PIVOT POINT Advantage

Sell Without Selling™

Success Study Guide

Week 9 - Module 7: Real-Time Objection Diagnosis & Adaptive Selling

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Week 9 - Operating Inside Resistance

When buyers protect themselves, not oppose you

Module 7 - Real-Time Objection Diagnosis & Adaptive Selling Study Guide

Purpose:
This study guide is not a reflection tool. It is a calibration tool.

Its purpose is to prepare your nervous system, attention, and decision-making before and during live conversations so objections are recognized early, regulated correctly, and prevented from hardening.

Use this guide before calls, during training reps, and immediately before live selling environments.

Pre-Call Orientation

Before the conversation begins, orient yourself to likely instability.

Answer silently:
- What objection category is most likely to appear?
- Where might uncertainty surface first?
- What identity risk could be present for this buyer?
- What would compression look like for this person?

Your job is not to be right.
Your job is to be early.

Early Warning Signal Tracker

Objections announce themselves before words change.

Watch for:
- Pauses that lengthen
- Repeated questions without advancement
- Softer or flatter tone
- Increased qualifiers
- Shift from exploratory to definitive language

Rule:
If two or more signals appear, do not add information.
Regulate first.

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Live Diagnosis Grid
Diagnose the state before responding:

Expansion → explore
Compression → stabilize
Certainty drop → contain
Identity threat → remove comparison
Urgency spike → slow yourself, not the buyer

The statement is never the problem.
The protection is.

Internal State Calibration

Before speaking after tension appears, check:

- Is my body calm?
- Is my breathing slow?
- Am I trying to help or trying to fix?
- Am I attached to the outcome?

If you are dysregulated, anything you say will land as pressure.

Velocity Control Reminder

Pacing is regulation, not softness.
Slowing down can restore safety or increase fear.
Speed can create clarity or threat.

Watch what happens after you speak:
Expansion = alignment
Compression = misalignment

Influence Pivot Orientation
A pivot is not persuasion.
It is direction restoration.

When resistance is active:
- Do not argue
- Do not reassure
- Do not overpower

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Shift the frame without contradicting the buyer.
Lead back to clarity without dominance.

Operating Anchor

My job is not to remove resistance.
My job is to remove the need for protection.

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