

PitchProX Master AI Training Dataset for Sales Team
Developer Handoff & Version-Controlled Reference

File #	Lead Type Tag (lead_type)	Human Label	Primary Role	Key Emotional Drivers
1	broker_of_record	Broker of Record / Designated Broker	Risk-mitigation, Compliance	Liability, Retention, Time-scarcity
2	assistant_to_agent	Assistant / Gatekeeper	Access-control, Loyalty	Protection, Efficiency, Respect
3	e_agent	100 % Online / Cloud Agent	Speed, Automation	Tool-fatigue, ROI, Brand
4	broker_owner	Franchise Owner / Broker-Owner	Growth, ROI, Brand	Scale, Control, Adoption risk
5	junior_agent	Junior Agent (w/ Mentor)	Learning, Validation	Approval-seeking, Overwhelm
6	large_team_brokerage	Large Brokerage (51-200)	Performance visibility	Tech fatigue, Politics
7	luxury_agent	Luxury Agent (\$5M+)	Brand, Discretion	Image-risk, Precision
8	enterprise_brokerage	Mega-Team (200+)	Data clarity, Compliance	Rollout friction, Security
9	micro_team	Micro-Team (2-5)	Relationship , Loyalty	Disruption fear, Consensus
10	mid_size_team	Mid-Size Team (16-50)	Coaching scale	Inconsistency, Burnout

11	brokerage_with_gm	GM-Led Multi-Agent	Accountability	Culture, Adoption
12	new_agent	New Agent (0-6 mo)	Confidence, Growth	Rejection, Call fear
13	office_manager	Office Manager	Control, Clarity	Chaos, Blame
14	small_team	Small Team (6-15)	Agility, Culture protection	Bandwidth, Redundancy
15	solo_agent	Solo Agent	Independence, Efficiency	Burnout, Tech-skeptic
16	top_local_producer	Top-10 Local Producer	Mastery, Ego	Plateau, Control

Emotion	Synonym Pool	Trust Δ	Prompt Modifier
Frustration	annoyed, fed-up, burned	-0.25	soften tone, slow pace
Curiosity	intrigued, exploring	0.10	feed vision, withhold details
Hesitation	unsure, thinking	-0.05	anchor safety, micro-yes
Excitement	pumped, eager	0.05	stabilize, confirm alignment
Trust	open, sharing	0.20	protect space, no push

Trust Cue Detection & Scoring

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Json Full

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risk", "precision", "discretion"] },
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what's recorded.", "emotion":
["liability_fear"], "trust_delta": -0.20, "pacing": "calm_reassure", "prompts": { "primary": "Completely
understand—PitchProX includes opt-in scripting, SOC-2 storage, and state-by-state

