Handout 02.17: Sell, Hold, Buy Decision Grid

Name: ____________________ Date: _________ Merchant number: _____

Read this first. The crisis dispatch is on the screen. Your fortune may be dropping. Before you touch the Sell button, fill in this grid. That is the rule today: a written decision before any trade. Selling, holding, and buying more can all be right. What I am scoring is whether you decided or whether your stomach decided for you.

Step 0: my body and my screen

Stress signs I notice right now (circle any): fast heartbeat / tight stomach / want to act right now / cannot think about anything else / hands shaky / none

Feeling word (English, Turkish, Portuguese, or Spanish): scared, worried, calm, angry, excited / korkmuş, endişeli, sakin, kızgın, heyecanlı / assustado, preocupado, calmo, irritado, animado / asustado, preocupado, tranquilo, enojado, emocionado *[check with a native speaker]*

My feeling: _________

One step before I decide: stop, breathe once, name what I am choosing. Done? yes / no

My total fortune right now: AQ _________ It was AQ _________ yesterday.

Which of my ventures dropped? ____________________ Which did not move? ____________________

The five-step decision model

Picture cues: a question mark (name the choice), a list (list options), a scale (weigh each against what matters), a check mark (decide), a mirror (look back).

Step 1: Name the choice

The choice I am making is what to do with my ____________________ (the venture or ventures that dropped).

Step 2: List the options

Option	What it means today
SELL	Sell some or all of the venture that dropped and hold the cash (or move it to a safe venture).
HOLD	Keep everything I have. Do not trade. Wait.
BUY	Buy more of the venture that dropped, at the low price, because I expect it to recover.

Step 3: Weigh each option against what matters

Fill every box with a number or a short phrase. Use your own holdings.

What matters	If I SELL	If I HOLD	If I BUY more
If prices keep falling tomorrow, what happens to my fortune?			
If prices recover next week, what happens to my fortune?			
How will I feel about this next week, either way?			
Does this fit the pie I chose on Day 5?	yes / no	yes / no	yes / no

Step 4: Decide

My decision (circle one): SELL / HOLD / BUY MORE / a mix (say what): ___________________

Units, if selling or buying: _____ units of _____ at about AQ _____

One reason, with a number or a risk level (not a feeling alone):

My trades today (fill in as you make them; if you change your mind from Step 4, write why in the last column):

Ticker	Buy or sell	Units	Price	Same as Step 4? If not, why?

Step 5: Look back (fill this in tomorrow, Day 7)

My Day 6 decision was (circle one): a plan / a panic

My evidence, a number from the ledger (what I sold or held, at what price, and what it is worth now):

What I would tell a friend who is looking at the same screen right now:

Two real crashes (Day 7 notes; fill in from the slides)

	Crash 1: 2008	Crash 2: 2020
What caused it		
How far the big stock index fell (about)		
How long until it got back (about)		
What held (the safe assets)		
What happened to people who sold at the bottom and never came back		

Teacher key

There is no right answer for Step 4. Score the grid on whether the reasoning is there:

- Step 3 has a number or a phrase in every box (a "got it" box: "If I sell 200 SPRK at 40.50 I keep 8,100 cash no matter what happens tomorrow").
- Step 4's reason names a number, a risk level, or the Day 5 pie, not only a feeling. "I was scared" is a feeling; "I was scared, and SPRK is 70 percent of my pie, so I sold half to get it under 40 percent" is a reason.
- The trades table matches Step 4, or the change is explained.
- Step 5 names a ledger number and labels the decision honestly.

Two real crashes, sample answers (rounded; [Sal: verify against a current source before presenting]):

- 2008: caused by home loans that could not be paid back and the banks that had made them failing; the S&P 500 index fell about 57 percent from October 2007 to March 2009; it took about four years (to 2013) to get back to its old high; government bonds and savings accounts held; people who sold at the bottom and never came back locked in the loss and missed the recovery.
- 2020: caused by a virus that closed most of the world in a month; the index fell about 34 percent in about five weeks (February 19 to March 23, 2020); it got back in about five months (August 2020); government bonds and savings accounts held; same lesson about selling at the bottom.