



# *Conversations That Convert*

Confidently Sell Events to Every Type of Buyer

# Buying Style Quick Assessment

## Objective

There are ten groupings of descriptions below. While taking the test keep your mind focused on how you behave when buying or selling. For each group, rank the adjectives from 1-4, with **1 being more like you** and **4 being least like you**. When finished, total up each letter and write the totals at the bottom.

Assertive A \_\_\_\_\_  
 Optimistic B \_\_\_\_\_  
 Detailed C \_\_\_\_\_  
 Neighborly D \_\_\_\_\_

Courageous A \_\_\_\_\_  
 Extroverted B \_\_\_\_\_  
 Considerate C \_\_\_\_\_  
 Supportive D \_\_\_\_\_

Vocal A \_\_\_\_\_  
 Engaging B \_\_\_\_\_  
 Rational C \_\_\_\_\_  
 Helpful D \_\_\_\_\_

Adventurous A \_\_\_\_\_  
 Entertaining B \_\_\_\_\_  
 Disciplined C \_\_\_\_\_  
 Pleasant D \_\_\_\_\_

Competitive A \_\_\_\_\_  
 Social B \_\_\_\_\_  
 Thorough C \_\_\_\_\_  
 Steady D \_\_\_\_\_

Resilient A \_\_\_\_\_  
 Enthusiastic B \_\_\_\_\_  
 Prepared C \_\_\_\_\_  
 Team Player D \_\_\_\_\_

Aggressive A \_\_\_\_\_  
 Inspiring B \_\_\_\_\_  
 Cautious C \_\_\_\_\_  
 Obliging D \_\_\_\_\_

Energetic A \_\_\_\_\_  
 Animated B \_\_\_\_\_  
 Strategic C \_\_\_\_\_  
 Thoughtful D \_\_\_\_\_

Blunt A \_\_\_\_\_  
 Influential B \_\_\_\_\_  
 Modest C \_\_\_\_\_  
 Friendly D \_\_\_\_\_

Totals:  
 A \_\_\_\_\_ B \_\_\_\_\_ C \_\_\_\_\_ D \_\_\_\_\_

**Hint:** Your buying/selling style matches the letter with the lowest number. Lowest number of A: Director, B: Entertainer, C: Thinker, D: Harmonizer

*Assessment adapted from Navigate: Selling the Way People Like to Buy by Dustin Hillis.*



# CenterEdge Outbound Group Sales Phone Script: Entertainers

## **INVEST: In the Research, In Your Prospect, In the Tone, In the Moment**

*The clock's ticking, and you have five minutes to be ready for this conversation. Do some quick research, and/or check social media and quickly try to find out:*

- What their company/organization does
- What they do specifically for the company/organization
- If you've helped a similar organization in the past
- One "fun fact" or "trigger event" about them/their organization

Now you're ready to roll! Approach your prospect:

**Prospect:** This is **Name**.

**Team member:** Hi **Name**, this is **Your Name** with **Your Facility**. Hope you're doing great today? *(Feel the emotion. Assess their response. If they seem larger than life, enthusiastic, or quite chatty right out of the gate, you might be talking to an **Entertainer**.)*

**PR:** I'm really good, actually. It's so nice outside, I wish I weren't stuck in here! What can I do for you?

**TM:** Ha, don't I know it! I'm going to try to go for a walk after work today. I'm so glad I caught you. I'm sure you're probably wondering, but the reason I'm calling is:

- We loved having your group in last **year, quarter, month** and we wanted to give you first opportunity to go ahead and get that rebooked! In fact, we have some new changes in our menu and I would love to talk to you about those. What do you think?
- We have a mutual friend, **Mindy Salazar**, and she mentioned you worked for a design company who does fun things together all the time! What kind of things?