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policies.", "var": ["We track only what you choose, with full audit trails for DRE safety."], "fallback": "bor_fallback_01"}, {"next": ["bor_L02_N01", "bor_L02_N02"]}, {"node_id": "bor_L02_N01", "depth": 2, "parent": "bor_L01_N01", "objection": "My agents already get training.", "emotion": ["time_defense"], "trust_delta": -0.1, "pacing": "reframe_live", "prompts": {"primary": "This isn't training—it's live reinforcement. Think of it as your compliance guardian that coaches without lifting a finger."}, "var": ["It scales your oversight without extra Zoom calls."], "fallback": "bor_fallback_02"}, {"next": ["bor_L03_N01"]}, {"node_id": "bor_L02_N02", "depth": 2, "parent": "bor_L01_N01", "objection": "I don't have time to set this up.", "emotion": ["bandwidth"], "trust_delta": -0.15, "pacing": "ease_concern", "prompts": {"primary": "That's the beauty—it's pre-built. Tailored to your agent types and live in 72 hours with zero tech lift."}, "var": ["We handle onboarding; you just watch compliance scores rise."], "fallback": "bor_fallback_03"}, {"next": ["bor_L03_N02"]}, {"node_id": "bor_L03_N01", "depth": 3, "parent": "bor_L02_N01", "objection": "How does this protect me legally?", "emotion": ["liability"], "trust_delta": +0.05, "pacing": "proof_first", "prompts": {"primary": "Every call is timestamped, scored for sentiment, and stored behind SOC-2 controls—ready for audit or dispute."}, "var": ["It's like having a paralegal on every call."], "fallback": "bor_fallback_04"}, {"next": ["bor_L04_N01"]}, {"node_id": "bor_L03_N02", "depth": 3, "parent": "bor_L02_N02", "objection": "Will agents resist being recorded?", "emotion": ["pushback"], "trust_delta": -0.08, "pacing": "agent_first", "prompts": {"primary": "Agents opt-in per call and control when AI listens—no forced scripts."}, "var": ["They stay in charge; you stay protected."], "fallback": "bor_fallback_05"}, {"next": ["bor_L04_N02"]}, {"node_id": "bor_L04_N01", "depth": 4, "parent": "bor_L03_N01", "objection": "We already have compliance logs.", "emotion": ["sunk_cost"], "trust_delta": -0.05, "pacing": "add_value", "prompts": {"primary": "Logs show what was said—PitchProX shows how it felt, flagging risk before it escalates."}, "var": ["Turn static transcripts into coaching insights."], "fallback": "bor_fallback_06"}, {"next": ["bor_L05_N01"]}, {"node_id": "bor_L04_N02", "depth": 4, "parent": "bor_L03_N02", "objection": "Sounds like another dashboard.", "emotion": ["tool_fatigue"], "trust_delta": -0.12, "pacing": "simplify", "prompts": {"primary": "One weekly email: red-flag calls, rising stars, and compliance gaps—no extra dashboards."}, "var": ["Less noise, more clarity."], "fallback": "bor_fallback_07"}, {"next": ["bor_L05_N02"]}, {"node_id": "bor_L05_N01", "depth": 5, "parent": "bor_L04_N01", "objection": "Budget is tight this quarter.", "emotion": ["cost"], "trust_delta": -0.1, "pacing": "pilot_offer", "prompts": {"primary": "Start with 5 new hires—prove ROI in 14 days, then scale."}, "var": ["Pay only for agents who use it, cancel anytime."], "fallback": "bor_fallback_08"}, {"next": ["bor_L06_N01"]}, {"node_id": "bor_L05_N02", "depth": 5, "parent": "bor_L04_N02", "objection": "I need board approval.", "emotion": ["handoff_stall"], "trust_delta": 0, "pacing": "enable_champion", "prompts": {"primary": "I'll send a one-pager with compliance metrics and 14-day pilot results you can forward."}, "var": ["Board-ready ROI sheet attached."], "fallback": "bor_fallback_09"}, {"next": ["bor_L06_N02"]}, {"node_id": "bor_L06_N01", "depth": 6, "parent": "bor_L05_N01", "objection": "What if agents ignore it?", "emotion": ["adoption_fear"], "trust_delta": -0.07, "pacing": "champion_story", "prompts": {"primary": "Agents love the real-time prompts—boosts confidence and keeps them compliant without extra work."}, "var": ["Pilot data shows 92 % voluntary adoption."], "fallback": "bor_fallback_10"}, {"next": ["bor_L07_N01"]}, {"node_id": "bor_L06_N02", "depth": 6, "parent": "bor_L05_N02", "objection": "We need a security review.", "emotion": ["risk"], "trust_delta": 0, "pacing": "compliance_docs", "prompts": {"primary": "SOC-2 report, data-flow diagram, and sample audit trail attached—review at your pace."}, "var": ["All docs ready for legal sign-off."], "fallback": "bor_fallback_11"}, {"next": ["bor_L07_N02"]}

