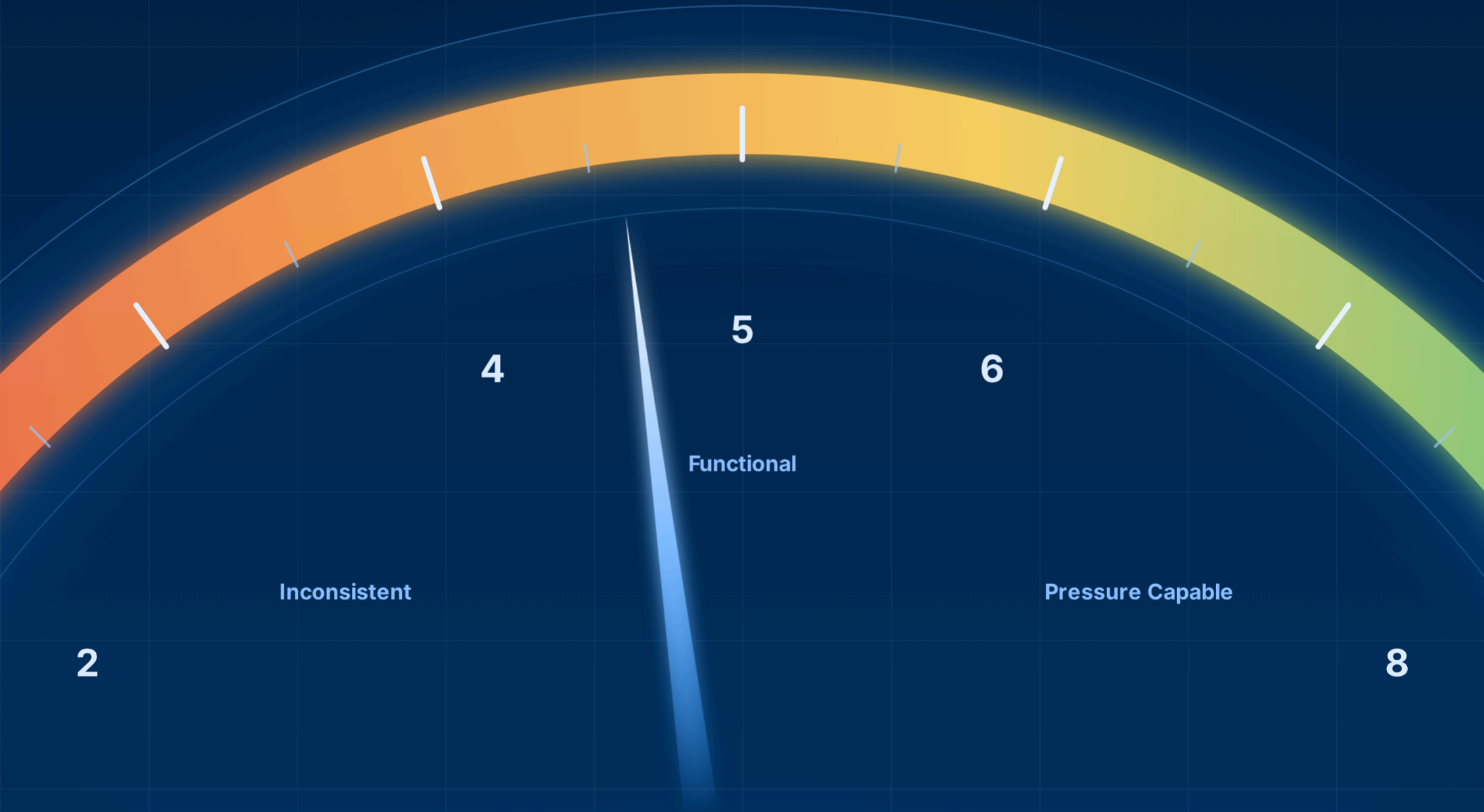


PHASE 1 · ILLUMINATE

Seller Performance Under Pressure

Behavioral Baseline Diagnostic & Activation Gap Report



PARTICIPANT

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COMPANY

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SCENARIO

Sales Call Roleplay

SAMPLES

1

DATE

June 24, 2026

Reading note: A baseline is not a grade. A low score before training is expected and useful; it shows exactly where focused practice will create the fastest gains. The goal is a clear, honest starting line.

