

Framework Reference Table

Match any selling situation to the right framework instantly.

01 DAILY SYSTEM

● Need a daily practice structure	4P Framework 60 minutes daily: Plan (15) → Practice (15) → Persuade & Perform (15) → Reflect & Optimize (15).
● Need pre-call confidence and centering	Morning Protocol 10-minute activation: breath, power posture, purpose declaration, victory replay, visualization.
● Need to re-center before high stakes	Legacy Intention Reset 5-minute service-focused grounding before your most important interactions.

02 CONVERSATION ARCHITECTURE

● Need complete conversation structure	5-Stage Persuasion Framework Authentic Connection → Strategic Inquiry → Catalyze Vision → Proof Story → Decisive Call-to-Action.
● Need to improve delivery and presence	Vocal Mastery Pace: 20% slower. Pause: 10+ seconds after closing questions. Inflection: downward for authority.
● Need prospect-facing stories	Story Library Three types: Hero's Journey, Cautionary Tale, Identification Story. Practice until effortless.
● Need pre-meeting preparation	Pre-Engagement Protocol Energy Anchor → Belief Reset → Client Win Visualization.

03 PERSUASION & INFLUENCE

● Need to bypass conscious resistance	NLP — Embedded Commands Hide instructions in neutral statements: "As you review the benefits, you'll find yourself ready."
● Need prospect to feel future success	NLP — Future Pacing Guide them to inhabit the future: "Picture 90 days from now, this is solved..."
● Prospect stuck in habitual thinking	NLP — Pattern Interruption Break the pattern: "What if the real problem isn't what you've been focused on?"
● Need to match communication style	NLP — Language Alignment Identify visual, auditory, or kinesthetic language and mirror it in responses.
● Need to connect purchase to identity	Identity Triggers "This is the kind of decision that separates leaders from followers." Specific to their role.
● Need to transfer your certainty	Belief Transfer Absolute Certainty, Social Proof with Neural Specificity, Future Pacing Through Their Eyes.
● Need urgency without pressure	Loss Aversion Framing Quantify inaction as loss: "Every month you delay costs \$[X]. That's \$[annual] walking out."
● Need proof stories for credibility	Social Proof Architecture Push to Level 3 (Identical): "A company with your exact profile achieved [result]."
● Need to give value before asking	Reciprocity Engineering Offer personalized analysis, research, insights, or introductions before the ask.
● Need to maintain authority	Frame Control Investment Frame or Decision Frame. Acknowledge, reframe, guide. Never argue.
● Need progressive agreement	Micro-Commitment Laddering Small yeses to the big yes: "Does that make sense?" → "Can you see this working?" → "Let's move forward."

04 EMOTIONAL ENGINEERING

● Prospect logical but not engaged	Lever Stack Deploy in sequence: Desire → Frustration → Fear → Identity. Identify the primary driver.
● Need to identify emotional driver live	Reading the Room Desire leans forward, Frustration exhales, Fear checks phone, Identity references title.
● Need to know emotional stage	Emotional Sales Map Curiosity → Hope → Fear → Trust → Conviction. Deploy stage-specific language.
● Need to surface buried emotions	Emotional Excavation "Put one word to how this has been feeling." "What would it mean personally to solve this?"
● Emotion activated, need logic bridge	Emotional-Logical Bridge Emotion → Acknowledge → Bridge to data/proof → Return to emotion at the close.
● Prospect went quiet after strong interest	Emotional Pullback Protocol Don't chase. Wait 3 days. Name the silence. Reduce commitment. Reactivate identity.
● Different people, different priorities	Stakeholder Emotional Mapping Map each person's primary driver before the meeting. Deliver personalized triggers individually.