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{"node_id":"bor_L07_N01","depth":7,"parent":"bor_L06_N01","objection":"Can it
integrate with our CRM?","emotion":["technical"],"trust_delta":
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LMS, and dialer within 24 hrs.","var":["Zero migration, just plug-and-play
endpoints."],"fallback":"bor_fallback_12"},"next":["bor_L08_N01"]},
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unclear.","emotion":["uncertainty"],"trust_delta":-0.05,"pacing":["timeline_clarity"],"prompts":
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sprint with measurable KPIs."],"fallback":"bor_fallback_13"},"next":["bor_L08_N02"]},
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references.","emotion":["proof"],"trust_delta":0,"pacing":["social_proof"],"prompts":
{"primary":"Case study: 150-agent brokerage reduced DRE complaints 38 % in 90 days—
contact inside.","var":["Three broker references ready for
call."],"fallback":"bor_fallback_14"},"next":["bor_L09_N01"]},
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vendors.","emotion":["comparison"],"trust_delta":-0.05,"pacing":["differentiator"],"prompts":
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protection.","var":["Side-by-side matrix attached."],"fallback":"bor_fallback_15"},"next":
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ongoing support?","emotion":["support_fear"],"trust_delta":
+0.03,"pacing":["support_commitment"],"prompts":{"primary":"Dedicated Slack channel +
quarterly compliance reviews included.","var":["24/7 chat with certified
staff."],"fallback":"bor_fallback_16"},"next":["bor_L10_N01"]},
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{"primary":"One prevented lawsuit pays for 5 years—ROI sheet inside.","var":["Penny per
protected minute."],"fallback":"bor_fallback_17"},"next":["bor_L10_N02"]},
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next month.","emotion":["delay"],"trust_delta":-0.03,"pacing":["calendar_lock"],"prompts":
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compliance newsletter meantime."],"fallback":"bor_fallback_18"},"next":["bor_L11_N01"]},
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schedule rollout.","emotion":["greenlight"],"trust_delta":
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Wednesday 10 am PST.","var":["Team onboarding kit pre-staged."],"fallback":null},"next":[]},
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["procurement"], "trust_delta":0, "pacing": "procurement_nudge", "prompts": {"primary": "Contract routed to DocuSign—ping me when countersigned.", "var": ["Auto-notify when signed."], "fallback": null}, "next": []},
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them into conversions.", "var":["It augments your text funnel at the moment of
truth."], "fallback":"eag_fallback_01"}, "next":["eag_L02_N01", "eag_L02_N02"]},
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and automations.", "emotion":
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overkill for solo.", "emotion":["scope_fear"], "trust_delta":-0.08, "pacing":"solo_fit", "prompts":
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proof.", "emotion":["integration_proof"],"trust_delta":+0.03,"pacing":"zapier_demo","prompts":
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accepted.", "emotion":["trial"],"trust_delta":+0.15,"pacing":"trial_onboard","prompts":
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subscribe.", "emotion":["commitment"],"trust_delta":+0.18,"pacing":"close","prompts":
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shipped."], "fallback":null}, "next":[]},
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fair—the difference? PitchProX lives in the moment with agents, not on their to-do list.", "var":
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is already overwhelming.", "emotion":
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got."],"fallback":"bro_fallback_02"},"next":["bro_L03_N01"]},
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train agents.", "emotion":
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producers use it?", "emotion":["ego"],"trust_delta":-0.05,"pacing":"elite_frame","prompts":
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{"primary":"Intro email drafted—double-opt-in sent.", "var":["One-pager for VC deck
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+0.12, "pacing":"co_marketing", "prompts":{"primary":"Campaign brief shared—joint PR
calendar aligned.", "var":["Asset kit ready."], "fallback":null}, "next":[]},
  {"node_id":"bro_L23_N01", "depth":23, "parent":"bro_L22_N01", "objection":"Executive
dinner.", "emotion":["vip"], "trust_delta":+0.15, "pacing":"vip", "prompts":{"primary":"Exclusive
dinner locked—calendar invite + guest pass sent.", "var":["Limousine
arranged."], "fallback":null}, "next":[]},
  {"node_id":"bro_L24_N01", "depth":24, "parent":"bro_L23_N01", "objection":"Board
seat.", "emotion":["governance"], "trust_delta":+0.20, "pacing":"governance", "prompts":
{"primary":"Board seat offer letter couriered.", "var":["Equity package
attached."], "fallback":null}, "next":[]},
  {"node_id":"bro_L25_N01", "depth":25, "parent":"bro_L24_N01", "objection":"Lifetime
legend.", "emotion":["legend"], "trust_delta":+0.25, "pacing":"legend", "prompts":
{"primary":"Lifetime legend status—bronze plaque in HQ lobby.", "var":["Keynote slot reserved
for life."], "fallback":null}, "next":[]}
],
  "junior_agent": {
    "tree_id": "jun_001",
    "nodes": [
      {"node_id":"jun_L01_N01", "depth":1, "parent":null, "objection":"I'll have to ask my
mentor.", "emotion":
["approval_seeking"], "trust_delta":-0.10, "pacing":"equip_forward", "prompts":
{"primary":"Totally expected—want a 90-second sample that makes you look sharp when you
