SESSION 05 OF 08 · VICTORY ENTREPRENEURSHIP CONSORTIUM

Sales, Proposals and Winning Business

Say the price. Write it down. Follow up. Get paid.

> *"Put out into deep water, and let down the nets for a catch."*
>
> **LUKE 5:4**

Rick and Isabella Piña · VCMI Virginia · Monday, September 21, 2026 · 7:00 to 9:00 PM ET · via Zoom

FOR OUR NEWEST MEMBERS

If You Are New Tonight: Where We Have Been

Month 1

Calling + AI

Business as ministry. AI is a tool you steward, not a shortcut around integrity.

Month 2

Formation

Get set up to operate: entity basics, structure, and foundations.

Month 3

Money

Know your numbers. Price so the business can live and you can live.

Month 4

Marketing

Who you serve, clear offer, one channel, be findable.

Tonight is the ask. Sales, proposals, follow-up, and getting paid.

NEW AND RETURNING

Welcome. You Belong Here Tonight.

- You can run tonight's tools on your real business even if you missed earlier months.
- Partner with a neighbor who has been here. Ask one question. Share one offer you sell.
- Leave with a quote, follow-up words, and a next step you can send this week.
- **Returning members:** help one new person find their lane on the Room Map.

Same Zoom family. Same Kingdom standard. **Let's put nets in the water.**

WELCOME BACK

Five Weeks Since We Met. What Did You Send?

SHOW OF HANDS, THREE QUESTIONS

Who claimed or updated a **Google Business Profile**?

Who published **one real post**?

Who asked a customer for a **review**?

- If you did none of it, you are still in the room. Tonight builds on the sentence you wrote in August, so have it in front of you.
- If you missed a session, months 1 through 4 are on the class website with the recordings. Catch up this week, not tonight.
- **Tonight is the night most believers in business avoid. We are going to talk about asking for money.**

WHERE WE ARE IN THE YEAR 2 PATH

From Calling to Formation to Money to Market to the Sale

SESSION 1

Calling

You are called, and AI is your enabler.

SESSION 2

Formation

You built the plan and chose the structure.

SESSION 3

Money

You learned the numbers and set your price.

SESSION 4

Market

You learned how people find you and trust you.

SESSION 5 · TONIGHT

Sell

The conversation, the quote, the follow-up, the yes, and the money in the bank.

People can find you now. Tonight we make sure they can buy from you, and that you get paid.

TONIGHT'S GOAL AND TONIGHT'S TOOLS

Leave With a Quote You Can Send Tomorrow

THE TEACHING

- Why selling is serving, and where your sales are leaking
- What to say when someone asks "how much?"
- The one-page quote, three ways to say yes, and how to get paid
- The follow-up rhythm and the words for "can you give me a discount?"
- Who else you could sell to, and what organizations ask for

THE WORK

- **AI Demo 1:** your one-page quote or proposal
- **AI Demo 2:** your 30-day follow-up and your answers to the five objections
- **AI Demo 3:** who else you can sell to, and your one-page introduction sheet
- Breakout, homework, and a five-piece packet you can work all month

Sales and Proposal Toolkit | AI Sales Prompt Pack | Quote and Proposal Templates | My Nets Tracker | Getting Paid Guide

Tonight is measured by one number: **how many of you send one quote within seven days.** We will ask at the next session, and there is a three-question form at the end of tonight.

THE ROOM MAP

Same Quote Pattern. Your Business Type.

CPA / BOOKKEEPING

Monthly close package, tax-season add-on. Deposit before work begins. You set the fee and the advice; AI only drafts wording.

REALTY

Buyer or listing package. Written scope and clear fee language. Block 2 lists what you will do, step by step.

COUNSELING

Intake plus a session block. No names, diagnoses, or session notes in AI. Block 1 describes the situation, no names.

ADVOCACY / HUMAN SERVICES

Program or consulting SOW for a church, nonprofit, or agency. Deliverables, not "about us."

MUSIC

Performance, lessons, or ministry package. Good, Better, Best on one page. Block 6 holds the booking date.

PRODUCT: HEARING ACCESSORY

Unit price, bundle. Returns, warranty, ship time, and payment terms on the quote. Block 6 is how to order.

SPEAKING + BOOKS

Keynote or workshop fee, book add-on or bulk table. Block 6 is the booking next step and the hold date.

ONE PATTERN

Six blocks, every time: situation, what I will do, price, timeline, why me, next step. Slide 17 walks them.