- We recently sent you an email about **Product Highlighted** and I am calling to see how we might help you with your next event?
- I was hoping you could help me. I'm trying to understand who plans events for **Organization**, would that be you or someone else? (*Find out name & phone # where possible*)

## **Discover: Use the Right Questions**

### *What's most important*

- Thinking about the most amazing event ever, what are you picturing?
- What's the occasion for this event? (Celebration, team bldg., etc.)
- What have you done in the past? Liked about it? Wish had been different?

### *Timeline*

- How often do you all get together? Why?
- When do you usually start planning for the next ones?
- When will you need to get this planned by?

### *Event details*

- How many children? Adults?
- Are you thinking food and fun or just fun?
- What kind of vibe are you going for? Super swanky with premium food offerings, carving stations and the like, kind of a mid-tier but focusing more on attractions, or something a little more casual so everyone can let loose and just get sandwich platters or pizza?
- Is this a work-only kind of function or do you guys like to do cocktails or other drinks when you get together?
- When were you thinking of holding this event?

### *Decision maker*

- Do you plan for everyone or are there other people who help you?
- Do you decide these by fun committee or are YOU the fun committee?



### *Budget*

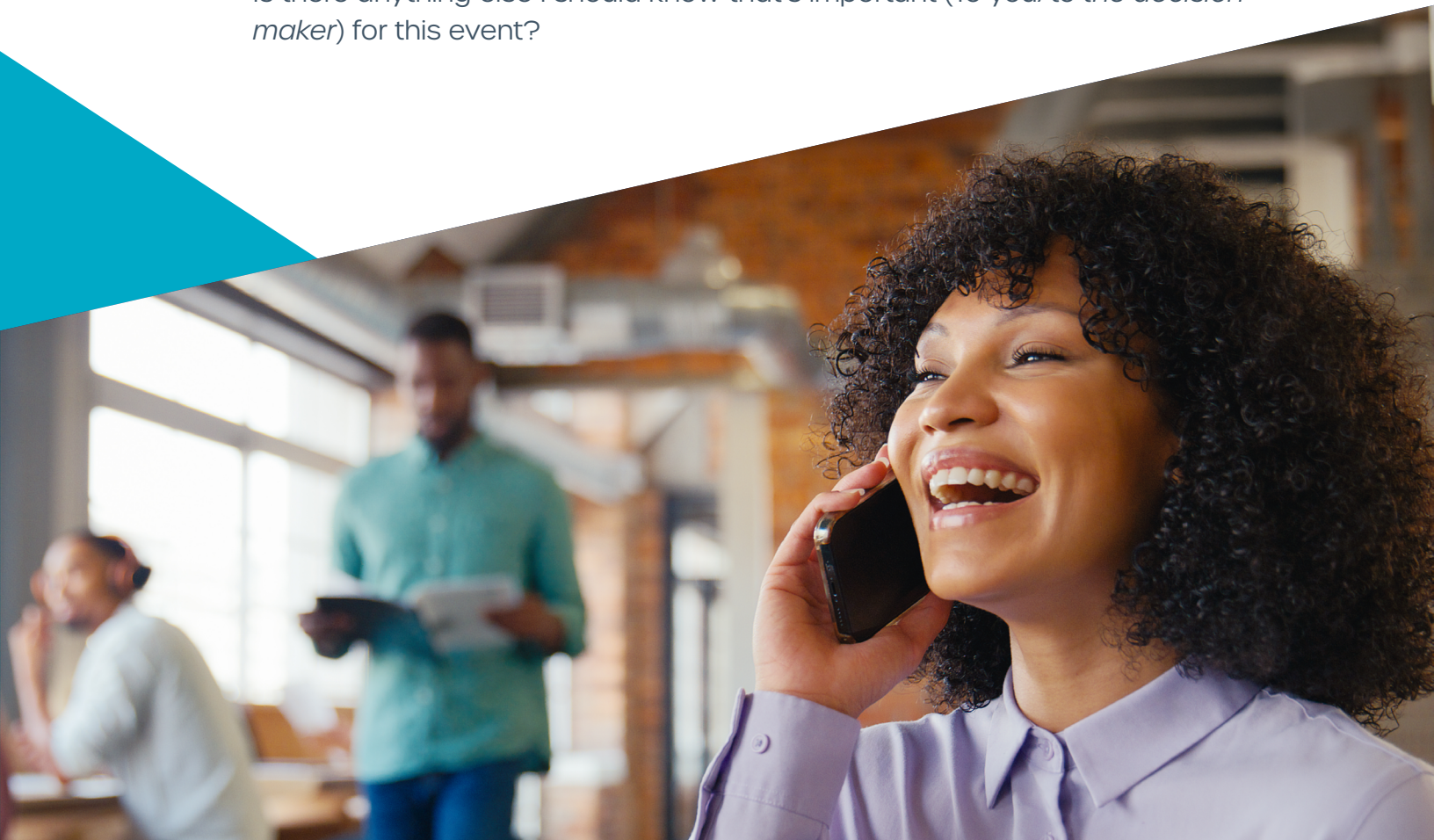
- What have you guys done in the past? Are you thinking to spend about the same as that?
- What were you thinking to spend on an event like this?
- If, based on what you told me (*Illustrate the picture of how fun, awesome, and world-class the event will look and feel*), if I can come in at around **XX** price, would I be on the right track?