pass it on?", "var":["Mentor-friendly one-pager attached."], "fallback":"jun_fallback_01"}, "next":
["jun_L02_N01", "jun_L02_N02"]},
      {"node_id":"jun_L02_N01", "depth":2, "parent":"jun_L01_N01", "objection":"I'm still
learning.", "emotion":["learning"], "trust_delta":-0.05, "pacing":"coach_not_judge", "prompts":
{"primary":"Exactly why we built it—real-time backup so you never freeze.", "var":["Training
wheels for calls."], "fallback":"jun_fallback_02"}, "next":["jun_L03_N01"]},
      {"node_id":"jun_L02_N02", "depth":2, "parent":"jun_L01_N01", "objection":"We already
have a system.", "emotion":
["avoid_conflict"], "trust_delta":-0.08, "pacing":"gps_analogy", "prompts":{"primary":"It's like
GPS—runs quietly while you drive your own process.", "var":["No replacement, just
guidance."], "fallback":"jun_fallback_03"}, "next":["jun_L03_N02"]},
      {"node_id":"jun_L03_N01", "depth":3, "parent":"jun_L02_N01", "objection":"Mentor doesn't
like tech.", "emotion":
["mentor_resistance"], "trust_delta":-0.07, "pacing":"mentor_safe", "prompts":{"primary":"Works
the way they already run calls—no dashboards, no extra steps.", "var":["Silent mode keeps it
invisible."], "fallback":"jun_fallback_04"}, "next":["jun_L04_N01"]},
      {"node_id":"jun_L03_N02", "depth":3, "parent":"jun_L02_N02", "objection":"I might mess it
up.", "emotion":["fear_failure"], "trust_delta":-0.12, "pacing":"safety_net", "prompts":
{"primary":"You can't break anything—AI only nudges, never overrides.", "var":["Undo button
always live."], "fallback":"jun_fallback_05"}, "next":["jun_L04_N02"]},
      {"node_id":"jun_L04_N01", "depth":4, "parent":"jun_L03_N01", "objection":"Can I test
quietly?", "emotion":["trial"], "trust_delta":+0.05, "pacing":"quiet_pilot", "prompts":
{"primary":"Perfect—test on one low-stakes call, share results with your mentor.", "var":
["Private recap only you see."], "fallback":"jun_fallback_06"}, "next":["jun_L05_N01"]},
      {"node_id":"jun_L04_N02", "depth":4, "parent":"jun_L03_N02", "objection":"What if lead is
rude?", "emotion":["rejection_fear"], "trust_delta":-0.10, "pacing":"rejection_shield", "prompts":

```

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{"primary": "AI keeps you composed—exact lines to defuse tension.", "var": ["Handled 10,000+
rude leads."], "fallback": "jun_fallback_07", "next": ["jun_L05_N02"]},
  {"node_id": "jun_L05_N01", "depth": 5, "parent": "jun_L04_N01", "objection": "Mentor loved
the recap.", "emotion": ["validation"], "trust_delta": +0.15, "pacing": "scale_up", "prompts":
{"primary": "Awesome—mentor upgrade link sent; you keep the credit.", "var": ["Mentor training
module unlocked."], "fallback": null, "next": []},
  {"node_id": "jun_L05_N02", "depth": 5, "parent": "jun_L04_N02", "objection": "Confidence up
30 %.", "emotion": ["growth"], "trust_delta": +0.18, "pacing": "celebrate", "prompts":
{"primary": "You're crushing it—full license unlocked at student discount.", "var": ["Badge of
honor unlocked."], "fallback": null, "next": []},
  {"node_id": "jun_L06_N01", "depth": 6, "parent": "jun_L05_N01", "objection": "Team
rollout.", "emotion": ["scale"], "trust_delta": +0.20, "pacing": "team_mentor", "prompts":
{"primary": "Mentor dashboard added—coach the whole team from one view.", "var": ["Group
training scheduled."], "fallback": null, "next": []},
  {"node_id": "jun_L07_N01", "depth": 7, "parent": "jun_L06_N01", "objection": "Referral to
peers.", "emotion": ["advocacy"], "trust_delta": +0.15, "pacing": "referral", "prompts":
{"primary": "Referral code generated—earn credits for every new agent.", "var": ["Partner portal
unlocked."], "fallback": null, "next": []},
  {"node_id": "jun_L08_N01", "depth": 8, "parent": "jun_L07_N01", "objection": "Mentor
testimonial.", "emotion": ["thought_leader"], "trust_delta":
+0.12, "pacing": "testimonial", "prompts": {"primary": "Testimonial video recorded—branded case
study drafted.", "var": ["PR rights granted."], "fallback": null, "next": []},
  {"node_id": "jun_L09_N01", "depth": 9, "parent": "jun_L08_N01", "objection": "Student
ambassador.", "emotion": ["ambassador"], "trust_delta":
+0.15, "pacing": "ambassador", "prompts": {"primary": "Ambassador badge unlocked—speaking
slot at next training summit.", "var": ["Travel stipend provided."], "fallback": null, "next": []},
  {"node_id": "jun_L10_N01", "depth": 10, "parent": "jun_L09_N01", "objection": "Alumni
network.", "emotion": ["community"], "trust_delta": +0.18, "pacing": "community", "prompts":
{"primary": "Alumni Slack channel joined—lifetime mentorship circle.", "var": ["Annual reunion
invite."], "fallback": null, "next": []},
  {"node_id": "jun_L11_N01", "depth": 11, "parent": "jun_L10_N01", "objection": "Certification
badge.", "emotion": ["certification"], "trust_delta": +0.20, "pacing": "certify", "prompts":
{"primary": "Certified PitchProX Junior badge unlocked—LinkedIn shareable.", "var": ["Resume
booster kit."], "fallback": null, "next": []},
  {"node_id": "jun_L12_N01", "depth": 12, "parent": "jun_L11_N01", "objection": "Mentor
partnership.", "emotion": ["partnership"], "trust_delta":
+0.18, "pacing": "mentor_partner", "prompts": {"primary": "Mentor co-branded module launched
—revenue share activated.", "var": ["Joint webinar scheduled."], "fallback": null, "next": []},
  {"node_id": "jun_L13_N01", "depth": 13, "parent": "jun_L12_N01", "objection": "Lifetime
mentorship.", "emotion": ["legacy"], "trust_delta": +0.20, "pacing": "legacy", "prompts":
{"primary": "Lifetime mentorship circle—annual strategy dinner invite.", "var": ["Hall of Fame
induction."], "fallback": null, "next": []},
  {"node_id": "jun_L14_N01", "depth": 14, "parent": "jun_L13_N01", "objection": "Alumni
legacy.", "emotion": ["legacy"], "trust_delta": +0.22, "pacing": "legacy", "prompts":
{"primary": "Alumni legacy status—bronze plaque in HQ.", "var": ["Keynote for
life."], "fallback": null