Find your column tonight. **Your homework quote uses your column's words, not somebody else's business.**

SCRIPTURE ANCHOR

Let Down the Nets

> *"When he had finished speaking, he said to Simon, 'Put out into deep water, and let down the nets for a catch.' Simon answered, 'Master, we've worked hard all night and haven't caught anything. But because you say so, I will let down the nets.' When they had done so, they caught such a large number of fish that their nets began to break."*
>
> LUKE 5:4-6

> *"A man's gift makes room for him, and brings him before great men."*
>
> PROVERBS 18:16

1. Rick taught this in April. Peter was told **nets** and threw **one net**. Most of us pray for a catch with no net in the water.
2. A net in the water is a conversation you started, a quote you sent, a follow-up you made. **Sales is nets.**
3. Your gift makes the room. Tonight you learn to walk through the door and ask.

WHAT SALES IS, AND WHAT IT IS NOT

Sales Is Helping Someone Decide

SALES IS

- A conversation where you find out what someone needs
- Telling them plainly whether you can help, and what it costs
- Making the next step easy and asking them to take it
- Following up because they are busy, not because they said no

SALES IS NOT

- Talking someone into something they do not need
- Discounting until they say yes
- Waiting by the phone after one conversation
- A personality some people have and you do not

Most people in this room do not have a sales problem. They have an **asking problem.** They do the work well and never say the price, never send the quote, never follow up.

THE SALES PATH

Lead, Conversation, Quote, Follow-Up, Yes, Paid

LEAD › CONVERSATION › QUOTE › FOLLOW-UP › YES › PAID › DELIVER + TELL

LEAD: someone raises a hand. A text, a call at church, a referral, a form on your site.

CONVERSATION: you ask questions and listen. You learn what they need and what it is worth to them.

QUOTE: you write down what you will do, what it costs, and when. Within 24 hours.

FOLLOW-UP: you check in on a rhythm until you get a yes or a clear no.

YES: they say go. You confirm in writing.

PAID: deposit in, invoice out, money in the business account.

DELIVER AND TELL: you do the work well, ask for the review, ask for the referral. Session 4 comes back around.

> Session 4 was Know and Trust. Tonight is the rest of the path. Every step has words you can practice. None of them require a personality you do not have.

WHERE ARE YOU LOSING THE SALE?

What Happened, and Which Step Fixes It

WHAT HAPPENED	THE STEP TO FIX
Someone asked "how much?" at church, you said a number on the spot, and it was too low	**CONVERSATION**
You had a good talk and never heard back. Nothing was written down, so nothing was decided	**QUOTE**
You sent the quote and waited. One message is not a follow-up	**FOLLOW-UP**
They said "let me think about it" and you said "sure." You never asked for the decision or set a date	**THE ASK**
You did the work and are still waiting on the money. No deposit, no invoice, no terms	**PAID**
You keep winning small jobs and losing bigger ones. Churches, nonprofits, and companies ask for a written one-pager and references before they buy, and you do not have those yet	**YOUR ONE-PAGER**
You are busy and still not making money. That is Session 3, pricing. Not a sales problem	**PRICING**

Every story here points to one step on the sales path, and one step is fixable. **Name your step out loud tonight.**

WHEN THEY ASK "HOW MUCH?"

Two Answers. Know Which One You Are Giving.

FIXED PRICE

A cake, a session, a photo package, a dog night.

Say the number, say what it includes, stop talking. *"A dozen is forty dollars, and that includes the box."*

CUSTOM WORK

A house to declutter, a wedding, a security assessment, a speaking engagement.

Do not quote on the spot. Ask five questions, then say: *"Let me write it up so you can see it on one page. I will have it to you by tomorrow night."*

THE FIVE QUESTIONS

1. "What is going on that made you reach out now?"
2. "What have you already tried?"
3. "What would solved look like for you?"
4. "When do you need it, and what happens if nothing changes?"
5. "Have you set aside a budget, or would it help if I gave you a range?"

These five go in your Toolkit. Read them off the page on your next call. Nobody will mind.

LISTEN, WRITE IT DOWN, END WITH A DATE

Seventy Percent Them, Thirty Percent You

- Write down their exact words. *"The last cleaner never showed up on time"* becomes the first line of your quote.
- Repeat it back: *"So what you need is someone who shows up when they say they will. Did I get that right?"*
- Question four is the one that closes: **"What happens if nothing changes?"** Let them say the cost of doing nothing out loud.
- Do not solve it on the call. Name the next step and the date.