### *Competition*

- What other types of venues are you all considering?
- If you don't come here what else might you do?

*Possible Objections (Remember you're listening for any throughout the call and eradicating them before they come!)*

- What do you love about the idea of having your event with us?
- Is there anything you think that could stop you from having your event here?
- (*If not the only decision maker*) what questions do you think they will have so that I can help give you everything you need to get this going for you?
- Is there anything else I should know that's important (*To you/to the decision maker*) for this event?



## Educate: Only When You're Ready with Their Buying Style in Mind

When working with Entertainers, remember their buying style. They are about the relationship, want to make friends, and want to see themselves in the event. Enthusiastically paint a picture of the **fun**, not every little execution detail, and educate them based on what you heard them say was most important. But **only**, when you have answers for each Discovery category.

Some key education starters with Entertainers:

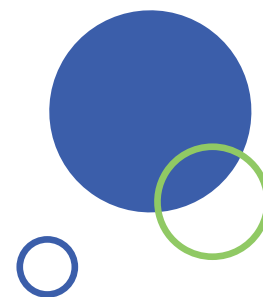
- Based on what you said about **how you wanted your group to never have a dull moment**, how fun will it be if we plan for you all to have **2 all-access hours of play and competition** accompanied by the **food options**, that was a great choice. They'll really like that, and it will make things **simpler**.
- Ok, so to give you **time for your meeting, but still have the utmost focus on fun**, what do you think about going with food and meeting, and then afterward our facilitator can break up the teams and get the real party started. How does that sound?
- Oh, I'm excited. We just held a similar event for **this other group like yours**, and I already know what we're going to do to make yours even better. Let's have you all **paint the picture of the event in the order to take them on a journey of the event**. Now, if I can deliver that experience for you for approximately **\$\$\$ XXX**, am I on the right track, or do I need to look at other options for you?
- Ok I think I've got the makings of an awesome event, with keeping the spend in mind so you guys can keep within the budget you're looking for. We can either save a bit on food costs by doing **Option A** or we could reduce the time a bit by offering **Option B** without jeopardizing the experience you're after. Which sounds better? *(You already know what's important to them, so this just presents possible winning combinations that will help them understand they have options, and that you're in this with them. Great for relationship building? You'll know exactly what's important to them if you ask the right discovery questions.)*



## Ask: For the Booking

You want the booking, they know you want it. Are you ready to get it? Here are some Asks that will get you booking sooner:

- This is so exciting. Your group is going to love this event. I'll get all the details of this written up, all I'd need to reserve your spot is just a deposit of **XXX now**. And I'll send you an invoice with the details.
- Perfect, I'll get all this written up for you to review and sign, but we can go ahead and get the deposit now so that's out of the way and we can just focus on details next time we talk. How does that sound?
- *(They want to review the proposal before signing)*. Sure, that makes perfect sense. It will take me about **30 minutes** to get the proposal together, let me do that and call you back at **XXX time** to go over the details and answer questions. Will that work or is another time better?
- *(They still want to call a competitor or some other objection you didn't hear initially)*. Sure, that makes sense, one quick question. What questions or concerns do you have about what we've put together so far? *(Then try to go back for the booking once you overcome that)*
- Oh, sure I get that. I know you've probably got a lot going on, so let me go ahead and get our next conversation on the schedule so we have less chance of losing your preferred date and time. How does **XXX time (In 1-2 days from now)** sound?



# CenterEdge Outbound Group Sales Phone Script: Thinkers

## **INVEST: In the Research, In Your Prospect, In the Tone, In the Moment**

*The clock's ticking, and you have five minutes to be ready for this phone call or email. Do some quick research, and/or check social media and quickly try to find out:*

- What their company/organization does
- What they do specifically for the company/organization
- Specifics about anything you know about this guest or events they have done in the past
- Statistics from other events held by similar organizations in the past
- One statistic or "trigger event" about them/their organization

Now you're ready to roll! Approach your prospect:

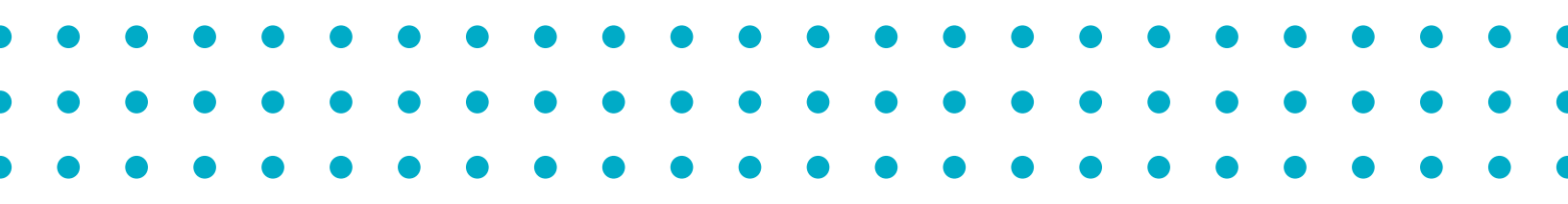
**Prospect:** This is **Name**.

**Team member:** Hi **Name**, this is **Your Name** with **Your Facility**. Trust you're doing well. *(Feel the emotion. Assess their response. If they sound cautious, hesitant or otherwise busy, you might be in the presence of a **Thinker**.)*

**PR:** I'm sorry, who is this again?

**TM:** *(Yes, you were probably talking too fast. Slow down).* Oh, it's **Name** from **Your Facility**. We haven't met yet, and I will only take a quick minute. The reason I'm calling is:

- We had your group in last **year, quarter, month**, and that time is fast approaching. I wanted to help you save time by calling to get your event rebooked. Are you still the person who handles that or is it someone else now?



- I am trying to understand who plans events for **Organization**, would that be you or someone else? (*Find out name & phone # where possible*)
- We recently sent you an email about **Product Highlighted** and I am calling to see how we might help you with your next event?
- I understand that you coordinate **fundraisers** for **your organization**, and we have a new **fundraising program that is earning organizations XX% more on average than previous events**. Are you the person I'd talk to about hosting an event, or someone else?

## **Discover: Use the Right Questions**

### *Event details*

- How many children? Adults?
- Are you thinking food and fun or just fun?
- We offer three basic tiers of food choices. What kind of food would you like to provide for your group? Is there a price point for food you would like to stay within or would you like to hear about the different options?
- What kind of beverage options would you like to consider?
- When would you be interested in holding this event?