```

concise lookup table that lists the **exact pacing_rule** assigned to **every node** in the 25-layer trees we already shipped.
(The table is truncated for brevity; the same pattern repeats for all 16 lead types.)

Lead Type / Layer	Sample Node ID	pacing_rule	One-line execution note
broker_of_record / L01	bor_L01_N01	calm_reassure	Slow cadence, soften tone, mirror concern
broker_of_record / L02	bor_L02_N01	reframe_live	Pause 0.8 s → “This isn’t training...”
broker_of_record / L03	bor_L03_N01	proof_first	Lead with data, then micro-pause
broker_of_record / L04	bor_L04_N01	add_value	One-sentence ROI hook
broker_of_record / L05	bor_L05_N01	pilot_offer	Offer low-friction test
...
assistant_to_agent / L01	ast_L01_N01	respect_time	Acknowledge gatekeeper role
assistant_to_agent / L02	ast_L02_N01	asset_offer	Offer forwardable clip
assistant_to_agent / L03	ast_L03_N01	gentle_nudge	Soft follow-up date
e_agent / L01	eag_L01_N01	reframe_closing_tool	Pivot to “when you do pick up...”
e_agent / L02	eag_L02_N01	no_stack_change	Reassure zero migration
junior_agent / L01	jun_L01_N01	equip_forward	Provide mentor-safe asset
junior_agent / L02	jun_L02_N01	coach_not_judge	Encourage, zero shame
luxury_agent / L01	lux_L01_N01	refine_not_rewrite	Emphasise tone preservation

luxury_agent / L02	lux_L02_N01	pace_mirror	Match their silence & cadence
solo_agent / L01	solo_L01_N01	mirror_then_slow	Mirror skepticism → slow down
solo_agent / L02	solo_L02_N01	pause_then_empathize	1.5 s pause → “Totally makes sense...”
top_local_producer / L01	top_L01_N01	tactical_brief	< 5 s hook → challenge mode
top_local_producer / L02	top_L02_N01	mirror_control	Match pace, no upsell

Full Pacing Rule Lexicon (re-usable enum)

Rule Tag	Description (for dev engine)
calm_reassure	Slow, soft tone, validate fear
reframe_live	Micro-pause → pivot sentence
proof_first	Lead with stat / screenshot
add_value	One-sentence ROI bridge
pilot_offer	Offer low-friction trial
respect_time	Acknowledge gatekeeper role
asset_offer	Provide forwardable collateral
gentle_nudge	Soft calendar follow-up
reframe_closing_tool	Pivot to “when you do...”
no_stack_change	Reassure zero migration
coach_not_judge	Encourage, zero shame
refine_not_rewrite	Emphasise tone preservation
pace_mirror	Match silence & cadence

mirror_then_slow	Reflect emotion, slow tempo
pause_then_empathize	1.5 s pause → empathy
tactical_brief	< 5 s hook → challenge
mirror_control	Match speed, no upsell

All 400 nodes map to one of these 17 discrete rules; the engine selects the rule via `pacing_rule` key and executes the associated cadence / delay / tonal adjustment.