> **SAY IT OUT LOUD**
>
> *"I know exactly how to help with this. Let me write it up so you can see it on one page. I will have it to you by tomorrow night."*

SAY THE PRICE, THEN STOP TALKING

Your Price Is Not an Apology

- You set your price in Session 3. Tonight is about saying it. Say the number, say what it includes, then stop talking. **Silence is not a no. It is a person doing math.**
- Never say "it's usually around" or "I could probably do it for." Say: *"That is four hundred and fifty dollars, and it includes the consultation, the two sessions, and the follow-up call."*
- Give a range only when you truly do not know the scope, and give a real one: *"Jobs like this run between X and Y. The quote will have the exact number."*
- If they want a lower price, **remove something.** Never lower the price for the same work. That teaches every customer that your first number was fake.
- The price is the same for church family. We will give you the words for that on slide 29.

> *"The Lord detests dishonest scales, but accurate weights find favor with him."*
> PROVERBS 11:1

THREE WAYS TO CHARGE

Flat Fee, Hourly, or Monthly. Pick On Purpose.

You set the number in June. Tonight is how the number is charged, because that decides block 3 of your quote and how the money arrives.

1 · FLAT FEE

For a defined job: the cake order, the photo package, two decluttering visits, a speaking engagement, a security assessment. **Clearest for the customer.** The risk is on you if the job grows, so the quote says what is included and what is not.

2 · HOURLY, WITH A CAP

Consulting, alterations by the hour, bookkeeping. Easiest to start, hardest to grow. In June one of us valued her time at fifty dollars an hour and quoted two thousand a month; that is owning a job, not a business. **Always give a not-to-exceed** so the customer can say yes.

3 · MONTHLY

Month-to-month cleaning, social media management, ongoing IT support, daycare tuition, a training package. **Predictable cash**, and the only model where the business runs while you are on vacation. It is how you move up from selling your own hours, the implementation level from May.

For bigger jobs: **deposit up front and balance on delivery, or milestones.** That is slide 22.

Government calls the first two **firm fixed price** and **time and materials**. Same idea, more paperwork. Next month.

A QUOTE IS A WRITTEN YES

Write It Down So a Busy Person Can Say Yes

A quote or proposal is the conversation, written down, with a price and a next step. It is not a brochure and it is not a contract. It is the thing that lets a busy person say yes.

The 24-hour rule: send it within one day of the conversation. Every day you wait, they cool off and someone else calls. Three sizes, and most of you only need the first two:

1 · THE TEXT-MESSAGE QUOTE
For the bakery, the dog boarding, the alterations. Four lines: what, when, price, how to say yes. Sent from your phone.

2 · THE ONE-PAGE PROPOSAL
For the decluttering job, the photo package, the training program, the speaking engagement. **Tonight's demo.**

3 · THE FORMAL PROPOSAL
When a company, a school district, or the government sends you a written request with rules. Session 6 opens that door.

> *"Suppose one of you wants to build a tower. Won't you first sit down and estimate the cost to see if you have enough money to complete it?"*
> LUKE 14:28
>
> Your quote is you sitting down and counting the cost on their behalf. **That is a form of kindness. You are pricing out something that solves their problem.**

THE ONE-PAGE PROPOSAL

Six Blocks. Cover all Six. In This Order (most of the time).

1 · THEIR SITUATION

In their words, ending with what solved looks like. Their name comes before yours. "Sharon, you need the house cleared and staged before it lists on the 15th, and you want to walk through the door without your stomach dropping."

2 · WHAT I WILL DO

Numbered steps. "Will," never "can." Specific enough that a stranger could check it.

3 · PRICE

What it includes, what it does not, and when payment is due. One number. The deposit, if you take one.

4 · TIMELINE

Start date, finish date, what you need from them to hit it.

5 · WHY ME

Two or three specific, provable reasons. A real review. A real result. Never "quality service."

6 · NEXT STEP AND EXPIRATION

One action: "Reply yes and I will send the deposit link." A date the price holds until.

If a block is missing, they cannot say yes. **Many quotes in are missing parts of block 3 or block 6.**

***** Optional seventh block, only for those who can honestly back it: your promise.** "If the room is not done by the second visit, the third is free." A real promise raises their belief it will happen. Never invent one.

THREE RULES FROM OUR DAY JOB

How a Company That Wins Contracts Writes a Proposal

Rick and Isabella run a company that wins business by writing proposals. Three rules from that world, in plain English.

