

Alliance Conversation Template

Everything from Level 1 comes together in one conversation. Plan it here.

Phase 1: PREPARE

My mission statement (from Module 1.2):

Who am I talking to? (specific person, not a category):

What do they care about? What are their values?:

Their top 2–3 likely objections:

Am I grounded? (Module 1.4 check)

- I'm rested and not already reactive
 - I have my triggers identified
 - I have a debrief partner lined up
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Phase 2: OPEN (First 60 seconds)

My pre-suasion strategy (from Module 1.5):

My opening question:

Phase 3: SHARE (Under 3 minutes)

Tell your Story Map story (Module 1.1):

Scene:

Value:

Tension:

Moment:

Realization (one sentence):

Next Step / Incremental Ask:

Phase 4: RECEIVE

Their most likely objection:

My ALARA response (Module 1.6):

Acknowledge:

Listen (follow-up question):

Ask (go deeper):

Reframe (common ground):

Ask Again (one invitation):

Phase 5: CLOSE

Thank them genuinely:

Exit offer:

Follow-up plan (what, when):