Executive Snapshot

TRUST INDEX

48/100

Foundational

Some trust-building is present but inconsistent once pressure rises.

A seller is either **building** trust or **eroding** it in every moment of a conversation. There are fourteen specific unspoken and unconscious dimensions of trust in every one of these interactions. The Trust Index is the net of those moments: the *why* beneath seller performance outcomes under pressure.

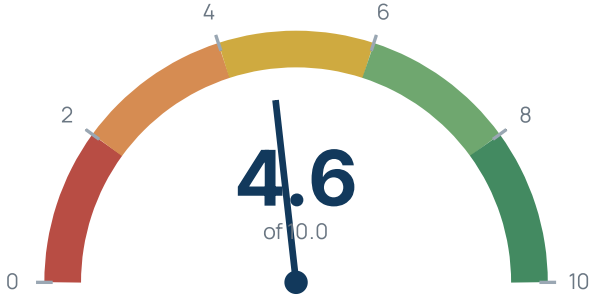
0–39
Critical

40–59
Foundational

60–79
Developing

80–100
Strong

Performance Under Pressure



Behavior Maturity Level

Functional

This seller leads with **Connection**: trust, credibility, and rapport. The pressure shows up in **Insight** (understanding the problem before moving to a solution) as the conversation tightens. Overall, this seller sits at the **Functional** behavioral maturity level, where behavior is present in normal conditions but may weaken during ambiguity, resistance, tension, or urgency.

PRIMARY DEFAULT

Pitcher

Explains, presents, or solves too early.

SECONDARY DEFAULT

Professor

Over-educates and creates cognitive overload.

Top Strengths

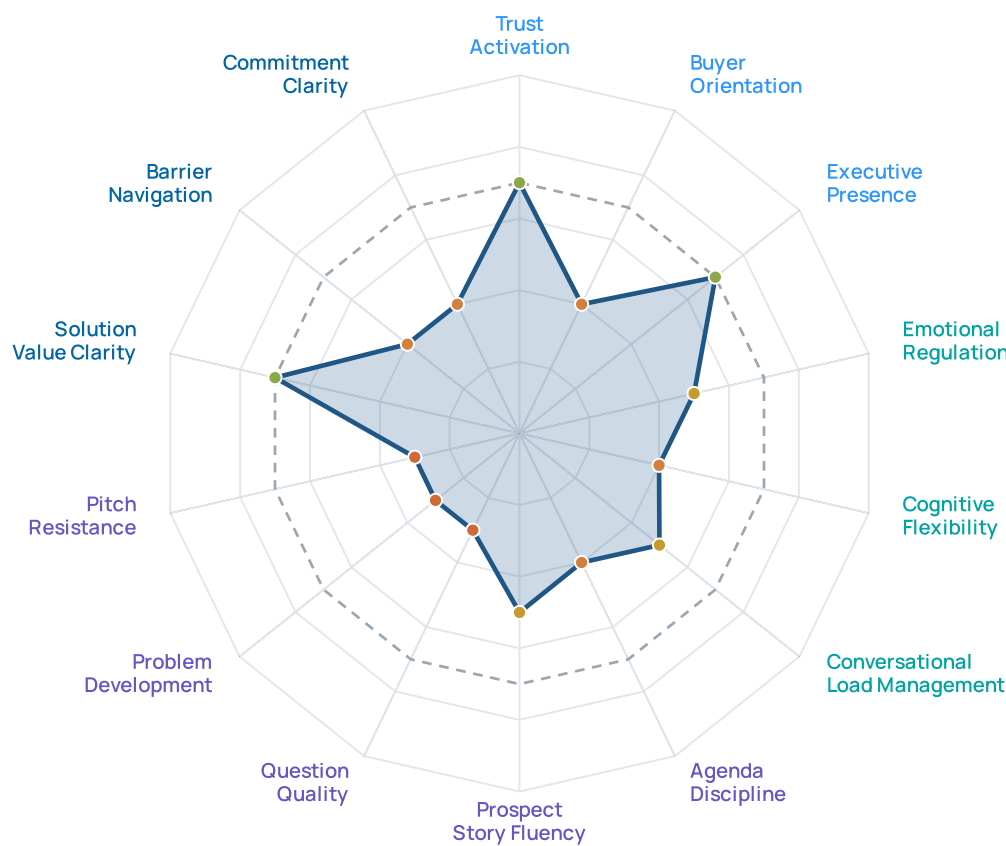
- Trust Activation:** a warm, authentic opening that put the buyer at ease quickly (7/10).
- Executive Presence:** calm, clear, and credible even under a direct challenge (7/10).
- Solution Value Clarity:** articulated the product’s value clearly and accurately (7/10).

