Client-Centered Sales Conversations

November 11, 2026
Approach discovery calls as collaborative conversations rather than scripted pitches.

What this guide covers

- Prepare questions and practice active listening.
- Document challenges, goals and constraints.
- Explore possible next steps with the client.

Who this is for

For service professionals conducting sales conversations.

Putting the ideas to use

Use the framework to prepare and reflect on a discovery call.

Book details

Format: Guide. Pages: 13. Words: 1084.

Download availability: After payment, download the complete ZIP package or the included PDF separately.