PIVOT POINT
Advantage

Sell Without Selling™
Success Study Guide

Week 7 - Module 4: Negotiation, Ethics & Authority Positioning

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Week 7 - Decision Dynamics, Buyer Motivation & Sales Mechanics
Build the internal architecture that leads buyers forward.
Module 4 - Negotiation, Ethics & Authority Positioning Study Guide

Module Focus

This module teaches how to negotiate late-stage decisions without reopening the sale. It focuses on ethics as deal-preserving mechanics, authority without dominance, and values-based alignment under pressure.

Core Truths

- Negotiation is a continuation of the decision sequence, not a reset
- Authority is accepted, not taken
- Pressure erodes commitment; alignment stabilizes it
- Buyers protect values under pressure, not price

Reframing Negotiation

Late-stage negotiation is not about leverage or winning.

It is about:

- Collaboration over concession
- Alignment over extraction
- Protecting momentum that already exists

When negotiation is framed adversarially, evaluation reopens.

Ethics as Deal-Preserving Mechanics

Ethics are not philosophical guidelines here. They are behavioral requirements.

Unethical pressure:

- Triggers buyer self-protection
- Collapses authority
- Increases resistance and delay

Ethical influence preserves autonomy and allows commitment to hold.

Values-Based Negotiation Lens

When pressure appears, buyers defend what matters most to them.
Common value protections under negotiation pressure:

- Stability & safety (risk reduction)
- Outcomes & performance (winning, optimization)
- Relationship & fairness (respect, tone, trust)
- Autonomy & integrity (choice, self-authorship)

Negotiation friction occurs when sales professionals negotiate price while buyers protect values.

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Authority Under Pressure

Authority is communicated through regulation, not dominance.

Signals of authority:
- Calm tone
- Controlled pacing
- Comfort with silence

Explaining, justifying, or defending late-stage signals instability.

The Power–Role Exchange

Buyers often offer authority subconsciously during negotiation.

They test:
- How the seller handles pressure
- Whether the seller needs control
- Whether the seller respects autonomy

Authority is received by not needing to use it.

Alignment vs Persuasion

Late-stage persuasion feels like control to the buyer.

Alignment allows the buyer to experience the decision as self-authored.

Alignment creates commitment. Persuasion creates compliance.

Seller Self-Audit

After negotiation conversations, ask:

- Did I try to win or protect alignment?
- Did I negotiate price while the buyer protected values?
- Did I maintain calm under pressure?
- Did I preserve buyer autonomy throughout the process?

Field Application

For the next 5 negotiations:

- Identify what the buyer is protecting under pressure
- Reduce language when tension appears
- Use silence instead of justification
- Focus on alignment, not extraction

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