PIVOT POINT
Advantage

Sell Without Selling™
Success Study Guide

Week 6 - Module 2: Emotional Triggers, Drivers & Anchors

By: Stacey O'Byrne
Master Trainer and CEO

Week 6 - Inside the Buyer's Mind
Understand the psychology driving every decision they make
Module 2 - Emotional Triggers, Drivers & Anchors Study Guide

Purpose of This Module
This module trains emotional classification, not emotional manipulation. Your role is to interpret emotional signals, preserve identity and safety, and lead conversations without pressure.

Core Governing Principles
- Emotion is information, not motivation
- Safety precedes movement
- Identity governs emotional response
- Restraint is a leadership skill

Key Skill: Emotional Classification
Emotional classification is the ability to identify what an emotion is protecting before responding. Misclassification escalates resistance.

Primary Emotional Forces
- Loss aversion
- Status
- Belonging
- Certainty
- Autonomy

Six Primary Emotional Drivers
1. Freedom
2. Relief
3. Recognition
4. Safety
5. Control
6. Transformation

States vs Signals
Emotional states are internal experiences. Emotional signals require response. Do not respond to all emotion, respond to safety loss or misalignment.

Emotional Safety Gate
No safety = no progress. Emotional activation without safety triggers threat responses and decision paralysis.

Copyright © 2026 Success Solutions Inc, Pivot Point Advantage and Stacey O'Byrne
All Rights Reserved

Ethical Anchoring

Anchoring reinforces existing emotional states. It does not manufacture emotion or bypass identity.

Diagnostic Question

Before responding, ask: What is this emotion protecting right now?

Application Reflection

Review recent sales conversations. Identify emotional signals, dominant drivers, and whether safety was preserved.

Copyright © 2026 Success Solutions Inc, Pivot Point Advantage and Stacey O'Byrne
All Rights Reserved