Top Risk Areas

- Question Quality:** closed, confirmatory questions that created little reflection (3/10).
- Problem Development:** real pain surfaced but was never explored or quantified (3/10).
- Pitch Resistance:** moved to the demo before any problem was established (3/10).

Behavior Target Profile

Each spoke is one behavior, grouped around the circle by domain and colored to match. The four domain scores on the right average each domain's behaviors, in the order they unfold in a conversation: Connection, Regulation, Insight, Activation. The dashed line marks the target state (Pressure Capable / Trusted Advisor floor, 7/10).



Connection

6.0 / 10

Can the seller create safety, credibility, and buyer focus?

Regulation

4.7 / 10

Can the seller stay composed, flexible, and mentally present under pressure?

Insight

3.6 / 10

Can the seller resist pitching and accurately understand the buyer's world?

Activation

5.0 / 10

Can the seller connect the solution to the problem and help the buyer move forward?

Reading the four domains. Every behavior rolls up into one of four domains that track the arc of a real conversation:

- **Connection:** establish trust, create psychological safety, clarify intent, and earn the right to influence.
- **Regulation:** manage emotions, assumptions, pacing, and adaptability to remain effective when pressure increases.
- **Insight:** demonstrate curiosity over certainty by uncovering the underlying reality before moving toward solutions.
- **Activation:** turn insight into action by connecting value to the problem, navigating barriers, and securing a clear, buyer-owned commitment.

Each domain is scored on its own, so a strength in one does not mask a gap in another.

Performance Under Pressure Scorecard

All fourteen behaviors, grouped into the four domains and listed strongest to weakest within each. Each carries one key moment from the call: a strength example where the behavior scored 6 or above, or a breakpoint example where it scored below.

1-2 · Reactive 3-4 · Inconsistent 5-6 · Functional 7-8 · Pressure Capable 9-10 · Pressure Stable

CONNECTION

Can the seller create safety, credibility, and buyer focus?

6.0 / 10

Trust Activation

Opened with genuine warmth and a brief personal note, and the buyer relaxed and engaged early.

7

Pressure Capable

STRENGTH*"Before we dive in, I saw your team expanded last quarter, congratulations on that."*

Executive Presence

Calm, clear, and credible throughout, with steady pacing even when the buyer pushed back.

7

Pressure Capable

STRENGTH*"That's a fair question, here is how we think about it."*

Buyer Orientation

The conversation kept returning to the product rather than the buyer's stated priorities.

4

Inconsistent

BREAKPOINT*"Let me walk you through how our platform works."*

REGULATION

Can the seller stay composed, flexible, and mentally present under pressure?

4.7 / 10

Emotional Regulation

Mostly composed, with a brief defensive edge when price came up.

5

Functional

BREAKPOINT*"Well, we are priced where we are for a reason."*

Conversational Load Management

Some dense stretches where several points stacked up at once.

5

Functional

BREAKPOINT*"There is the platform, the analytics, the onboarding, the support tier, and..."*

Cognitive Flexibility

Held the planned flow even after the buyer signaled a different priority.

4

Inconsistent

BREAKPOINT*"Let me finish this part and then we can get to that."*

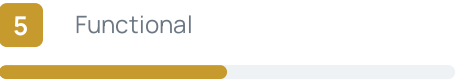
INSIGHT

Can the seller resist pitching and accurately understand the buyer's world?

3.6 / 10

Prospect Story Fluency

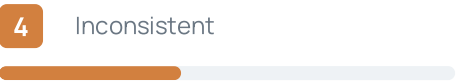
Showed some industry awareness but kept it generic to the buyer's specific situation.