### *What's most important*

- What's the occasion for this event? (Celebration, team bldg., etc.)
- What are you trying to accomplish at this event?
- What have you done in the past? Liked about it? Wish had been different?

### *Timeline*

- How often do you all get together? Why?
- When will you start planning the next one?
- When will you need to get this planned by?

### *Decision maker*

- Are you responsible for all the details or is there someone else you'd like me to prepare information for?
- Do you plan for everyone or are there other people who help or plan for other departments?
- Are you putting this together or have others assisting you?


### *Budget*

- What have you guys done in the past? Are you thinking to spend about the same as that?
- What were you thinking to spend on an event like this?
- If, based on what you told me (*Give logistics*), if I can come in at around **XX** price, would I be on the right track?

### *Competition*

- What other types of venues are you all considering?
- If you don't come here what else might you do?

### *Possible Objections (Remember you're listening for any throughout the call and eradicating them before they come!)*

- What do you like about the idea of having your event with us?
  - Is there anything you think that will stop you from having your event here?
  - (*If not the only decision maker*) what questions do you think they will have before they can move forward?
  - Is there anything else I should know that's important (To you/to the *decision maker*) for this event?
- 

## Educate: Only When You're Ready with Their Buying Style in Mind

When working with Thinkers, remember their buying style. They are prepared, task-oriented and do not want to chit chat. They want to understand factually and logically why they should choose your event over another. Pay close attention to what they tell you is important, but don't make assumptions. For example, they might tell you they "don't want to pay a fortune" which might make you want to prepare the cheapest quote but that could be a mistake. Instead, remember to focus on value to them, areas they've saved by choosing one event over another, saving by choosing an off-peak time of day, bundling certain items together, or simply by you explaining the value of all the things (Space, attractions, food, etc.) and the retail rates. Are you the most expensive in town? That's ok, too. Maybe the savings will be in time NOT spent dealing with this event because your awesome staff has it under control. Be prepared to take your time and explain the details of your event, with potential choices. Remember, based on what you heard them tell you was most important. But only, **only**, when you have answers for each Discovery category.

Some key education starters with Thinkers:

- Based on what you said about **not having a lot of time to plan this**, we can **handle all of this for you** to get you **a carefully orchestrated event with every moment managed, including detailed schedules so you'll know what we're going to do and when.**
- If you purchased your attractions, the food options, separately, you'd be looking at paying **\$\$ XX** so preparing it in advance saves you about **XX%**, which makes this bundle really appealing when you're working within a budget.
- You'll be able to have a fully managed event without the unknowns of **how much everyone will drink** if we do **advanced purchase drink tickets for the event.** Plus you can choose **from three tiers of beverage types to save time and average costs.**
- By **planning the food now**, we can ensure that **everything will be out right on schedule** so there is no interruption at your event, and people won't have to worry and think about what to order. Really, it's a no brainer to ensure a flawless event, **and it will save you on average XX% if you don't have people ordering on their own.**
- Based on what we've discussed, let me walk you through the details of the event. We'll **give event details of time, food, benefit to their group**

**chronologically.** Do I have that right? (*Listen*). Great. If I can deliver that exact event for you for approximately **\$\$\$ XXX** am I on the right track, or do I need to look at other options for you?

- Based on what I heard you say about having a variety of things to do, but not spend too much, there are two ways we can accomplish exactly that for you. You can save by doing **Option A** or **Option B** (*This could be a shorter time play period, a different food option, drink tickets vs. open bar, but NOT NECESSARILY a reduced price*). Is food most important, is the time to play, or is it just being together for a meeting? You'll know exactly what's important to them if you ask the right discovery questions.). Which do you prefer?

