

Lesson 2 — Structure & Core Language

Session 2 of 8 | Duration: 60 min | Artifact: 60-sec fragment (opening + vision capture)

Purpose

Introduce the five-beat structure and the functional language that makes each beat work.

Phases

Time	Phase	Trainer does
0:00–0:10	Review L1 patterns	Share 2–3 observations from L1 recordings (no names). Common patterns: pitch launches into property description before confirming the brief; “beautiful spaces” / “five-star service” without naming anything; close vague (“let me know what you think”).
0:10–0:25	Teach the five beats	Walk through each beat on screen. Name the purpose and time budget. ~3 min per beat.
0:25–0:45	Language bank	Introduce the 8 anchor phrases (see below). Each learner says each phrase aloud once in context.
0:45–0:55	Micro-task	Each learner picks any real client brief from their own pipeline and records a 60-sec opening + vision capture fragment.
0:55–1:00	Close	Confirm Lesson 3 drills the proposal beat. Save fragments.

Scripted teacher language

“The structure isn’t a script. It’s a checklist. If any beat is missing, the client can’t decide.”

“Before you describe the property, you have to show you’ve understood what they want. Vision capture is the beat that earns the rest of the pitch.”

“For this exercise, pick a real brief from your own pipeline. Don’t invent.”

Language bank — 8 anchor phrases

Beat	Phrases (use each at least once during the course)
Opening & relationship	“Thank you for considering Park Hyatt Jeddah for [event type].” “From your brief, you’re looking for [one-line summary of what they want].”
Vision capture	“Let me make sure I’ve understood the brief — what I’m hearing is [feeling] + [scale] + [signature touch].”
Venue & service proposal	“For an event of this scale, I’d propose [specific space] for [purpose], because [property feature that matches the vision].” “We’d accompany that with [named signature service], which would

Beat	Phrases (use each at least once during the course)
	[specific outcome for the client].”
Pricing & inclusions	<p>“The package starts at [SAR amount] per [unit]. Inclusions are [three named items].”</p> <p>“On top of that, [signature element] is included at no additional cost.”</p>
Close & next step	“If we're aligned on direction, I'd like to invite you for a site visit on [day], and send you a draft proposal by [date].”

Between-session work

Each learner brings one real client brief from their own pipeline to Lesson 3 — with the opening line and vision capture already drafted in their head. They don't write a script.

Artifact

60-sec recording per learner. Opening + vision capture only. Save as **PHJ_[Department]_[LearnerID]_EventSales_L2_YYYY-MM-DD**.