

Leading Customer Conversations

Helping sales and client-facing teams build trust, confidence and consistent growth through better customer conversations.

Your team doesn't need more information.

Today's buyers are more informed and more skeptical than ever. The salespeople who consistently win aren't the most knowledgeable. They're the ones who lead conversations that create clarity, confidence and trust.

Leading Customer Conversations gives your team one shared framework for those conversations, one that feels human, not scripted.

A learning journey built for lasting change

Know

Learn the foundations

- Sales mindset
- Buyer psychology and decision making
- Modern client expectations
- Building trust and rapport
- The role of today's trusted advisor

Integrate

Make it your own

- Discovery conversations that uncover real needs
- Effective qualification
- Leading the proposal conversation
- Navigating objections with confidence
- Your personal conversation framework

Master

Make it second nature

- Practice and role plays
- Personalized coaching and feedback
- Real-world application and peer learning
- Action planning for immediate impact
- Sustaining the habits that drive results

Understand buyer psychology

How today's clients decide, and why trust is built long before someone says yes.

Lead better conversations

Questioning, listening and coaching skills that uncover needs instead of creating pressure.

Build a flexible framework

A repeatable approach that fits each person's personality, strengths and business.

Create consistent growth

Better conversations that lead to stronger relationships, more referrals and more business.

Two days, or in sessions

In person over two days, or virtual across shorter sessions that fit your schedule.

Groups of 10 to 20

Room for real coaching and feedback. Larger teams run in multiple groups.

Tailored to your team

Built around your industry, your team's experience and your business goals.

The program modules

Each module ends with a practical tool your team uses in real conversations the very next week.

	Module	What participants learn	They leave with
1	Sales Mindset	Shift from selling to guiding confident decisions.	Discovery Question Guide
2	Buyer Psychology	Understand how today's buyers think, make decisions and evaluate risk.	Buyer Personas
3	Sales Foundations	Build confidence in the sales process and understand core sales concepts.	Sales Process Framework
4	Building Your Sales Framework	Create a flexible sales framework aligned to your personality and your buyer's journey.	Personal Sales Framework
5	Lead Generation & Messaging	Develop messaging and practical strategies to consistently generate qualified opportunities.	Messaging Frameworks
6	Discovery & Qualification	Ask better questions, qualify effectively and lead consultative conversations.	Qualification Checklist
7	The Working Proposal	Present collaborative solutions, navigate objections and confidently ask for the business.	Collaborative Solutioning Framework
8	Negotiating with Confidence	Protect value while negotiating, without relying on price concessions.	Negotiation Principles
9	Managing Your Sales Pipeline	Manage opportunities, outcomes and key performance indicators.	Pipeline Dashboard
10	Customers for Life	Create remarkable client experiences that generate referrals and repeat business.	Client Success Framework
Bonus	Sales Technology & AI	Explore CRM best practices, practical AI use cases and ethical implementation.	Technology Toolkit



This outline is a starting point, not a fixed curriculum.

Every module is customized to your industry, business objectives and your team's experience. Format, pacing, exercises and examples are tailored so everything applies to the conversations your team is having right now.

Every workshop includes

Interactive learning

Individual reflection

Group discussion

Practical exercises

Coaching & feedback

Real-world application



Let's talk about your team

Ashley Frank · 20+ years in professional sales, leadership, training and business strategy · 1,000+ sales professionals trained and coached · ICF member and ACC candidate

Let's talk about your team

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