## Ask: For the Booking

*You want the booking, they know you want it. Are you ready to get it? Here are some Asks that will get you booking sooner:*

- All right, I will prepare all of the details for you with a formal proposal that outlines everything. We can lock in your date and time and give you one less thing to focus on with just a deposit of **XXX now**. How does that sound?
- Perfect, I'll get the event details written up for you to review and sign, but we can go ahead and get the deposit now so we don't have to connect by phone again unless you have questions. How does that sound?
- (*They want to review the proposal before signing*). Sure, that sounds logical. It will take me about **30 minutes** to get the proposal together, so let's schedule a time for me to call you back and review the details and address your questions at **XXX time**. Will that work or is another time better?
- (*They still want to call a competitor or some other objection you didn't hear initially*). Sure, that makes sense. At this point, what concerns do you have about what we've discussed? (*Then try to go back for the booking once you overcome that*)
- Sure, that makes a lot of sense. When do you plan to **meet with your committee?** If it would be helpful, I would be happy to attend that meeting with you so that I can be prepared with all the facts and details that might come up as questions if that would make things easier? What do you think?



# CenterEdge Outbound Group Sales Phone Script: Harmonizers

## **INVEST: In the Research, In Your Prospect, In the Tone, In the Moment**

*The clock's ticking, and you have five minutes to be ready for this conversation. Do some quick research, and/or check social media and quickly try to find out:*

- What their company/organization does
- What they do specifically for the company/organization
- If you've helped a similar organization in the past
- One "fun fact" or "trigger event" about them/their organization

Now you're ready to roll! Approach your prospect:

**Prospect:** This is **Name**.

**Team member:** **Hi Name**, this is **Your Name** with **Your Facility**. Hope you're doing great today? *(Feel the emotion. Assess their response. If they seem calm, warm and relaxed, (or even a little unsure), you might be talking to a **Harmonizer**.)*

**PR:** I'm ok, thanks for asking. How are you? .....Is there something I can help you with?

**TM:** Yes, **Name**, I'm so glad you asked because I was hoping you could help me. *(Listen: sure, what do you need?).* Well the reason that I'm calling is:

- We had your **team, group, fundraiser** out for an event **last year, quarter, month** and loved what you all were doing with **raising awareness for autism** and I was calling to see if that was something you all would be interested in rebooking? Are you the one who's still responsible for that or someone else now?

- We recently sent you an email about **Product Highlighted** and I wanted to see how we might help your team with your next event? If you like anything you saw, I could give you more information, but if not, it's no big deal. What do you think?
- I'm trying to understand who plans events for **Organization**, would that be you or someone else? *(Find out name & phone # where possible)*

## **Discover: Use the Right Questions**

### *What's most important*

- Thinking about the most amazing event ever, what are you picturing?
- What's the occasion for this event? (Celebration, team bldg., etc.)
- What have you done in the past? Liked about it? Wish had been different?

### *Timeline*

- How often do you all get together? Why?
- When do you usually start planning for the next ones?
- When will you need to get this planned by?

### *Event details*

- How many children? Adults?
- Are you all thinking food and fun or just fun?
- What kind of feeling are you going for? Something laid back so everyone can relax and have a good time with sandwich platters or pizza, or perhaps something even more special with some more premium food items?
- Were you thinking of offering guests cocktails or something a little different? *(Listen)*. Great idea, they'll love that.
- When we've worked with other groups like yours, they've loved **spending the time doing a lot of activities** together, how does that sound?
- When were you thinking of holding this event?

### *Decision maker*

- Do you plan for everyone or are there other people who help you?
- How will you guys decide what to do?

### *Budget*

- What have you guys done in the past? Are you thinking to spend about the same as that?
- What were you thinking to spend on an event like this?
- If, based on what you told me (*Illustrate the picture of how fun, awesome and world class the event will look and feel*), if I can come in at around **XX price**, would I be on the right track?

### *Competition*

- What other types of venues are you all considering?
- If you don't come here what else might you do?

*Possible Objections (Remember you're listening for any throughout the call and eradicating them before they come!)*

- What do you love about the idea of having your event with us?
- Is there anything you think that could stop you from having your event here?
- (*If not the only decision maker*) what questions do you think they will have so that I can help give them what they need to make this happen for your group?
- Is there anything else I should know that's important (*To you/to the decision maker*) for this event?