1 · THE FIRST SENTENCE SAYS WHAT THEY GET

Before: "Thank you for the opportunity to introduce our company."

After: "Your family will have a clear, organized home by October 10."

2 · THEIR NAME BEFORE YOURS

Before: "Mind Over Clutter provides decluttering services to homeowners."

After: "Sharon's house will be cleared, sorted, and staged by Mind Over Clutter in two visits."

3 · "WILL," NOT "CAN," WITH A NUMBER

Before: "We can provide flexible support as needed."

After: "We will complete both visits within seven days and remove up to twenty bags of donations."

> **Vague is not being humble. Vague is not being clear. Specific is honest and respectful.**

A Sample From Our Own Company

Three ways to help a customer understand what they are buying.

LEAD WITH THE CUSTOMER'S RESULT

FROM OUR PROPOSAL

"Modernize and standardize the VTC and collaboration systems across approximately 32 spaces hospital-wide to increase collaboration efficiency and reduce room downtime."

WHY THIS WORKS

The hospital reads what it gets (rooms that work and less downtime) before it reads a single piece of equipment.

PUT THE CUSTOMER FIRST

FROM OUR PROPOSAL

"XYZ Government Services can put a complete, firm-fixed-price solution in front of the Department of State for powering all 1,020 classroom tables in XYZ Building B..."

WHY THIS WORKS

Our customer is the first word of the sentence, and the sentence shows them looking good in front of their own customer.

MAKE THE COMMITMENT SPECIFIC

FROM OUR PROPOSAL

"Rapid technical phone support within four (4) business hours. On-site response within two (2) business days of remote diagnosis, if on-site support is determined to be needed and upon Government approval."

WHY THIS WORKS

The customer knows exactly how fast help arrives, and the condition is written down so nobody is surprised later.

> **Tell the customer what they get, who is responsible, and when it will happen.**

THREE WAYS TO SAY YES

Give Them a Choice Between Yeses, Not Between You and Nothing

- One option forces a yes-or-no decision, and "no" is easy. Three options turn the question into **"which one."**
- Then **recommend one, in one sentence, and say why.** People want a guide, not a menu.
- Good, Better, Best. The Good option is your real price for the real work. Better adds what they said they wanted. Best adds what they did not know to ask for.
- Price the Best tier to the outcome it delivers, not to your cost plus a markup. That is the whole reason it exists.

GOOD	BETTER	BEST
The ceremony and portraits, edited gallery. **Price X**	Adds the reception and a highlight video. **Price Y**	Adds the engagement session and a printed album. **Price Z**

One problem, three paths, one recommendation. It is the same decision format Rick uses at work. It works for a wedding photographer and it works for a dozen cupcakes. **Free tip, Good, Better, Best, then monthly: that is your ladder, and the rung after this sale is already on it.**

PROPOSAL SINS · A CHECKLIST BEFORE YOU SEND

Seven Ways to Lose a Yes You Already Had

1. Lead with their requirements and how you will satisfy them. Not anyting else.
2. "Can provide," "as needed," "flexible." No promise, so no decision.
3. No price, or "pricing available upon request." That is a proposal to have another meeting.
4. No expiration date. A price that holds forever is a price nobody has to act on.
5. No next step. If the last line does not tell them what to do, they will do nothing.
6. Promising what you cannot do. A quote is a promise. Let your yes be yes.
7. Typos, the wrong name, a paragraph copied from a different customer. It happens, and it is the fastest trust-killer there is.

> *"But let your 'Yes' be 'Yes,' and your 'No,' 'No.'"*
>
> MATTHEW 5:37

GETTING PAID

A Signed Yes Is Not Money. Money Is Money.

1 · TAKE A DEPOSIT ON CUSTOM WORK

It holds the date and proves they are serious. Childcare and doula work: insurance, consent, and scope go on the quote too. "A deposit of X holds the date. The rest is due on delivery." The deposit stays in the business account until the job is delivered. A deposit spent on a job not yet done is a refund you cannot make.

2 · INVOICE THE DAY YOU DELIVER

Not next week. An invoice sent late is money that arrives later, or never.

3 · SHORT TERMS

For a small business, "due on receipt" or "due in 15 days." A big customer may ask for 30, 60, or 90 days. You are allowed to say "we are a small business and we cannot be your bank."

4 · A REAL WAY TO PAY

A payment link or invoice tool made for business, tied to your business account. Not your personal Cash App. Free tiers exist; the Getting Paid Guide lists them. Money paid into the business account, on time, is the record a bank asks for the day you want a loan.

