PIVOT POINT
Advantage

Sell Without Selling™
Success Study Guide

Week 7 - Module 3: The Decision Sequence Buyers Follow

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Week 7 - Decision Dynamics, Buyer Motivation & Sales Mechanics
Build the internal architecture that leads buyers forward.
Module 3 - The Decision Sequence Buyers Follow Study Guide

Module Focus

This module teaches sellers how buyers actually move through a decision once alignment exists. The focus is not persuasion, scripting, or pressure. The focus is protecting sequence, preserving momentum, and avoiding late-stage interference.

Core Truths

- Buyers follow a predictable decision sequence
- Late-stage mistakes are usually timing errors, not wording errors
- Momentum is fragile once agreement appears
- Most stalled deals were already aligned

The Buyer Decision Architecture (Background Model)

- Identity safety - Does this fit who I am?
- Emotional resonance - Does this feel right?
- Narrative alignment - Does this make sense in my story?
- Trust calibration - Do I trust the process?
- Logic confirmation - Can I justify this?
- Future pacing - Can I see myself having chosen this?
- Commitment - I'm ready to move forward

This sequence runs automatically. Sellers support it or disrupt it.

The 7-Stage Commitment Ladder (Execution Model)

1. Attention
2. Curiosity
3. Connection
4. Trust
5. Agreement
6. Readiness
7. Decision

Sellers do not push buyers up the ladder. They protect the rung the buyer is currently on.

The Momentum Curve

Momentum is decision energy.
Momentum is built by:

- Clear sequencing
- Minimal cognitive load
- Clean language

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Momentum is broken by:
• Over-explaining after agreement
• Introducing new information late
• Talking to manage seller anxiety

Decision Breakpoints

• Immediately after price is presented
• Immediately after emotional agreement
• When buyers say “I just need to think about it”

Correction requires restoring sequence, not persuasion.

Decision Energy Depletion (Neuroscience)

• Cognitive fatigue creates delay
• Emotional resistance creates objection
• Treating fatigue like resistance increases withdrawal

More explanation increases depletion.

Restoring Decision Energy

• Reduce options
• Compress language
• Pause instead of persuade
• Reinforce autonomy and identity safety

Influence Timing

• Early: build alignment and context
• Mid: stabilize trust and narrative
• Late: reduce language and protect autonomy

The right words at the wrong time reopen evaluation.

Negotiation Bridge

Negotiation pressure is usually a symptom of earlier sequence disruption.

Buyers seek control when momentum was mishandled before commitment.

Seller Self-Audit

• Where was the buyer on the Commitment Ladder™?
• Did I add language after clarity appeared?
• Did I mistake fatigue for resistance?
• Did I talk to manage my anxiety or support the buyer’s decision?

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Field Application

For the next 5 sales conversations:

- Identify the buyer's rung in real time
- Stop explaining immediately after agreement
- Use silence to allow commitment
- Apply one controlled challenge only if circling occurs

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