PIVOT POINT
Advantage

Sell Without Selling™
Success Field Guide

Week 4 - Module 2: Build Trust Without Trying: The Science of Subconscious Rapport

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Week 4 - Communicate Like a Leader, Not a Salesperson
Master the foundations of influence, trust, and connection
Module 2- Build Trust Without Trying:
The Science of Subconscious Rapport Field Guide

Maintain safety while holding direction. Protect the Trust Window while leading the conversation forward.

The Trust Window opens when:

• You are regulated
• You are predictable
• You are not in a hurry

The Trust Window™ narrows when:

• Internal urgency appears
• You need agreement or momentum
• You over-explain or fill silence

The Trust Window™ closes when:

• You correct too early
• You push clarity before readiness
• You lead without calibration

The 7 Subconscious Cues (Buyer Scanning)

• Warmth — relaxed presence, no handling
• Presence — listening without rehearsing
• Congruence — tone, pace, words match
• Predictability — buyer knows what's next
• Competence — steadiness under pressure
• Space — room to think without chase
• Leadership — direction without force

Rapport Recovery - When It Slips

1. Regulate yourself (slow breath, slow pace)
2. Reduce output (fewer words, cleaner questions)
3. Let silence recalibrate

Presence fixes what language cannot.

Order Of Operations

1. Awareness
2. Rapport
3. Language
4. Structure

Flip the order and pressure shows up.

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