

# YES, I WILL.

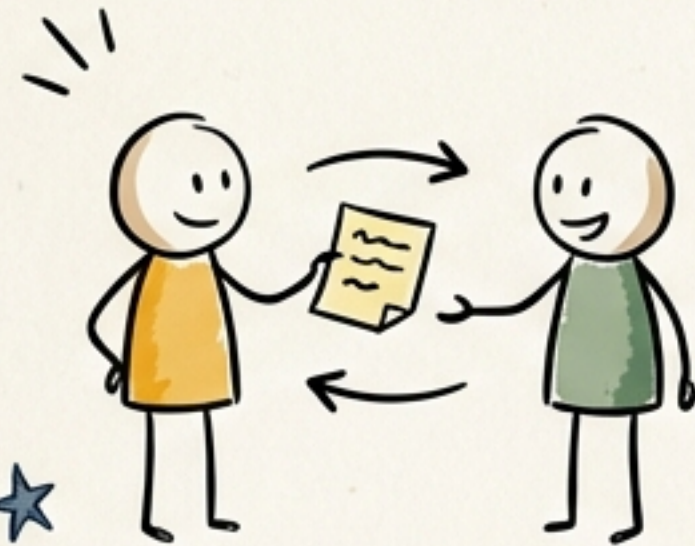
A Masterclass in Proposals, Persuasion, and Consensus.



Based on Case Studies from Unit 3: Analysis of English Textbook Narratives.



# THE THREE TIERS OF INFLUENCE



## PEER NEGOTIATION

Informal. Direct. Fast.

## GROUP DYNAMICS

Collective. Inclusive.  
"Let's".

## PROFESSIONAL PERSUASION

Strategic. Transactional.  
High-Stakes.

# TIER 1: THE INFORMAL NEGOTIATION

Pass it on

તમે આવી ચબરખીઓની મદદથી તમારા મિત્રો સાથે વાતો કરો છો? ગઈઃ  
Kuldeep, Narendra, Sahil અને Rashmi પુસ્તકાલયમાં બેસીને ચબરખી  
મદદથી વાતો કરતાં હતાં તે વાંચો:

(Kaboddi at 5:00? - N)

! No! Let's play chess: R

Sure thing! I love chess. Let's sharpen our brain: K

O! Lady Vishwanathan, our decision is Kaboddi - N

Thanks. OK. No chess. No Kaboddi.  
Go for berries in my farm: R

Not today. Berries on Sunday - Full day.  
I will bring chat Masala. - S

But today? Manjira? 😊 - N

Cool down Angry Bird. We will play  
Kaboddi. They will play chess. How's that! - S

Fine! I do agree... Rashmi, PLZ...!! - N

Ok... You pull legs, 😊 we'll be with kings and queens! R

**Proposal:** Kabaddi at 5:00?

**REJECTED**

**Counter:** No, let's play chess.

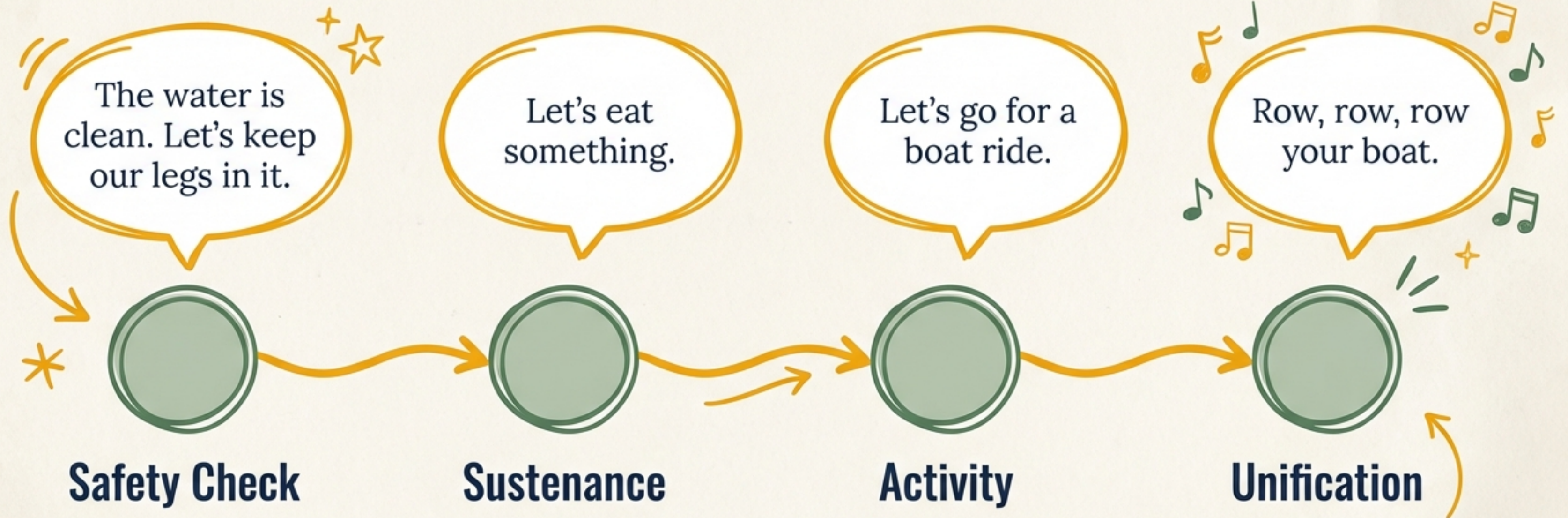
**ACCEPTED**

**Re-Proposal:** Lady Vishwanathan, our  
decision is Kabaddi.

**FINAL COMPROMISE**

**Resolution:** You pull legs, we'll be with  
kings and queens.

# TIER 2: MOBILIZING THE GROUP



*The children sang the song: Row, row, row your boat, gently down the stream; merrily, merrily, merrily, life's a happy dream!*

