**Sales Free Assessment – 24 Questions (Revised with Neutral Options)**

**1. Over Promiser**

1. **I sometimes agree to customer requests before checking if they are realistic.**
2. **If a customer asks for more, my first instinct is to say yes.**
3. **A client requests something outside of scope. Do you:**
   * **a) Agree quickly to keep them happy (5)**
   * **b) Ask for time to confirm before answering (3)**
   * **c) Decline politely (1)**

**2. Discount Giver**

1. **I often lower price or add extras to win a deal.**
2. **I believe offering a discount is the fastest way to move a hesitant customer forward.**
3. **A prospect pushes back on price. Do you:**
   * **a) Offer a discount immediately (5)**
   * **b) Reframe the value before discussing price (3)**
   * **c) Hold firm on price and explain trade-offs (1)**

**3. Relationship Pleaser**

1. **I sometimes avoid pushing back on customers to keep things positive.**
2. **I believe being liked is more important than risking conflict in a deal.**
3. **A customer challenges your proposal. Do you:**
   * **a) Back down to preserve rapport (5)**
   * **b) Find a compromise to keep harmony (3)**
   * **c) Defend your position respectfully (1)**

**4. Closer Controller**

1. **I often push hard for decisions to keep deals from stalling.**
2. **I believe hesitation means I should press more firmly for the close.**
3. **A customer hesitates to commit. Do you:**

* **a) Push harder to close quickly (5)**
* **b) Ask clarifying questions first (3)**
* **c) Give them space and follow up later (1)**

**5. Product Drowner**

1. **I sometimes overwhelm customers by explaining too many features.**
2. **I believe the more details I share, the more likely customers will buy.**
3. **In a demo, do you:**

* **a) Cover as many features as possible (5)**
* **b) Highlight a mix of features and benefits (3)**
* **c) Focus only on the customer’s top needs (1)**

**6. Pipeline Avoider**

1. **I sometimes put off prospecting until my pipeline is thin.**
2. **I believe urgent deals matter more than building new opportunities.**
3. **My prospecting habit looks most like:**

* **a) Sporadic, usually when deals run low (5)**
* **b) Occasional, depending on workload (3)**
* **c) Consistent outreach, even with a full pipeline (1)**

**7. Reactive Firefighter**

1. **I focus more on urgent deals than on long-term sales activities.**
2. **I believe handling what is most urgent is always the right choice.**
3. **If two tasks conflict, I choose:**

* **a) The urgent deal that must be handled now (5)**
* **b) Try to balance both as best I can (3)**
* **c) The long-term activity that builds future pipeline (1)**

**8. Silent Resistor**

1. **I sometimes avoid asking directly for the deal.**
2. **I believe customers should make the decision without me asking.**
3. **At the end of a conversation, do you:**

* **a) Wait for the customer to bring up next steps (5)**
* **b) Suggest possible options but leave the choice open (3)**
* **c) Clearly recommend the next step yourself (1)**

**Complete Scoring – Free Sales Assessment**

**1. Scoring Resistance**

Resistance is measured as a **percentage score for each archetype**.  
We normalize each archetype’s raw score to a 0–100 scale.

* **Low Resistance = 0–34%**
* **Moderate Resistance = 35–50%**
* **High Resistance = 50–100%**

This banding is applied consistently across *all* corporate and sales assessments.

**2. Scoring Archetypes**

**Step 1: Question Breakdown**

* Each archetype has **3 questions**:
  + 2 × Likert (1–5 scale each, max 10 points)
  + 1 × Scenario (mapped to 1–5 points)
* **Raw Range per Archetype = 3 → 15**

**Step 2: Normalization Formula**

Archetype %=Raw Score−312×100\text{Archetype \%} = \frac{\text{Raw Score} - 3}{12} \times 100Archetype %=12Raw Score−3​×100

* Raw = 15 → 100%
* Raw = 9 → ((9–3)/12) × 100 = 50%

**Step 3: Ranking Archetypes**

* Calculate % for all 8 archetypes.
* Rank from highest → lowest.
* Display **Top 3 Archetypes** in report.

**Step 4: Reporting Logic**

* If one archetype clearly leads → display it as **Primary Archetype** with band.
* If multiple are close → still show Top 3 (with % + band).
* All archetypes below Top 3 are hidden in Free version.

**3. Example Scoring**

Let’s say someone answers:

* **Discount Giver** raw = 13 → ((13–3)/12) × 100 = 83% → High Resistance
* **Silent Resistor** raw = 10 → ((10–3)/12) × 100 = 58% → High Resistance
* **Pipeline Avoider** raw = 8 → ((8–3)/12) × 100 = 41% → Moderate Resistance

**Result Display:**

1. Discount Giver — 83% (High Resistance)
2. Silent Resistor — 58% (High Resistance)
3. Pipeline Avoider — 41% (Moderate Resistance)

**Your Sales Resistance Profile**

Based on your responses, here are your **Top Three Sales Archetypes**:

1. **[Primary Archetype] — [XX]% (Low / Moderate / High Resistance)**
2. **[Secondary Archetype] — [XX]% (Band)**
3. **[Tertiary Archetype] — [XX]% (Band)**

Your **highest resistance** shows up as the **[Primary Archetype]**. The brief insights below explain how this pattern shapes your sales approach.

**CTA**

Upgrade to the Paid Sales Assessment to unlock your full archetype profile, detailed root causes, and resistance costs.

**🧩 Your Top Archetypes**

**[Primary Archetype]**

[Insert mini-blurb here — 2–3 sentences]

**[Secondary Archetype]**

[Insert mini-blurb here — 2–3 sentences]

**[Tertiary Archetype]**

[Insert mini-blurb here — 2–3 sentences]

**Free Sales Archetype Result Blurbs**

**1. Over Promiser**

You build excitement quickly by saying yes to customer requests. This makes customers feel supported, but over time it can create strain when promises are difficult to deliver. Growth improves when you balance reassurance with realistic commitments.

**2. Discount Giver**

You reduce friction in deals by lowering price or adding extras. While this may win quick agreements, it erodes margins and positions your offer as less valuable. Long-term growth comes from defending value instead of defaulting to discounts.

**3. Relationship Pleaser**

You excel at building rapport and creating trust. Customers like working with you, but resistance shows up when you avoid tough conversations or conflict. Growth comes from pairing empathy with the courage to raise difficult truths.

**4. Closer Controller**

You bring energy and urgency to your deals. Customers feel your determination, but when resistance rises it can feel like pressure. Sustainable growth comes from balancing influence with listening and collaboration.

**5. Product Drowner**

You know your product well and want customers to see everything it can do. This creates confidence in your expertise, but it can overwhelm customers with too many details. Growth comes from focusing only on the features that matter most.

**6. Pipeline Avoider**

You thrive once deals are active, putting your energy into closing. Resistance appears when prospecting is delayed or avoided, creating feast-and-famine cycles. Growth improves when you build a consistent pipeline alongside closing.

**7. Reactive Firefighter**

You shine in urgent situations, stepping in with speed and energy. But constant reactivity creates inconsistency and neglects long-term growth. Sustainable results come from balancing urgency with steady sales discipline.

**8. Silent Resistor**

You build trust by giving customers space and avoiding pushy tactics. This earns goodwill, but deals often stall without clear next steps. Growth comes from guiding decisions directly instead of waiting in silence.