BREAKPOINT *"A lot of companies in your space deal with this."*

Agenda Discipline

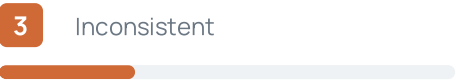
The conversation drifted across topics without a clear thread.



BREAKPOINT *"Anyway, where was I, oh right, the integrations."*

Question Quality

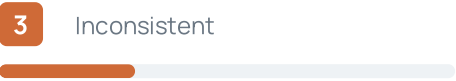
Questions were mostly closed and confirmatory, creating little reflection.



BREAKPOINT *"So you would agree efficiency is important, right?"*

Problem Development

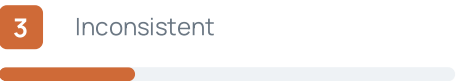
Real pain surfaced but was never explored or quantified before solving.



BREAKPOINT *"Got it, so that is a pain point. Anyway, our tool handles that."*

Pitch Resistance

Moved to the demo within the first few minutes, before any problem was established.



BREAKPOINT *"Let me just show you the product, I think you will love it."*

ACTIVATION

Can the seller connect the solution to the problem and help the buyer move forward?

5.0 / 10

Solution Value Clarity

Articulated the product's value clearly and accurately, with concrete capabilities and outcomes.



STRENGTH *"Here is exactly what it does and the three outcomes teams see."*

Barrier Navigation

Met objections with rebuttals rather than diagnosing the concern underneath.



BREAKPOINT *"I hear you, but actually that is not really a problem because..."*

Commitment Clarity

Closed with a vague next step and no owned action or date.



BREAKPOINT *"I will send some info and we will go from there."*

Default Patterns Detected

When pressure enters the conversation, behavior leans toward predictable defaults. The top three are shown below: the primary default, the secondary, and a lighter tendency to watch.

Pitcher

PRIMARY

Explains, presents, or solves too early.

- The clearest pattern under pressure is the Pitcher: the solution arrived before the problem existed.
- Within the first few minutes Jordan said “Let me just show you the product, I think you will love it,” and the demo led the rest of the call.
- The buyer’s real pain was never developed or quantified, so the value landed as a feature list rather than an answer to a felt problem.
- In domain terms this is almost all Insight: the seller reaches for a solution before the problem is understood, so the pitch lands on a guess rather than the buyer’s reality.
- The rep to practice is the hold: stay in the problem until the buyer has named and weighed it, even when a demo feels like the natural next move.

UNDER PRESSURE

Treats buyer pressure as a green light to present. Speeds up rather than slows down.

EVIDENCE BEHAVIORS

Pitch Resistance, Problem Development, Buyer Orientation.

Professor

SECONDARY

Over-educates and creates cognitive overload.

- Close behind sits the Professor: when the buyer’s attention dipped, the answer was more content rather than a question.
- A stretch like “there is the platform, the analytics, the onboarding, the support tier, and…” stacked points without checking what landed, and the conversation ran one direction with little room for the buyer to think.
- In domain terms this is a Regulation and Insight problem: the seller can’t govern how much they say under pressure, and fills the space with content instead of discovering the buyer’s world.
- The rep to practice is one idea at a time, then a question, so the buyer stays in the discovery rather than receiving a lecture.

UNDER PRESSURE

Responds to challenge or disengagement with more content: more features, more case studies, more data.

EVIDENCE BEHAVIORS

Conversational Load Management, Buyer Orientation, Pitch Resistance.

Avoider

TENDENCY

Avoids consequence, tension, and commitment.

- The seller’s tendency here is to sense the moment of tension and step around it rather than through it.
- That lean is carried by the pattern’s most heavily weighted signals, scored low here, which is what ranks it where it sits.
- When resistance appears, ask one more question before accepting it.
- In domain terms this is an Activation gap held in place by Regulation: when tension rises the seller steps around it, so barriers go unworked and commitment stays vague.
- The barrier is the door, not the wall.

UNDER PRESSURE

Changes the subject when resistance appears. Offers to follow up later. Accepts the buyer’s stated reason without exploring what’s underneath.