● Need to know if prospect is ready	Foundation Audit Score three pillars 1-10: Solution Fit, Process Trust, Personal Connection. Below 8 = don't close.
● Need to read verbal signals	Alignment Signals Tier 1, 2, 3 signals and Anti-Signals. Close only on genuine alignment.
● Need to engineer the closing moment	5-Step Emotional Alignment Reflection → Validation → Vision Building → Bridge → Permission.
● Need a structured closing sequence	4-Step Closing Sequence Confirm Understanding → Confirm Fit → Confirm Readiness → Execute.
● Need to choose the right close	Close Variations (7 types) Direct, Assumptive, Alternative, Summary, Future Pace, Reverse, or Timeline.
● About to attempt a major close	Precision Close Protocol 8-step checklist: Audit → Signals → Levers → Pillars → Trial → Close → Pause → Execute.
● Last concern before signing	Final Objection Sequence Normalize → Isolate → Resolve → Re-Close.
● Need confidence before asking	Pre-Close Power Pause 3 seconds strategic silence. Signals confidence. Whoever speaks first loses.
● Just closed the deal	Post-Close Lock-In Agreement within 1 hour, kickoff within 7 days, introduce team same day, welcome package.

06 PRICING & VALUE

● Pushes back on price	Three Prices Strategy Price of Offer vs. Price of Delay vs. Price of Doing It Wrong. Quantify each.
● Need to set the anchor high	Anchoring State the higher comparison number first, then reveal your price against it.
● Need to reveal price confidently	Value-First Reveal Get them to name the value of their problem BEFORE you state the price.
● Considering a discount	Strategic Discounting Rules Never without exchange, never preemptively, always time-bound.
● Need price confidence	Price Confidence Workout State price 5x out loud, visualize the close, practice Three Prices daily.

07 OBJECTION HANDLING

● Prospect raises any objection	W.I.P.E. Method Four stages: Weaponize, Illuminate, Pivot, Empower. Identify pattern first (Resource, Timing, Trust, Fit).
● You suspect unspoken objections	Mining Hidden Objections Calibrated questions: "What might cause you to hesitate?" "What would make it a 10?"
● Prospect is defensive or guarded	Tactical Empathy Mirror last 1-3 words, label the emotion, calibrated questions. Wait for "That's right."
● Prospect is hostile or shutting you down	No-Oriented Questions Questions designed for "no" that advance the deal: "Have you given up on solving this?"
● Prospect compares to a cheaper competitor	Comparison Trap Handling The Different Game, Total Cost Reframe, or Direct Acknowledgment script.

08 RELATIONSHIP & LEGACY

● Need to build rapid trust	Trust Triangle Character (honesty), Competence (expertise), Intent (their transformation, not your commission).
● Evaluating if deal is worth pursuing	Three Strategic Questions Am I solving their real problem? Guiding their better future? At peace if they say no?
● High-stakes legacy deal	Legacy Closing Framework Serve First → Build Emotional Ownership → Anchor Identity → Release Outcome.
● Successful close, need referrals	Referral Engine Over-deliver → 30/60/90 check-ins → Document wins → Ask at peak → Make frictionless.
● Deal doesn't fit but prospect wants to buy	Wrong-Fit Disqualification Walk away honestly. The reputation you build is worth more than the commission.
● Multi-stakeholder deal	Stakeholder Role Mapping Map to Champion, Decision-Maker, Influencer, or Blocker. Equip your Champion with ammunition.

09 MINDSET & RESILIENCE

● Just lost a deal	Post-Loss Reset 5 minutes: Physical Shift → Verbal Affirmation → Breathing → Lesson Extraction → Re-Anchor.
● Need to process a setback as fuel	Adversity Bank Extract the lesson, frame as deposit, write one sentence to read before next high-stakes call.
● Doubting yourself	Three Immutable Truths "Valuable regardless of results." "Every no deepens wisdom." "Trust system over emotions."
● Need daily grounding	Four Core Mindset Practices Daily Wins Log, Visualization Reps, Identity Anchoring, Loss Reframing Protocol.

● Need to show solution value	Product Offering Infographic Benefits, outcomes, 3-4 differentiators, one proof point. Three tiers: Quick Send, Professional, Premium.
● Need to show ROI visually	Value Proposition Infographic Current state vs. future state, quantified gap, timeline to results.
● Need to address an objection visually	Objection Response Infographic Three Prices visual for price, cost of delay timeline for timing, proof points for trust.
● Need to activate emotion visually	Lever Stack Infographic All four drivers tailored to their specific situation in one visual.
● Need professional meeting follow-up	Follow-Up Infographic Personalized visual summary of discussion, outcomes promised, clear next step.
● Need to beat a competitor visually	Competitive Comparison Infographic Total cost of ownership, implementation speed, ROI timeline advantage.