

Your first session, start to scorecard.

The Deal Room is a practice room. You talk out loud to a lifelike landowner, buyer or developer; Coach tells you exactly what to say next time. Five minutes to your first scorecard.

- 1 Find a quiet spot. Headphones on.**
Chrome or Safari, laptop or phone. Allow the microphone when asked — the characters can't hear you otherwise.
- 2 Pick a scene, pick a level. Read the brief — sixty seconds.**
Start in Land Foundations, the everyday conversations of someone new to land. Run it on Guided first (friendly, no objections, helps you if you stall), then Warm (one honest objection). Standard is a normal skeptic; Hard is a real Tuesday.

- 3 Press Start and talk like it's real.**
They speak first. They interrupt — let them. Lost? Ask a question. The scene ends when you ask for the next step; near the end they'll say they have to go — that's your cue to close. Say "end scenario" any time. Made-up names and numbers only.
- 4 Listen to Coach. Read the scorecard.**
Five scores, the moment that decided it, and the exact line to use next time. Don't argue with the score — steal the line.
- 5 Run it again, one level up.**
Guided, Warm, Standard, Hard. Three short runs a week beat one long session a month. Your best score per scene is saved. When a scene stops scaring you, you're ready for the real one.

WHAT COACH SCORES

RAPPORT	DISCOVERY	VALUE	OBJECTIONS	CLOSE
Sounded human. Listened. Matched their pace.	Asked about the land, the people and the why before pitching.	Explained what you do, plainly and specifically.	Acknowledged, clarified, answered, confirmed.	Asked for the commitment. Set a dated next step.

THREE LINES TO STEAL

BEFORE THE NUMBER	WHO DO YOU KNOW	ASK FOR THE WALK
"Before we talk price — tell me about the land, and what's got you thinking about it now?" The why is the price.	"Who do you know with a piece of ground they're not using — or kids who won't want it?" Specific beats "keep me in mind" every time.	"Let me walk it with you Saturday and give you a straight number. If I can't beat what you've got, I'll say so." The walk is the appointment.