# TIER 3: PROFESSIONAL PERSUASION



Harry Patel. Salesman.  
Happy Hair and Care.

# CAN I HAVE YOUR FIVE MINUTES?

*The Universal Hook. Asking for permission establishes a boundary and respects the prospect's time.*

# CASE STUDY A: THE SKEPTIC

Target: Mr. Jadeja (Policeman)

**OBSTACLE**



Give me a proof.

**RESULT: SOLD**

**TACTIC**



It will take only three minutes.



# CASE STUDY B: THE VIP

Target: Mrs. Sharada Modi (Mayor)



## THE STRATEGY: RESPECTFUL WITHDRAWAL.

- No time? No push.
- Exchange cards.
- Secure future appointment.

# CASE STUDY C: THE INDUSTRY EXPERT

Target: Reshma Beauty Parlor

CONSUMER PITCH	B2B PITCH
<ul style="list-style-type: none"><li>• Cleans hair quickly.</li><li>• Price: ₹152 for 220ml.</li></ul>	<ul style="list-style-type: none"><li>• Speeds up your business.</li><li>• Wholesale: ₹320 for 500ml.</li></ul>

THE PIVOT

$$5 \text{ Bottles} \times \text{Wholesale Rate} = \text{BULK SALE}$$

# PRODUCT SPEC: HAPPY HERBAL HAIR CLEANSER

## Happy Herbal Hair Cleanser

Enriched with Amala, Aritha, Shikakai & Jasud (For external use only)

Gently cleanses and makes hair soft and black. Its regular use helps control dandruff, hairfall & premature greying of hair.

**Ingredients :** Aritha 20%, Amala 15%, Shikakai 15%, Jasud 5%, Chandan 5%, Bhringraj 5%, Water to make 100% & fragrance blended with cocount oil.

**Directions :** Gently massage cleanser into wet hair and scalp, leave it for 2-3 minutes and rinse thoroughly. Repeat if necessary. Safe for daily use.

Net Vol. : 220 ml  
Mfg Lic. No. : GA/844  
MRP ₹ : 152  
Mfg. d : 6/30/13  
Best use before :  
3 years from the date of mfg.

Customer Care : Tel : +91-97-555555  
Email : herbalcare@happy.com  
online buying : happyhair.com

**USP:** Enriched with Amla, Aritha, Shikakai.

**Promise:** Controls dandruff & hairfall.

**Net Vol:** 220 ml.

**Price:** ₹152 (MRP).

**Mfg Lic No:** GA/844.

# INGREDIENT ANALYSIS: HARMFUL OR HARMLESS?

Ingredient	Percentage	Verdict
Aritha	20%	Harmless (Natural) ✓
Amla	15%	Harmless (Natural) ✓
Shikakai	15%	Harmless (Natural) ✓
Jasud	5%	Harmless (Natural) ✓
Chandan	5%	Harmless (Natural) ✓
Bhringraj	5%	Harmless (Natural) ✓

Total Natural Composition > 65%.

# THE TOOLKIT: ACCEPTING VS. DECLINING

## ★ ACCEPT (A)

- Sure, I agree.
- Oh! I like it.
- Definitely.

## ★ DECLINE (D)

- Sorry, I cannot.
- No, sir.
- Sorry, I tried but could not.

**Pop Quiz** How would you respond to: "Let's open that window"?

# SCENARIO PRACTICE: "I SAY"

Fill in the correct response.

**Teacher:** We are planning a trip to Panchamrut Dairy. Will you join?

Sure, I will.  
Thank you for invitation.

**Student:** Can you help me with my homework?

Sure, let me see it.

# PRECISION IN LANGUAGE



**Condition** (*noun*)  
Situation or state of affairs.

**Conditioneer**


(*noun*) A substance to maintain a specific state (e.g., hair product).

**AIR** **Conditioner**

(*noun*)  
A machine to control temperature.



# THE ART OF GETTING TO 'YES'



Be direct.

**Peer**

Be direct.



**Group**

Use "Let's".



**Pro**

Adapt to the Need.

**"YES, I WILL."**

FIELD NOTES  
VOL. 3



# YOUR TURN

## Activity: The Harry Patel Strategy.

Sell a pen (or shampoo) to your neighbor.

1. Start with “Can I have your five minutes?”
2. Identify the customer (Skeptic, VIP, or Expert).
3. Close the deal.

Presentation design based on Unit 3.

FIELD NOTES  
VOL. 3

