For every high there is a low. In every transaction, there is a buyer and a seller, in every conversation, there is someone dictating the interaction according to their terms and someone reacting. This can be easily spotted simply by the tonality – ending sentences with a higher pitch, rapport seeking tonality, mirroring body language and mannerisms, apologizing where no apology is warranted, even saying “oops” when the other person drops their pen because you are so wrapped up in their frame.

Traveling in Thailand, took my second trip, a 10 day vacation after a conference in Singapore. Walking the streets of hua hin, every second shop is a massage parlor, with middle aged thai ladies hawking their wares, calling out “helllllooo massssaaage!” to any westerner that passes within earshot, and this isn’t even a tourist trap area. The point is, when you leave the west and travel to a place where everyone assumes you are a buyer 100% of the time, you are forced to become discerning and adopt a buyer’s mentality, even if this is not your normal frame.

For every high there is a low – if the rapport seeking, seller frame is provided de facto (by the thai people at large), the only choice is to assume the role of the buyer. This is what is happening to me, in Thailand. I’m typically a good natured, polite, make time for everyone type of person, just my nature. But here in Thailand, these people take it to a whole new level, and I sense myself quickly becoming the opposite – ignoring people calling out to me, bargaining hard, and suspicious of anyone who initiates a conversation. Maybe just common sense while traveling, but definitely not my default state.

You can use this to your advantage quite easily. Assume the buyer frame in every interaction, and more often than not, the other person will slip into the seller role simply due to the fact that this is the frame you have set up by assuming the buyer. How to assume the buyer? Easiest way is voice tonality – rapport breaking (ending sentences with a more low pitch, skeptical tone, as opposed to high pitched and hopeful). Another way is to just keep in mind “what am I getting out of this interaction?” something alphas do naturally, in fact, do not even engage unless there is a clear profit to be gained.