SALES CONVERSATION BRIEF / YOUR 30-SECOND BRIEF

Jordan Lee

Head of Sales | Harbor Systems

YOUR OFFERING

A practical sales-conversation workshop to help a growing sales team prepare consistently for first meetings.

Prepared for: Alex Morgan | ClearPath Workshops

Opportunity assessment

Opportunity fit: Moderate	Evidence quality: Moderate

The fictional buyer leads a growing sales team, making consistent preparation a relevant topic. A preparation gap, budget and interest in an outside workshop have not been established.

Relevance assessment, not the probability of a sale.

01 / YOUR BEST OPENING ANGLE

Both fictional professional backgrounds include leading growing sales teams. Use that shared experience to ask how preparation changes as a team grows, without implying a personal connection.

TRY SAYING

As your sales team grows, what helps people arrive at a first conversation informed and curious, without sounding scripted?

02 / THREE QUESTIONS TO GUIDE THE CONVERSATION

01 How does your team prepare for a first conversation today?

02 Where is that approach working well, and where does preparation vary?

03 If a workshop looked useful, what would a small trial need to demonstrate?

03 / CONFIRM BEFORE OUTREACH

- Whether inconsistent preparation is an actual priority for Jordan’s team.
- Who would evaluate a workshop, what budget exists and whether the timing is right.

Full context and suggested language follow.

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MEETING NOTES

Context for the conversation

Supporting detail, questions and language to use in the meeting.

Professional bio

In this fictional scenario, Jordan Lee leads sales at Harbor Systems, a business software company. Their work includes supporting a growing team and developing its approach to customer conversations.

Professional background

• Head of Sales, Harbor Systems — current fictional role.

• Sales Manager, Northline Software — previous fictional role, supporting onboarding and coaching.

Recommended approach

Start with how the team prepares today. Ask for an example before describing the workshop. If a relevant gap emerges, offer a short workshop outline and agree on a useful measure of success.

Assessment rationale

The fictional buyer leads a growing sales team, making consistent preparation a relevant topic. A preparation gap, budget and interest in an outside workshop have not been established.

What the evidence supports

Illustrative assessment only. All people, companies, roles and supporting context in this sample are fictional. No live research was performed.

Actual reports distinguish supported evidence, hypotheses and missing information. Evidence coverage varies.

What to listen for

• Question 1 — Priority: Listen for a specific workflow and consequence; do not assume a problem exists.

• Question 2 — Fit: Learn the decision criteria, including whether building internally is preferable.

• Question 3 — Next step: Establish decision involvement and a measurable test; do not infer authority from a title.

What could make this a poor fit

• An effective existing enablement program, no preparation gap, or a different current priority could make a workshop unnecessary.

Opportunities to validate

• Hypothesis: A shared preparation routine could help new sellers.

• Hypothesis: A short practice session could help a team test opening questions.

Suggested email opener

Hi Jordan, we both have experience leading growing sales teams. I’m curious how your team prepares for first conversations today. If consistency is something you’re working on, would a short workshop outline be useful?

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Suggested call opener

As your sales team grows, what helps people arrive at a first conversation informed and curious, without sounding scripted?

Company and industry context

Harbor Systems is a fictional business software company. This example explores sales-team preparation; it does not establish company size, revenue, budget, location or purchasing plans.

Confirm before outreach

- Whether inconsistent preparation is an actual priority for Jordan’s team.
- Who would evaluate a workshop, what budget exists and whether the timing is right.
- All people, companies and professional histories in this sample are fictional. No live research was performed.

Seller profile

Alex Morgan | Founder

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