

CONVERSATION TO CLIENT.

HOW TO MOVE A CONVERSATION TO A CLIENT WITHOUT EVER PITCHING

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Curiosity has no diminishing return. Three questions, two gates, and one rule that turns a hallway conversation into a booked meeting.

You know the moment. Someone describes the exact problem you solve, and you either freeze and ask about the kids, or you pounce with “We do that!” and watch them take half a step back. Same fear under both: I don’t want to be that guy. There is a third option, and it is questions the whole way. **Delivered from the main stage at the Badass Business Summit 2026 in Dallas to about 200 people.** Nobody in the room learns a pitch, a script, or a close. They leave having said their own three questions out loud, once, to a neighbor. That is the difference between a good idea and a habit.



BADASS BUSINESS SUMMIT, DALLAS ·
SEPTEMBER 2026

WHAT THE ROOM WALKS OUT WITH THREE THINGS, NOT A BINDER

01 The Curiosity question

Aimed at the problem you solve, and it never mentions what you do. “What is the part of the business you wish ran without you?” Then the follow-up to every answer: “Tell me more about that.” Five of these find the problem before anyone says a word about a service.

02 The Permission question

“Can I ask you a couple more questions about that? It is the thing I spend most of my time on.” One clause of honest relevance, and it is still a question. Then hand them the door: actively trying to fix it, or living with it? A “live with it” is a follow-up date, not a no.

03 The Next Step question

Books the meeting, never the sale. “Is it worth thirty minutes next week to go through it properly? I do not know yet if I am the right person. That is what the thirty minutes is for.” True is the thing an introvert can say without flinching. Calendar out, on the spot.

FORMATS CALIBRATED TO YOUR ROOM

Keynote

The version Dallas saw. A main-stage talk that ends with everyone writing their own three questions and saying them to a neighbor. Two minutes to write, one minute to pair. A pocket card goes home with them.

Half-day workshop

For founders, partners, and anyone who hates selling but has to. Longer on practice, with real prospects on the whiteboard.

Sales kickoff session

For a team that sells the same thing to the same kind of buyer. We write the three questions for your offer, in your buyers’ language, and rehearse the exits until “just send me some information” stops ending conversations.

Two-talk day

Booked alongside Influence. That talk is for leaders who need a yes from people they do not control; this one is for everyone who sells.

PROOF & LOGISTICS

CONVERSATION TO CLIENT
TALK ONE-SHEET

THE RECORD BEHIND THE TALK

23 SENIOR LEADERSHIP AT	\$5.9 → \$15MM IN 18 MONTHS	\$7 → \$30MM IN THREE YEARS	100+ B2B COMPANIES ADVISED
3× FRANCHISE 500	2× INC. 5000	Best PLACES TO WORK	Ultimate CEO, BUSINESS JOURNAL

WHO BOOKS THIS TALK BEST-FIT ROOMS

Networking organizations and business summits

Rooms full of owners who meet a hundred people a year and convert almost none of them. The Badass Business Summit put this on its main stage in 2026.

Founder and professional-service firms

Consultants, agencies, advisors, and anyone whose best work walks in through a conversation and whose worst instinct is to describe their service the moment they hear a problem.

Sales kickoffs

Teams that pitch too early because nobody ever taught them what to ask instead.

Stages

This talk was delivered at the Badass Business Summit. Jerry also speaks for AvKare, EDPA, Jacksonville FC, RockBox, Event Marketing Congress and Equitable.

WHAT ORGANIZERS SAY

Jerry's presentation at our JFC Coaches Symposium was incredibly impactful. His message around leadership, building an intentional culture, and holding ourselves to a higher standard resonated deeply with our staff and challenged each of us to become better leaders. Jerry has a rare ability to motivate, inspire, and challenge people in a way that creates real reflection and lasting impact.

PAT CANNON · EXECUTIVE DIRECTOR, JACKSONVILLE FC

Jerry has singlehandedly sold out our VIP session three years in a row. No one matches his direct approach, creative insights and experience to drive action. Ask the attendees. Their businesses grow when you're in the room with Jerry.

DONNIE BOIVIN · CEO, SUCCESS CHAMPIONS NETWORKING

BOOKING

FEE	Keynote engagements start at \$10,000. Workshops and multi-session days quoted on scope.
TRAVEL	Flat \$1,500 domestic, billed with the fee. No receipts to reconcile. International quoted with the date.
A/V	Standard presentation setup. Screen or TV, PowerPoint, a clicker, and a lavalier or headset mic. Slides in advance. No rider.
DISCOVERY	Included on every booking. Who is in the seats, what they are missing, and what they must do differently on Monday.

Send the date, the room,
and what they must
walk out with.

I answer every inquiry myself.
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