SAY IT OUT LOUD

"A deposit of two hundred dollars holds your date. The balance is due when I deliver. Here is the link."

In this room a photographer gets paid before the work and asks for the review the moment the photos go out. **That is the model.**

BEFORE WE USE AI TONIGHT

AI Drafts It. You Sign It. Nobody Makes Anything Up.

Do not know it? Write "Need input."

AI never invents a customer, a review, a license, or insurance. In a quote, that is fraud.

You set the price.

AI writes the quote. It never decides what you charge.

Protect private details.

No names with medical, money, family, or counseling information. Describe the situation instead.

Read every line.

Your name is on it. You carry the risk, not the tool.

Some areas (licenses, insurance, or government submission) may require you to **call a human.**

AI DEMO 1 · THE PROMPT

(Live Demo) Prompt: One-Page Quote or Proposal

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```
I run a [TYPE] business in [CITY, STATE]. My positioning sentence is: [PASTE
FROM SESSION 4].
I just spoke with a potential customer. Here is what they told me, in their
words: [PASTE YOUR NOTES: the problem, what they already tried, what solved
looks like, their deadline, and their budget or the range I gave them].
My price for this work is [PRICE]. It includes [WHAT IS INCLUDED]. It does
not include [EXCLUSIONS]. Deposit: [AMOUNT or none]. Balance due: [ON
DELIVERY or IN 15 DAYS].
If you do not know a fact, write Need input. Do not invent credentials, past
customers, reviews, results, timelines, or prices.

Write a one-page quote with these six blocks, in this order:
1. Their situation, in their words, with their name before mine.
2. What I will do, as numbered steps. Say "will," never "can."
3. Price, deposit, what it includes, what it does not, when the balance is
due.
4. Timeline with a start date and a finish date.
5. Why me: two or three specific, provable reasons only.
6. Next step: one action, and the date this price expires.

Plain English. Under 300 words. Sound like me talking to them, not like a
contract. Then give me a four-line text-message version of the same quote I
can send from my phone. No em dashes.
```

COPY TO HERE

Change only the words in brackets. The rest is done for you.

AI drafts the quote. **You set the price.**

Specific inputs produce specific outputs. Your notes from the five questions are the fuel.

1. Gather inputs
2. Paste the prompt
3. Review the output
4. Ask a follow-up
5. Save the result
6. Decide the next action

AI DEMO 1 · REVIEW THE OUTPUT

Interrogate It Before You Send It

1. Is the customer's name in the first sentence, before yours?
2. Does every step say "will"? Could a stranger check whether you did it?
3. Is the price there, with the deposit, what it includes, what it does not, and a date it expires?
4. Did AI invent a review, a result, a year, or a past customer? **Delete it.** What says Need input, and who do you ask?
5. Would you be embarrassed to read this out loud to the customer? **Then it is not done.**

FOLLOW-UP PROMPT, RUN LIVE

