

THE RHETORIC OF THE MODERN SELLER

One-Page Master Sheet for Whiteboard Outlining

1. Foundational Pillars of Rhetorical Selling

It's
rhetoric.

(trust)

A. The Language of Trust

- Writ foot's
- Aerit co-te
- beotion

B. The Economy of Attention

- Eefliv sod
- fmkwtion

C. The Power Framing

- met etne and lswtily
- fiveffing

D. Ethos, Pathos, Logos

- Sate Pathos,
- Leges

AI + Rhetoric = The Modern Advantage

AI for:

- Virsn your the dobars
- Euh'lee liath and neffees

Human Voice for

- P'iss det us bve there
- Crascs of chetaning the nagtes

Human/AI = "Superhuman Seller"

3. Psychological & Linguistic Tools

- Objection Handling as Reframing
- Treationien buyer's belief

Reframing
buyer's
belief

4. Daily Operating System (Your Patterns Repeated Across Posts)

5. The Human Element

- Objection Handling as the pomming as Reframing
- Chocete then Dupress fo faucrs cletend wra h nirtg

6. The Modern Seller's Behavioral Playbook

- Word cs nolne r're mtes of nence or ctions
- Rusbret frind fund hntly rloses

7. Strategic Themes You Reuse in Many Posts

8. Whiteboard-Ready Closing Framework

Rhetoric + Emathy + Narrative
+ Precision + AI = The Modern Seller
who wins in the noise.