PIVOT POINT
Advantage

# Sell Without Selling™
## *Success Study Guide*

## Week 9 - Module 4:
## The C.A.S.H. Framework

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## Week 9 - Operating Inside Resistance
***When buyers protect themselves, not oppose you***
## Module 4 - The C.A.S.H. Framework Study Guide

This study guide is not a recap. It exists to protect sequence, restraint, and execution integrity.

C.A.S.H. only works when resistance has already softened. If you feel pressure, urgency, or the need to push, you are early.

### The One Rule
- C.A.S.H. is a sequence, not a menu.
- Skipping steps creates pressure.
- Pressure breaks coherence.

### Sequence Discipline Check
### Clarify

• My job is to reduce ambiguity, not extract truth.
• I am surfacing the conflict without forcing exposure.
• If I am asking 'why' or pushing for justification, I am early.

### Align

• My job is to remove opposition, not create agreement.
• I align with fear, not the story it created.
• If I am validating conclusions, I am colluding.

### Solve

• My job is to restore motion, not impress.
• Emotional resolution comes first. Logistics come last.
• If logistics feel heavy, I skipped a step.

### Harmonize

• My job is integration, not closure.
• I allow the decision to settle without interruption.
• If I feel urgency, I am interrupting resolution.

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**Self-Check**

Before advancing the sequence, ask:
• Am I moving to relieve my own discomfort?
• Am I filling silence?
• Am I stacking steps?

If yes; go back one letter.

**Post-Conversation Audit**

After any C.A.S.H. conversation:

• Where did I rush?
• Where did I skip?
• Where did pressure appear and why?

Skill is built between conversations, not during them.

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