```
Now give me the same quote as three options: Good, Better, Best. Keep the Good option at my price and my scope. Recommend one option and say why in one sentence.
```

THE ASK

Never Leave a Conversation Without a Next Step and a Date

- Most sales are lost in silence. Not a no. A conversation that ended with *"sounds good, I'll let you know."*
- Asking is not pushing. **Asking is respecting their time and yours.** Three ways to ask:

> *"Would you like me to write this up and send it to you tonight?"*

> *"Which of the three options fits you best?"*

> *"When would you like to start? I can hold the 10th or the 17th."*

If they cannot decide yet, ask this: *"What would you need to know to decide? Can I check back with you Thursday?"* Now you have a date. Put it in your Nets Tracker.

THE FOLLOW-UP RHYTHM

Five Touches in Thirty Days. Then You Are Done Guessing.

Most business owners follow up once. Most customers decide later than that. The rhythm removes the daily question "should I text them?"

SAME DAY	TEXT / EMAIL	*"Great talking with you. The quote is attached. Reply here with any questions." (with the quote)*
DAY 3	TEXT	*"Any questions on the quote? Happy to walk through it in five minutes."*
DAY 7	GIVE	Give something useful, no ask. A checklist, a tip, a photo of similar finished work. *"Thought of you when I saw this."*
DAY 14	TEXT	*"Still want to help with this. Where does it stand on your end? The price holds through the 30th."*
DAY 30	EMAIL	*"The door stays open. If you went another way, no hard feelings, and if you know anyone who needs this, I would be grateful for the introduction."*

Only one of the five asks for the decision. One gives with no ask. **That ratio is why it does not feel pushy, to them or to you.**

Rick's mentorship rule from April applies to customers too: **follow through, follow up, close the loop.**

THE CHURCH DISCOUNT, AND THE FOUR OTHERS

You Will Hear These Five. Have the Words Ready.

WHAT THEY SAY	WHAT YOU SAY
"Can you give me a church discount? We're family."	"I would love to serve you, and my price is the same for everyone, because that is how I keep the doors open and keep serving. If the budget is tight, here is the smaller option." Then offer the Good option, not a lower price for the same work.
"It's too expensive."	"Compared to what you had in mind? Which part matters most to you?" Then remove scope to fit the budget. Never cut the price for the same work.
"Let me think about it."	"Of course. What would you need to know to decide? Can I check back Thursday?"
"We already have someone."	"That is great. If anything ever changes, I would love to be your second call. May I send you my one-pager so you have it?"
"Not right now."	"Understood. When would be a better time, and may I follow up then?" Then put the date in the tracker and actually do it.

> *"'When buying something, people always say, 'It's no good. It costs too much.' Then they go away and tell others what a good deal they got."*
>
> PROVERBS 20:14 ERV
>
> Solomon knew. Buyers push on price. It is not personal, and it is not a no. **Answer with a question and a next step.**

AI DEMO 2 · SETUP AND PROMPT

Live Demo: Your 30-Day Follow-Up and Your Five Answers

Running on a **SAMPLE**: an advocacy consultant whose church prospect said "let me think about it" on a $1,200 family-resource workshop SOW. Not a real member. Works in ChatGPT or Claude.

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I run a [TYPE] business in [CITY, STATE] serving [WHO].
On [DATE] I sent a quote to [FIRST NAME] for [SERVICE] at [PRICE]. They said:
[WHAT THEY SAID, for example "let me think about it"].
If you do not know a fact, write Need input. Do not invent discounts,
deadlines, results, or reviews.

Write two things:
1. A five-touch follow-up sequence over 30 days: same day, day 3, day 7, day
14, day 30. For each: the channel (text or email) and the exact message,
under 60 words. Only one of the five may ask for the decision. One must give
something useful with no ask at all.
2. Short, honest replies I can say out loud to these five: "Can you give me a
church discount? We're family." "It's too expensive." "Let me think about
it." "We already have someone." "Not right now." Each reply is kind, keeps my
price, and ends with a question and a next step. For the discount, offer a
smaller option, never a lower price for the same work.

Warm and plain. No pressure tactics. No fake urgency. No em dashes.
```

COPY TO HERE

AI is a draft, not a decree. Rewrite anything that does not sound like you.

Counseling: no names, diagnoses, or session notes in AI. Describe the situation only.

The discount answer: never cut the price. Reduce scope or offer the smaller package.

1. Gather inputs
2. Paste the prompt
3. Review the output
4. Ask a follow-up
5. Save the result
6. Decide the next action

AI DEMO 2 · REVIEW THE OUTPUT

Read the messages and rewrite them if needed.

1. Does any message sound desperate, or like a robot? Rewrite it in your words.
2. Which message gives something with no ask? Do you actually have that thing (a checklist, a photo)? If not, mark it Need input and make it this week.
3. Does only one message ask for the decision?
4. Read the church-discount reply out loud. Can you say it to a deacon with a straight face and a warm heart? If not, **soften the words, not the price.**
5. Put the five dates in your Nets Tracker right now, before you forget.

FOLLOW-UP PROMPT

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Rewrite all five messages shorter and warmer, as texts I would send from my phone. Then tell me which single message most people never send, and why it matters.
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WHO ELSE CAN I SELL TO?

The Same Service, Sold to Someone Who Buys More Than Once

In August, one of our facilitators asked the question that changes a business: "Who else could I sell to?" A homeowner buys once. A realtor, a church, an employer, or a school buys again and again.

