



## COMMUNICATION

# 41. Saying No

Act as a Product Manager of an **enterprise-grade ERP software**. A sales rep emails you that they can close a **seven-figure deal** with a well-known brand if we commit to implementing **several customizations with their in-house software in a few weeks time**.

Write a diplomatic email politely pushing back while citing the risk associated with **consuming the entire team for one client & sacrificing roadmap progress**. Suggest alternative options.