## Educate: Only When You're Ready with Their Buying Style in Mind

When working with Harmonizers, remember their buying style. They are about the relationship, want to make friends, and don't want to disappoint anyone. They care more about the benefits to others and less about themselves. Slow down and paint a reassuring picture that your event will be a terrific way for their group to **do whatever they've told you is important**. Use low pressure language and don't apply a lot of pressure. Help them see that they're making the right decision, and how the group/team or organization is going to reap the benefits. But only, **only**, when you have answers for each Discovery category.

Some key education starters with Harmonizers:

- Based on what I believe I heard, your group would really love to **spend time really getting to know each other in a welcoming environment**, what has worked really well for **this other group like yours**, was to provide the group with a really **fun, laid back event with everyone just getting together having a great time with XXX attractions** and then we'll bring everybody back together for **food options**, so they can just continue the great time. How does all this sound?
- Ok, so to give you **time for your meeting, but still have the time to get together and enjoy each other**, what I would recommend is starting with your **food options** and meeting, and then afterwards our facilitator can break up the teams and get the **fun and team building**. How does all that sound?
- Oh, I'm excited to get to work on this with you. Thanks so much for this opportunity. But listen, if there's anything you have questions about, stop me - no big deal. We're in this together. We have had a lot of similar events so I think you all will love what we can do for your group. What I'm thinking/ what I recommend is to **paint the picture of the event focusing on what the group will do and how they'll feel to make them understand the benefits to their group**. Now, if I am able to put all this together for you all for approximately **\$\$\$ XXX**, am I on the right track, or do I need to look at other options for you?

## Ask: For the Booking

You want the booking, and they know it but need help getting to the decision phase sometimes. Here are some Asks that will get you booking sooner:

- I love what we have come up with together. I feel like your group is going to love this event. I'll get all the details of this written up, and all I'd need to reserve your date which is just a deposit of **XXX now**. How does that sound?
- Perfect, I'll get all this written up for you to review and sign, but we can go ahead and get the deposit now if that's helpful for you? Then we can just focus on details next time we talk. How does that sound?
- *(They want to review the proposal before signing)*. Sure, that makes perfect sense. It will take me about **30 minutes** to get the proposal together, why don't I go do that, and then call you back at **XXX time** to go over the details and help answer questions? Will that work or is another time better?
- *(They still want to call a competitor or some other objection you didn't hear initially)*. Sure, I understand completely. I want to make sure I've given you everything you need, so one question. What questions or concerns do you have about what we've put together so far? *(Then try to go back for the booking once you overcome that)*
- Oh sure I get that. I know you've probably got a lot going on, so let me go ahead and get our next conversation on the schedule so we have less chance of losing your preferred date and time. **How does XXX time (In one-two days from now)** sound?



# CenterEdge Outbound Group Sales Phone Script: Directors

## **INVEST: In the Research, In Your Prospect, In the Tone, In the Moment**

*The clock's ticking, and you have five minutes to be ready for this conversation. Do some quick research, and/or check social media and quickly try to find out:*

- What their company/organization does
- What they do specifically for the company/organization
- If you've helped a similar organization in the past
- One "fun fact" or "trigger event" about them/their organization

Now you're ready to roll! Approach your prospect:

**Prospect:** This is **Name**.

**Team member:** **Hi Name**, this is **Your Name** with **Your Facility**. Hope you're doing great today? *(Feel the emotion. Assess their response. If they sound direct, mildly annoyed, fast-talking, or busy, you might be in the presence of a **Director**.)*

**PR:** Yep. Listen I'm pretty busy. What can I do for you?

**TM:** I completely understand so I will just take a quick minute. The reason I'm calling is:

- We had your **team, group, fundraiser** and we wanted to give you first opportunity to go ahead and get that rebooked. How does that sound?
- We recently sent you an email about **Product Highlighted** and I am calling to see how we might help you with your next event?
- I'm trying to understand who plans events for **Organization**, would that be you or someone else? *(Find out name & phone # where possible)*



## Discover: Use the Right Questions

### Event details

- How many children? Adults?
- Are you all thinking food and fun or just fun?
- What kind of atmosphere are you looking for? Eg. Premium food offerings, carving stations and the like, mid-tier buffet, or something a little more casual like sandwiches or pizza?
- What about a beverage package?
- When were you thinking of holding this event?

