

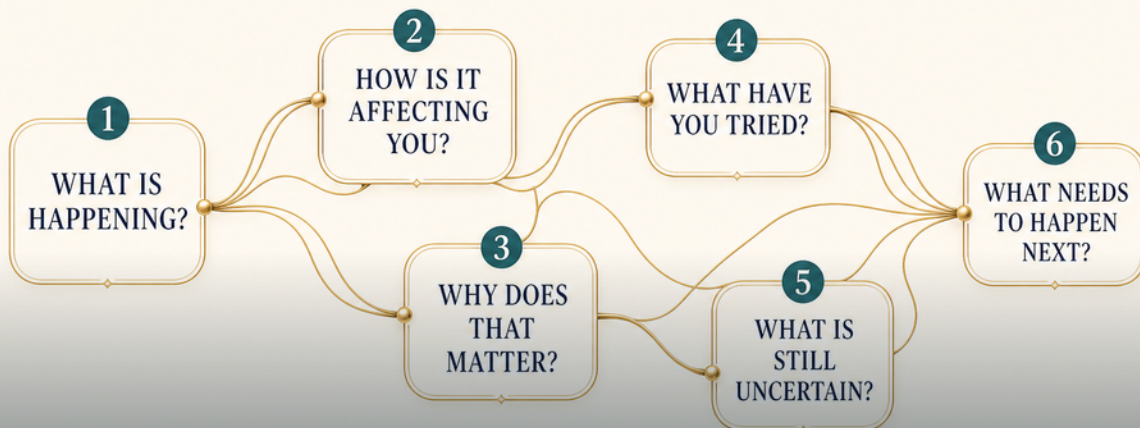
FREE FIELD TOOL

# THE GUIDED SELLER CONVERSATION CLARITY CARD

Prepare. Listen.  
Test. Resolve.

## FOLLOW THE THREAD

*The first answer is rarely the whole answer.*



Ask. Listen. Use their answer to choose the next question.

# The Guided Seller Conversation Clarity Card

A four-page field tool for truth-led, high-consideration conversations - without pressure, theatre, or scripts for everything.

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**PREPARE**

Name the useful decision, current context, and who should participate.

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**LISTEN**

Follow the answer from present reality to the real gap and its effect.

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**TEST**

Treat every interpretation - especially hesitation - as a hypothesis to verify.

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**RESOLVE**

Leave with what is known, what remains uncertain, and an owned next action.

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# Six moves. One responsible decision.

Move deliberately. Follow what the answer changes. Do not force every move.

## OPEN THE DECISION

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- 1 **FRAME** - Set purpose.
- 2 **LANDSCAPE** - Map the present.
- 3 **FRACTURE** - Find the gap.

## REVEAL THE DECISION

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- 4 **CONSEQUENCE** - Show the effect.
- 5 **FUTURE** - Define better.
- 6 **RESOLVE** - Agree next step.

## FOLLOW THE THREAD

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- 1 **Reflect their words.**
- 2 **Test - do not assume.**
- 3 **Ask what changes next.**

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## THE LIVE CHECK

- |                                                         |                                                      |
|---------------------------------------------------------|------------------------------------------------------|
| <input type="checkbox"/> What is known?                 | <input type="checkbox"/> What is still a hypothesis? |
| <input type="checkbox"/> What might they be protecting? | <input type="checkbox"/> What still needs proof?     |
| <input type="checkbox"/> Who owns what, by when?        |                                                      |

# Protect clarity - not the close.

Hesitation is a protection signal, not permission to push.

## HEAR

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- 1 Exact words.
- 2 Tone + posture.
- 3 What changed?

## TEST THE HYPOTHESIS

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- 1 Money or time?
- 2 Trust or status?
- 3 Risk or control?

## CLARIFY

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- 1 Ask what feels heavy.
- 2 Name what is missing.
- 3 Route an honest next path.

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## THE LIVE CHECK

- ☐ Did I slow down?
- ☐ Did I test rather than assume?
- ☐ Did the answer change my response?
- ☐ Are they clearer?
- ☐ Is the next path honest?

# Follow one thread to a responsible next step.

Fictional composite - owner-led service business.

## SELLER · FRAME

**Before we jump into fixes, can we slow it down for a minute? What actually happens after a quote goes out?**

## OWNER · LANDSCAPE

Honestly, it gets messy. I'm usually chasing the team, and sometimes I find a good quote sitting untouched.

## SELLER · FRACTURE

**Yeah, that would wear on you. When you have to chase it yourself, where does the handoff usually break?**

## OWNER · CONSEQUENCE

Nobody is sure who owns it. I hate realizing a week later that a customer probably thinks we forgot them.

## SELLER · FUTURE + RESOLVE

**Yeah - by then the customer may already feel forgotten. Would it help if we mapped a clear owner and next date for each quote?**

## WHAT CHANGED?

The owner felt heard. The issue became visible: an unclear handoff creating stress and quietly eroding customer trust.