PIVOT POINT
Advantage

Sell Without Selling™
Success Study Guide

Week 8 - Module 1: Remove Friction, Increase Clarity

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Week 8 - The SWS Sales Conversation Flow: Lead, Don't Sell
Guide the buyer through a decision, not a pitch.
Module 1 - Remove Friction, Increase Clarity Study Guide

Module Purpose & Orientation

This module is not about techniques, scripts, or persuasion. Module 8-1 installs external conversation leadership. The goal is to make sales conversations neurologically easy to move through, so decisions form naturally, without pressure.

The Core Shift (Week 7 → Week 8)

Week 7 trained INTERNAL execution:

- Regulating yourself
- Managing pressure
- Staying clean under stress

Week 8 trains EXTERNAL execution:

- Leading the conversation
- Holding structure
- Directing movement without force

Internal control prevents sabotage. External leadership creates momentum.

What Friction Actually Is

Friction is anything that makes the buyer's nervous system work harder than necessary.

Clarity is not explanation. Clarity is neurological ease.

When friction is present, buyers don't resist loudly.

They slow down, hedge, defer, and delay.

The Five Friction Points (Recognition Guide)

Cognitive Friction:

- Overload
- Too much information
- Buyer starts thinking instead of deciding

Emotional Friction:

- Guardedness
- Subtle resistance
- Feeling evaluated or managed

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Linguistic Friction:

• Right words, wrong timing

• Over-explaining

• Answering questions that weren't asked

Identity Friction:

• Threat to competence or self-image

• Buyer delays to avoid vulnerability

Decision Friction:

• Too many options

• No clear next step

• Fear of regret

Temporal Control (Timing Awareness)

Not all hesitation is bad.

Healthy friction sounds like:

• Curiosity

• Clarification

• Engagement

Decay sounds like:

• Looping

• Vagueness

• Distancing language

Sales leadership is knowing when to allow processing and when to redirect.

Conversation Phase Discipline

Every sales conversation moves through three phases:

• Explore

• Align

• Decide

Problems occur when phases are blended.

The fix is not explanation, it's stepping back one phase and restoring orientation.

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The Pre-Frame Structure (Reference)

Purpose of the pre-frame:

• Reduce uncertainty

• Protect autonomy

• Establish calm authority

A clean pre-frame clarifies:

• What the conversation is for

• How decisions will be made

• What happens if it fits

• What happens if it doesn't

Buyer Warm-Up Sequence

This is not rapport-building.

It is state transition.

Sequence:

1. Downshift urgency

2. Anchor purpose

3. Establish presence

Rushing this sequence creates resistance even when logic is sound.

Live Self-Check (Post-Conversation)

After a real sales conversation, ask yourself:

• Where did friction appear?

• Did I explain or stabilize?

• Did I violate a phase?

• Where did identity feel threatened?

• Did I manage outcomes or conditions?

Key Leadership Reminders

• If the buyer is thinking, they're not deciding

• Silence can stabilize or threaten, check your intent

• Direction without pressure comes from structure

• Your job is not persuasion, it's leadership

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