



SR CICERO AUTHORITY LANGUAGE & CALL CONTROL GUIDE

Lead the Call • Control the Frame • Close Clean

Official Sales Standard – Senior Cicero Division

1. Purpose of This Guide

Senior Cicero is responsible for **leading the conversation**, not reacting to it.

This guide exists to:

- Establish calm authority
- Prevent client dominance
- Reduce discount pressure
- Maintain control without confrontation

Whoever controls the frame controls the close.

2. The Senior Cicero Rule

You are the guide, not the guest.

Clients call for certainty.

Authority creates certainty.

3. Authority Is Calm, Not Loud

Authority is shown through:

- Slow, deliberate speech
- Clear structure
- Confident pauses
- Controlled transitions

Rushing, over-explaining, or filling silence signals weakness.

4. Call Control Structure (Use This Flow)

Every Senior Cicero call must follow this structure:

1. **Frame the Call**
2. **Confirm the Facts**
3. **Set Expectations**
4. **Address Concerns**
5. **Close or Exit**

If the call drifts → reset the frame.

5. Framing Language (Opening Control)

Use one of the following:

“Let me walk you through how this works so we can do this properly.”

“I’ll ask a few clarifying questions, then I’ll outline the best option.”

This establishes leadership immediately.

6. Redirecting Rambling Clients

When clients talk excessively or go off-topic:

“I’m going to pause you there so we stay on track.”

“That’s helpful context — let me bring this back to the move itself.”

Never apologize for redirecting.

7. Handling Price Pressure Without Discounting

If client pushes price early:

“Pricing comes after scope — otherwise it won’t be accurate.”

If client compares competitors:

“We don’t compete by being the cheapest. We compete by doing it right.”

If client demands guarantees:

“We operate professionally, but real-world conditions can’t be guaranteed.”

Say it once.

Repeat if needed.

Do not argue.

8. Silence Is a Tool

After stating price or policy:

- Stop talking
- Let silence work
- Do not justify unless asked

The first person to fill silence loses leverage.

9. Re-Establishing Control Mid-Call

If the client becomes dominant:

“Let me reset this for a moment so we’re aligned.”

“Here’s what matters for this move — everything else is secondary.”

Resetting is not rude.

It is leadership.

10. Ending Calls Decisively

When closing:

“Based on everything, this is the correct option. Would you like me to secure it?”

When declining or escalating:

“This move requires review before proceeding. I’ll follow up once confirmed.”

Do not linger.

Do not over-explain.

11. Language to Avoid (Always)

Senior Cicero must never say:

- “I think...”
- “Maybe...”
- “It should be fine...”
- “I’ll try...”
- “Don’t worry...”

Replace with certainty or escalation.

12. Final Principle

Authority is clarity under pressure.

Senior Cicero does not chase approval.

Senior Cicero provides direction.

Calm voice.

Clear structure.

Clean close.