LESSON 4

The Hard-Truth Frame

Script one hard conversation: Permission. Now. Cost. Next. One small step.

1 · The client and the hard truth

One client sitting on a problem nobody has mentioned. Roles only, no names or account numbers. What is the truth, in one plain sentence?

Example (fictional): framing contractor, about 30 people. One bad fall. Mod about 1.35. Renewal in 90 days.

2 · Script the frame

One line per step, in your own words. Now and Next are questions, not statements.

Step	Your line	Their answer (fill in after)
Permission: ask before you share the hard part		
Now: let them describe it, in their words		
Cost: in their units (dollars, hours, jobs they can't bid on)		
Next: what does a good year look like?		
One small step: a real day and time		

3 · Calm, real, fair check

Before the call, tick all three. If one is missing, fix the script first.

Calm	Real numbers	Fair
☐ I calm the fear before the facts	☐ Their numbers, their units. Source:	☐ No scare tactics. No knocking the old agent. Wrong fix? I'll say so.

4 · If they get heated

Go back to Now: "Sounds like I hit a nerve. What's frustrating you most?" Then listen. Don't defend. If they say no to permission, that's a scheduling problem: ask when.

5 · Five-day log

Keep your Morning Dig, opener, tally and open-question log from Lessons 1–3. Log the hard conversation and the small step you booked.

Day	Client (role only)	Step that was hardest	Small step booked (date)
Mon			
Tue			
Wed			
Thu			

6 · Friday review (producer + manager)

Walk your manager through it. Which step was hardest? What did the client say about Next? Is the small step on both calendars?

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