### What's most important

- *What's the occasion for this event? (Celebration, team bldg., etc.)*
- *What are you trying to accomplish getting together?*
- *What have you done in the past? Liked about it? Wish had been different?*

### Timeline

- How often do you all plan events? Why?
- When will you start planning the next one?
- When will you need to get this planned by?

### Decision maker

- Do you plan for everyone or are there other people who help you or plan for their own departments?
- Are you putting this together yourself or have others helping you?

### Budget

- What have you guys done in the past? Are you thinking to spend about the same as that?
- What were you thinking to spend on an event like this?
- If, based on what you told me (*Give logistics*), if I can come in at around **XX price**, would I be on the right track?



## *Competition*

- What other types of venues are you all considering?
- If you don't come here what else might you do?

*Possible Objections (Remember you're listening for any throughout the call and eradicating them before they come!)*

- What do you like about the idea of having your event with us?
- Is there anything you think that would prevent you from having your event here?
- *(If not the only decision maker)* what questions do you think they will have before they can move forward?
- Is there anything else I should know that's important (To you/to the *decision maker*) for this event?



## Educate: Only When You're Ready with Their Buying Style in Mind

When working with Directors, remember their buying style. They are direct and task-oriented. They don't want to chit-chat and want to understand results quickly. Be confident but not pushy or arrogant. Give them two win/win options based on what you heard them tell you was most important. But only, **only**, when you have answers for each Discovery category.

Some key education starters with Directors:

- Based on what you said about **not having a lot of time to plan this**, we can **handle all of this for you** to get **you a carefully orchestrated event with every detail managed.**
- To do **everything you all wanted and have time for your meeting**, we can either go with **Option A** with event detail or **Option B** with event detail.
- Ok, so you'd like a **give event details of time, food, benefit to their group**, and based on that, if I can deliver that exact event for you for approximately **\$\$\$ XXX** am I on the right track, or do I need to look at other options for you?
- Based on what I heard you say about having a fun event, but not spending too much, there are two ways we can accomplish exactly that for you. You can save by doing **Option A** or **Option B** (*This could be a shorter time play period, a different food option, drink tickets vs. open bar, but NOT NECESSARILY a reduced price*). *Is food most important, is the time to play, or is it just being together for a meeting? You'll know exactly what's important to them if you ask the right discovery questions.*) Which do you prefer?

## Ask: For the Booking

You want the booking, they know you want it. Are you ready to get it? Here are some Asks that will get you booking sooner:

- All right, I can lock this down for you and get it off your plate with just a deposit of **XXX now**. And I can send you an invoice with the details. How does that sound?
- Perfect, I'll get all this written up for you to review and sign, but we can go ahead and get the deposit now so we don't have to connect by phone again unless you have questions. How does that sound?
- *(They want to review the proposal before signing)*. Sure, that makes perfect sense. It will take me about **30 minutes** to get the proposal together, let me do that and call you back at **XXX time** to go over the details and answer questions. Will that work or is another time better?
- *(They still want to call a competitor or some other objection you didn't hear initially)*. Sure, that makes sense. At this point, what concerns do you have about what we've discussed that I can think about managing? *(Then try to go back for the booking once you overcome that)*
- Sure, that makes sense. I know it's important to get this off your to-do list so I'm sure you'll be working on that right away. Let's plan our next conversation now to make it easier to connect again efficiently.

