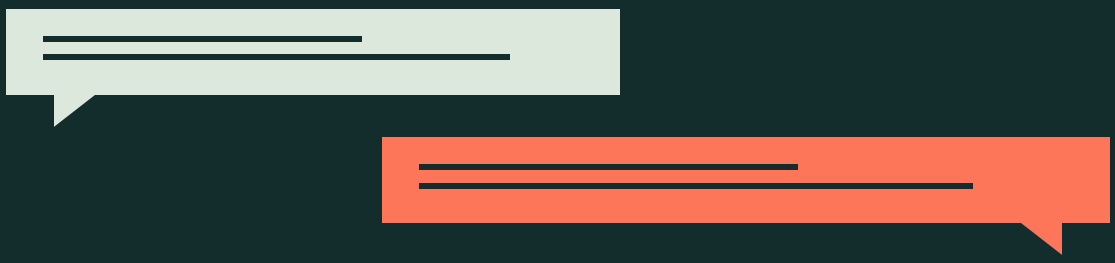
BEFORE THE WIN

FREE SAMPLE

Say It Clearly

12 conversations you keep putting off

This sample includes the full conversation about deadlines and a worksheet to prepare a conversation of your own.



English edition

CONVERSATION 01 / 12

Agree on a workable deadline

It's Wednesday. A client is taking your figures to a meeting on Friday morning. You can check the figures by Thursday, but comparing all three options will take another day.

OPEN WITH

"I can deliver the checked figures by 3 on Thursday. The full comparison will be ready on Friday afternoon. What do you need for the meeting itself?"

YOU MIGHT HEAR

"Both. I promised them the whole thing."

REPLY

"Will they decide between all three options? If comparing two is enough, I can have those ready on Thursday and flag what's missing."

CONFIRM IN WRITING

"Agreed. I'll send the figures and two scenarios by 3 pm Thursday. The third scenario will follow by 4 pm Friday."

What makes this work

Find out which decision the client has to make. Two scenarios only help if the meeting can go ahead with two. If all three are essential, ask which other piece of work can move.

Try it yourself

Write down one part you can deliver early and one that takes longer. Say your offer out loud. Can you hear both a specific time and a question that lets the other person choose?

WORKSHEET

Before the conversation

Use one real incident. Keep this sheet open while you talk, or take one sentence from it into the room.

What exactly happened? When?

Which choices are actually available?

My opening line, in no more than two breaths

What objection might I hear, and what will I ask?

What needs agreeing before we finish?