PIVOT POINT
Advantage

Sell Without Selling™
Success Study Guide

Week 10 - Module 2: Social Positioning & Value-Based Presence

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Week 10 - Become Referable & Expand Your Influence
From seller → stabilizing presence → market authority
Module 2 - Social Positioning & Value-Based Presence Study Guide

Module Orientation

This module is not about networking. It is about how markets position you based on nervous-system safety, contribution posture, and perceived stability.

Identity Reframe: Seller vs Contributor vs Reference Point

Seller Energy:
- Oriented toward outcome
- Scans for relevance
- Advances to relieve discomfort

Contributor Energy:
- Oriented toward understanding
- Listens for clarity
- Waits without tension

Reference Point:
- Reduces friction by presence alone
- Creates orientation for others
- Does not need to be remembered, is recalled naturally

Perception Recalibration

After this module, you may notice:
- Less internal urgency in social environments
- Increased awareness of pacing and pressure
- Greater sensitivity to when safety opens or closes

These are signals of regulation, not disengagement.

Market Response Signals

Signs positioning is working:
- Conversations slow naturally
- People stay present longer
- Questions shift from transactional to reflective

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Signs of over-advancing:
• Tightening in the body
• Impulse to explain or justify
• Pressure to move the interaction forward

Integration Prompts

Reflect without fixing:
• Where do I feel less need to manage perception?
• What am I no longer trying to prove?
• Where does stability feel unfamiliar but right?

Integration Reflection

After this module, notice how your experience in rooms begins to change.

• Where does interaction feel easier than it used to?
• Where does momentum seem to form without effort?
• What feels different when you stop trying to manage connection?

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