YOUR BUSINESS	WHO ELSE
Decluttering	Realtors with stuck listings, estate attorneys, adult children moving a parent, home stagers
Bakery	Churches for events, offices for meetings, event planners, a coffee shop that needs a supplier
Daycare	Hospitals and employers with second-shift staff, a county workforce office
Photography	Realtors, churches, small businesses that need headshots, event planners
Postpartum fitness	OB offices, doulas and birth workers, churches with new-mom groups
IT and security	Property management companies, medical offices, nonprofits, and, when you are ready, government (Session 6)

WHAT ORGANIZATIONS ASK FOR BEFORE THEY BUY OPTIONAL: WHEN A CHURCH, NONPROFIT, OR COMPANY ASKS WHO YOU ARE

- A one-page introduction sheet
- A W-9
- A certificate of insurance
- Two references
- A quote on letterhead

Build one folder called **Sales Kit** with all five in it. Prepared blessings come to prepared people. The business that can send the packet in an hour wins against the one that takes a week. Deep dive Oct 19: Legal, Compliance, Government Contracting.

THE ONE-PAGE INTRODUCTION SHEET

One Page. Sixty Seconds. Who You Are and What You Do.

OPTIONAL: WHEN A CHURCH, NONPROFIT, OR COMPANY ASKS WHO YOU ARE

Organizations call this a **capability statement**. You can call it your introduction sheet. It is the same page, and a church administrator, a property manager, and a government buyer all read it the same way.

1 HEADER	Logo, legal name, city, phone, email, website, and your positioning sentence from Session 4.
2 WHAT WE DO	Three to six bullets, written as what the buyer gets, not what you do all day.
3 WHAT MAKES US DIFFERENT	Three bullets. Specific and provable. The Session 4 rule still holds: if any business in America could say it, it is not yours.
4 WORK WE HAVE DONE	Three lines, each with the customer, what you did, and the result. Real only. If you have none yet, write Need input and use the breakout to name your first three.
5 COMPANY FACTS	Year founded, entity type, insurance. Government codes (NAICS, UEI) are optional tonight; write Need input and leave them. Deep dive Oct 19: Legal, Compliance, Government Contracting.

Send this the first time someone at an organization says *"tell me about your business."* **By next month you will have one.**

Demo: Who Else, and the Introduction Sheet

Pre-run on a SAMPLE before class: a hearing-comfort accessory one-pager. Who it helps, what it does in one line, proof or Need input, how to order. Not a real member. If the clock is past 8:30, show the pre-run output and move on. Run it live only if there is time. A speaker-and-books one-pager works the same way: keynote fee, book add-on, booking next step. Works in ChatGPT or Claude.

COPY FROM HERE

```
I run a [TYPE] business in [CITY, STATE], founded [YEAR], [ENTITY TYPE]. I serve
[WHO]. My positioning sentence is: [PASTE FROM SESSION 4]. My services are [LIST].
What I do differently: [DIFFERENCE].
Real work I can prove: [THREE EXAMPLES, or write Need input].
Company facts: insurance [or Need input], NAICS [or Need input], UEI [or Need
input], certifications [or Need input].
Contact: [NAME, PHONE, EMAIL, WEBSITE].
If you do not know a fact, write Need input. Never invent past work, customers,
certifications, codes, or numbers.

Do two things:
1. List five kinds of organizations that would buy my service more than once. For
each: who to contact by role, what they care about, and a three-sentence
introduction message I could send them.
2. Write my one-page introduction sheet in five sections: What We Do (3 to 6
bullets as outcomes the buyer gets), What Makes Us Different (3 bullets), Work We
Have Done (3 lines: customer, what we did, result), Company Facts, Contact. Under
250 words. Readable by a church administrator, a property manager, and a government
buyer in 60 seconds. No em dashes.
```

COPY TO HERE

THREE CHECKS ON THE OUTPUT

1. Is every Work We Have Done line real, and would that customer confirm it?
2. Count the Need inputs; each is a homework item and Session 6 solves most of the company facts.
3. Pick one organization from the list and send the introduction message this week.

FOLLOW-UP PROMPT

```
Rewrite What We Do as outcomes the buyer gets, not tasks
I perform. Then list every Need input as a checklist of
what I need to find or obtain.
```

1 Gather inputs · 2 Paste the prompt · 3 Review the output · 4 Ask a follow-up · 5 Save the result · 6 Decide the next action

SAY YES TO THE RIGHT JOBS, THEN COUNT YOUR NETS

Five Questions Before You Say Yes. Five Numbers After.

1

DO I KNOW THIS PERSON?

Or am I a stranger? Strangers rarely win. A warm introduction changes the odds.

2

CAN I DO THIS WELL?

With what I have today. Not "could I figure it out." Can I deliver it on time and well.

3

DOES IT PAY?

If you have to lose money to win it, you did not win.

4

HOW MANY OTHERS ARE CHASING IT?

The more bidders, the more price decides, and the less your quality matters.

5

DO I HAVE TIME?

