FOR BUSINESSES · OVERVIEW

CTC Business Overview

Reach the people you want to do business with by helping them address the problems that matter to them.



Illustrative image, not a photograph of a Pamumvuri event.

The problem

Your problem isn't a shortage of contacts. It's a shortage of context. Your sales team may already know exactly whom it wants to reach: names, organisations, job titles, perhaps even phone numbers. But knowing someone's name is not the same as understanding their needs, earning their attention or giving them a reason to talk to you. Without context you cannot tell what is occupying their attention, which challenges are shaping their decisions, or when they would welcome help. So outreach becomes generic, the message arrives at the wrong moment, and even a genuinely useful product feels like another unwanted sales pitch.

Having someone's contact details doesn't mean you have permission to sell to them. Decision-makers face constant requests for their time, attention and money, and every unsolicited approach competes with responsibilities they already carry. A message that arrives without relevance or an existing relationship often meets resistance before the offer is even considered.

Another event. Another logo. But what did your business actually gain? But the audience did not necessarily attend because of you, and the activity may have little to do with the commercial problems you are trying to solve. Afterwards you receive photographs, attendance figures and a list of where your logo appeared, and your marketing or sales team is still asking how that investment helped it reach the right customers or progress a single relationship.

What Conversations That Count is

Conversations That Count is a managed business-development and customer-engagement service: your organisation funds useful, expert-supported conversations about problems your target audience genuinely

faces, trusted hosts bring that audience together, and interested participants choose whether to engage with you further.

Participating businesses fund agreed programmes that address genuine challenges affecting their desired audiences. Trusted Key People of Influence help convene those audiences. Pamumvuri designs and coordinates the engagement. Qualified contributors, including WE Alliance experts, provide knowledge, facilitation and practical resources. Participants receive genuine value whether or not they become customers, and interested participants choose whether to request further engagement.

> **The value opens the door. The relationship must be earned.** Give people something useful before asking them to consider what you sell.

How it works

1. **Define your business objective.** Which audience matters to your growth, and what would progress look like: new relationships, a market entry, stronger preference or deeper client loyalty?
2. **Understand the audience and its pressures.** We map what is occupying that audience's attention: the recurring risks, decisions and difficult moments where useful help would be welcome.
3. **Match the audience with hosts and experts.** We identify Key People of Influence whose invitation the audience trusts, and qualified contributors who can genuinely help.
4. **Design and deliver valuable conversations.** Small, well-facilitated sessions on a problem participants recognise. Your support is acknowledged openly. Nobody gives a sales pitch.
5. **Provide voluntary routes to relevant solutions.** Participants can request resources, further support or an introduction to your business. Each choice is separate and optional.
6. **Measure engagement and agreed outcomes.** We report against the measures agreed at the start, from participation to requested introductions, without exposing anyone's private information.

What your business receives

- **Business-objective discovery**: Keeps the campaign anchored to your growth goals, not to somebody else's event.
- **Target-audience mapping**: Focuses budget on the people you actually want to reach.
- **Audience risk and opportunity analysis**: Gives you context: the reason a conversation with you would be relevant.
- **Host identification and coordination**: Earns a hearing that cold outreach cannot.
- **Conversation-theme development**: Makes your relevance obvious without turning the session into a pitch.
- **Qualified expert support**: Gives participants genuine value and gives the campaign credibility.
- **Invitation and engagement materials**: A consistent, trustworthy experience from the first message.
- **Event or session coordination**: You do not need to build event capacity in-house.
- **Practical participant resources**: Value continues after the conversation and keeps the experience useful.
- **Agreed brand recognition**: Transparent association with something the audience values.

- **Consent-controlled follow-up**: Conversations with people who have chosen to engage, with clear context.
- **Campaign reporting and review**: Accountability for your investment and evidence for the next decision.

Optional services (extra sessions, premium venues, deeper insight, published resources) are scoped separately. CRM integration, exclusivity, publicity and co-branding require separate agreement.

Campaign formats

Format	Best suited to
Five-conversation pilot	Best suited to testing a defined audience, refining the engagement model and learning which conversation approaches generate useful participation.
Ten-conversation development programme	Best suited to repeated engagement with a defined market or related groups, with opportunities to refine topics, resources and follow-up.
Fifteen-conversation market-development series	Best suited to larger campaigns involving connected audiences, multiple themes and sustained activity.

Trust is built in

Attendance never authorises the transfer of contact details. You cannot buy attendee data. Introductions happen only when a participant explicitly asks.

Level	What the participant does	What the business receives
Level 1: Exposure	A person attends a conversation.	The participating business receives no personal information. Attendance never authorises the transfer of contact details.
Level 2: Engagement	A person chooses to request resources, give feedback or engage further with the programme.	The business sees only aggregate, anonymised information. In small groups, figures are combined or withheld so that nobody can be identified.
Level 3: Introduction	A person separately and specifically asks to be contacted by an identified business or provider.	Only the information needed for that introduction is shared, and only for the purpose the person requested.

Conversations That Count does not guarantee leads, sales, return on investment, trust transfer or access to particular decision-makers. Commercial results depend on many factors, including the participating business's offering, suitability, follow-up and sales processes.

Next step

Tell us the audience you want to reach and the objective behind it. It takes about two minutes and commits you to nothing.

> **Build My Customer Engagement Campaign:** www.conversationsthatcount.org/businesses/#plan

Or contact Pamumvuri directly: **tapiwa@nojobsjustwork.com** · **+263 72 003 7858** (phone and WhatsApp).