EVIDENCE BEHAVIORS

Barrier Navigation, Commitment Clarity, Emotional Regulation.

Target state, Trusted Advisor: holds trust, curiosity, structure, and buyer orientation under pressure. Jordan already owns the relational half of that picture, where the warmth, composure, and adaptability are the steadier behaviors. Advanced training builds the diagnostic discipline: staying in questions past the pitch window, developing and quantifying the problem before the solution, and managing how much arrives at once so the buyer’s problem carries full weight before the solution does. That foundation is the asset that makes the discovery discipline learnable quickly.

NEUROSELLING DEFAULT PATTERNS AT A GLANCE		
The desired pattern under pressure, followed by the seven defaults this diagnostic can detect.		
Trusted Advisor	TARGET STATE	Maintains trust, curiosity, structure, and buyer orientation under pressure.
Pitcher	DEFAULT	Explains, presents, or solves too early.
Pleaser	DEFAULT	Seeks approval, avoids tension, and accepts weak next steps.
Professor	DEFAULT	Over-educates and creates cognitive overload.
Defender	DEFAULT	Argues with skepticism instead of diagnosing it.
Drifter	DEFAULT	Lets the buyer control the conversation and loses direction.
Interrogator	DEFAULT	Asks questions without creating connection, insight, or meaning.
Avoider	DEFAULT	Avoids consequence, tension, and commitment.

Strengths & Evidence

What is already working: the foundation to build on.

Authentic, warm opener

Jordan built rapport fast with a genuine personal note, and the buyer relaxed and engaged early. That natural warmth is a real asset to build discovery on.

Composed and credible

Steady pacing and a calm, clear presence held even when the buyer pushed on price. Credibility under light pressure is already in place.

Clear on product value

When describing the solution, Jordan was accurate and concrete about what it does and the outcomes it drives. The raw material for a strong value story is there, once it is tied to the buyer's problem.

Advanced Training Recommendations

Each baseline finding maps directly to an advanced training recommendation, in priority order.

1

FINDING: SELLERS ASK SHALLOW QUESTIONS

What Customers Are Really Saying: NeuroQuestioning® and the Art of Level 3 Listening

Most sellers ask questions to gather information. NeuroSelling® sellers ask questions and listen to create insight. This masterclass deepens participants' ability to design and sequence questions while using active listening to uncover what customers mean, feel, and may not yet be saying so customers feel understood, not interrogated, and conversations produce insights that actually change how sellers approach and advance their most complex deals.

2

FINDING: SELLERS FAIL TO DEVELOP PAIN

Make the Gap Matter: Turn Vague Pain Into a Decision

Deals stall when customers can't feel the cost of staying where they are. This masterclass trains sellers to turn vague customer pain into a quantified, emotionally compelling business gap; the kind that creates urgency, shortens sales cycles, and makes the status quo untenable.

3

FINDING: SELLERS PITCH TOO EARLY

Composed Under Pressure: How Top Sellers Regulate When It Matters Most

Under pressure, sellers talk too much, over-explain, and push harder; exactly the behaviors that erode customer trust. This masterclass helps sellers recognize their own emotional triggers, regulate their stress responses, and stay calm, curious, and credible when customers push back, delay, or challenge.

4

FINDING: SELLERS RUSH THE OPENING

The Trust Advantage: How Top Sellers Win Before They Pitch

Sellers who get stuck at rapport never reach the conversations that matter. This masterclass teaches sellers how to build authentic, neuroscience-backed trust fast so customers open up, let their guard down, and say yes to the conversations that actually advance deals.

5

FINDING: SELLERS SOUND GENERIC IN DISCOVERY

Discovery That Drives Change: Advanced Discovery for Complex Accounts

This masterclass teaches sellers how to lead advanced discovery conversations that help customers see their world, challenges, and opportunities differently. Participants learn to combine customer insight, problem development, and visual storytelling to create urgency and alignment.

How this baseline was produced

1. Capture a live, unscripted conversation before any NeuroSelling training.
2. Identify the pressure moments the buyer introduced.
3. Score each of the 14 behaviors for how reliably it held under that pressure.
4. Determine the primary and secondary default patterns from the evidence.
5. Map each gap to its advanced training recommendation.

