

A TALK BY MAYANK JAIN

Stop Pitching. Start Winning.

"Customer ne ye bola, ab main kya bolun?"



Based on Mayank's book of the same name. Most lost deals are not lost on price; they are lost because the seller talked when they should have asked. The room leaves with the exact questions and replies for the five objections they hear every week.

WHY THIS TALK, WHY NOW

01

"Sochna hai" ends more deals than any competitor does.

02

Good talkers lose deals because they pitch before they understand.

03

Follow-up stops after one "koi update?" message, and the lead goes cold.

ABOUT THE SPEAKER

Mayank Jain is a business growth and automation consultant from Jaipur. Since 2015 he has helped 240+ owner-run businesses replace hustle with systems for leads, follow-up and operations. He founded NLET Solutions (2017), whose platform runs in 1,000+ schools and colleges, and Proofbox (2022), a growth and performance marketing firm. He is the author of *Jugaad Is Not a System* and *Stop Pitching. Start Winning*.

Keynote 30–45 min

Workshop 2–3 hrs

Fireside

Online

Hindi, English or Hinglish



Check your date:
themayankjain.com/speaking/stop-pitching

Stop Pitching. Start Winning.

“Customer ne ye bola, ab main kya bolun?”

Sales teams leave with the exact questions and replies for the objections they hear every week.

THE TALK IN 4 MOVES

1

Pitching vs winning

The story of Rohit, the best talker who kept losing deals, and Kavita, who had plenty of leads and very few orders (from the book).

2

3 questions before you tell

What the customer uses now, what is going wrong, and what result they want. Ask first, present later.

3

The 5 objections, live

"Mehnga hai" · "Sochna hai" · "Boss se poochna hai" · "Aapko jaanta nahi" · "Abhi zaroorat nahi". The first reply for each, practised in the room.

• Live: objections from the floor

4

The 7-touch follow-up

Why most deals need several touches, and a follow-up ladder that gives something every time instead of asking "koi update?".

YOUR AUDIENCE WALKS AWAY WITH



An objection script card for the 5 objections

The first reply to each of the 5 objections, from the book.



A 7-touch follow-up plan

Seven useful touches, never "koi update?".



A coupon for the book for attendees

For attendees, when the organiser asks for one.

BEST ROOMS

- ✓ Sales conferences
- ✓ Business networks
- ✓ Dealer and distributor meets
- ✓ Trade bodies

LANGUAGES

Hindi, English or Hinglish.

WHERE

In person in Jaipur and Rajasthan, elsewhere on request; online pan-India.

LEADS NATURALLY TO

Sales & Marketing That Brings Orders

In-house team training with a 30-day challenge.

Book: Stop Pitching. Start Winning.