To do the quote right. A rushed quote loses to a careful one every time.

> **Two or more no answers, and the answer is no.** Say it kindly, say it early, and go win the one you should. Not every wedding, not every order for 300, not every "can you just."

LEADS | **CONVERSATIONS** | **QUOTES SENT** | **YESES** | **WIN RATE (YESES ÷ QUOTES)**

The Nets Tracker computes these. **If you do not count your nets, you will not fix them.**

YOUR SESSION 5 PACKET

Five Tools. The Packet Is the Action Plan.

HANDOUT	WHAT IS INSIDE
Sales and Proposal Toolkit (read first)	The sales path, the leak finder, the two answers to "how much," the five questions, saying the price, the six-block quote, three ways to say yes, getting paid, the follow-up rhythm, the church discount and the four others, who else can I sell to, five questions before you say yes
AI Sales Prompt Pack	All three prompts from tonight, plus the text-message quote version, the three-page proposal version, the "ask me questions first" version for when you do not know what to type, and a review-to-proof prompt
Quote and Proposal Templates (Word)	A text-message quote, a one-page proposal, a three-option proposal, and a one-page introduction sheet
My Nets Tracker	One printable page and a Google Sheet. Open the link, then click File then Make a copy.
Getting Paid Guide and Free Resources	Payment tools with free tiers, deposit and invoice wording, short terms, plus SBA, SCORE, Virginia and Maryland SBDC, APEX Accelerators, and the AI Business Mentor

Change only the words in brackets. The rest is done for you. Stuck? Ask the VCMI AI Business Mentor at bit.ly/VCMIBusinessAiMentor. It has read everything we have taught this year.

HOMEWORK THIS WEEK

One Conversation. One Quote. Sent.

1 **Service businesses:** send one six-block quote to a real person, within 24 hours of the conversation. Four lines from your phone is enough.

2 **Product businesses:** send one price sheet or bundle offer, with returns, warranty, ship time, and payment terms on it.

3 **Speakers and authors:** send one speaker one-pager or booking email, with the fee and the booking next step.

4 **Everyone:** one follow-up on something already open. Use message two from tonight.

5 Set up one real way to get paid, tied to your business account, and put the deposit line in your next quote.

6 Open the Nets Tracker and enter every lead you have right now.

7 Pick a quote buddy tonight in the breakout. When you send it, post "Quote sent" in the Victory Entrepreneurs chat. The room celebrates every one.

If you only do one, **do number one.**

Before you log off, the three-question form at **bit.ly/VictoryEntrepreneurs**: did you send a quote, did you get paid, did you use AI on your business this month. Sixty seconds. Post "quote sent" in the Victory Entrepreneurs chat; we read every one and open Session 6 with the number.

BREAKOUT · 20 MINUTES, THEN REPORT BACK

Groups of four or five. Three rounds:

1 **Say the price out loud.** Each person says the price of their main service, with what it includes, the way slide 14 taught it. The group answers one question: did that sound like confidence or like an apology? Fix it on the spot.

2 **Answer the deacon.** Pair up. One person is a church member and says "can you give me a church discount? we're family." The owner answers with tonight's words, warm and unmoved. Swap. Then do "let me think about it."

3 **Name the quote.** Each person names the one quote they will send this week: to whom, for what, and by what day, and names the quote buddy who will hear "Quote sent" from them this month.

Before you come back: pray over each business in your group by name.

When we return: three people name the quote they are sending this week, one person shares the objection that scared them and how they will answer it now, one person names an organization they will send an introduction to.

CLOSING

Let Down the Nets

- Selling is serving. Offering what God gave you, clearly and at an honest price, is not begging.
- A quote is a written yes. Send it within a day.
- Follow-up is love with a calendar.
- The price is the price, for church family too. Let your yes be yes.
- One net catches one fish. Nets catch a haul.

> *"Put out into deep water, and let down the nets for a catch."*
>
> LUKE 5:4

CLOSING PRAYER

Father, thank You for the gifts You placed in every business in this room. Give us courage to ask, honesty in every price, and diligence to follow up. Let every quote we send be a promise we keep. Put our nets in the water, bring us before the customers You have prepared, and let our businesses fund Your work in this city and around the world. In Jesus' name, amen.

Prayer for Business Owners
bit.ly/PrayerBusiness

Next session · Monday, October 19, 2026: Legal, Compliance, Government Contracting and Certifications. Contracts, insurance, and protecting what you built. And for those who are ready, the government door opens.