

Turning Conversations into Conversions

It's not just about talking. It's about moving people to act. This session unpacks the subtle yet powerful shifts in language that transform everyday conversations into meaningful outcomes.

Audience: Sales, marketing, business development

Theme: Language that drives action, not just engagement

Key takeaways:

- Spot the difference between conversation and conversion
- Apply powerful phrases that turn curiosity into commitment
- Use contrast language to elevate urgency without pressure
- Structure calls-to-action using science backed influence triggers
- Avoid the 3 most common “dead zone” phrases in sales
- Build momentum in follow-up without sounding desperate