**We need to ask these two questions, collect the data only do not need to change the results.**

**two optional dropdowns** at the beginning of the paid Sales Assessment (not free):

1. **Type of Sales You Primarily Do**
   * Retail / Point-of-Sale
   * Inside Sales / SMB
   * Enterprise / B2B
   * Consulting / Independent
   * Other
2. **Company Size**
   * 1–10
   * 11–50
   * 51–250
   * 251–1000
   * 1000+

**🧩 Sales Archetypes & Questions**

**1. Over Promiser (says yes to everything, risks credibility)**

**Direct**

1. I sometimes agree to customer requests even when I’m unsure we can deliver.
2. I commit to deadlines or features before checking if they’re realistic.

**Indirect**  
3. I believe it’s better to promise more and figure it out later.  
4. I assume customers will lose trust if I say “no” or set limits.

**Scenario**  
5. A client asks for something outside standard scope. I usually:  
a) Say yes immediately  
b) Buy time and check internally  
c) Decline politely  
*(Over Promiser = a)*  
6. Which feels more natural?  
a) Agreeing first, solving details later  
b) Holding back commitments until I’m sure  
*(Over Promiser = a)*

**2. Closer Controller (pushes too hard for the close, erodes trust)**

**Direct**  
7. I often try to take control of the conversation to steer toward a close.  
8. I push customers to commit quickly before they reconsider.

**Indirect**  
9. I believe hesitation means I need to press harder.  
10. I assume strong persuasion is better than giving people more time.

**Scenario**  
11. When a customer hesitates, my instinct is to:  
a) Push harder to close  
b) Ask clarifying questions  
c) Give them space to think  
*(Closer Controller = a)*  
12. Which best describes me?  
a) I’d rather risk being too forceful than losing the sale  
b) I’d rather give too much space than push too hard  
*(Closer Controller = a)*

**3. Relationship Pleaser (avoids tension, prioritizes being liked)**

**Direct**  
13. I sometimes avoid difficult questions to keep the interaction friendly.  
14. I say yes to extra requests to avoid disappointing the customer.

**Indirect**  
15. I believe being liked is more important than challenging the customer.  
16. I assume conflict risks losing the relationship.

**Scenario**  
17. A customer challenges my proposal. I usually:  
a) Back down to keep rapport  
b) Defend my position respectfully  
c) Stay quiet and move on  
*(Relationship Pleaser = a)*  
18. Which feels closer to me?  
a) I’d rather please the customer than risk disagreement  
b) I’d rather risk tension if it helps uncover the truth  
*(Relationship Pleaser = a)*

**4. Discount Giver (relies on price cuts instead of value)**

**Direct**  
19. I quickly offer discounts or extras when I sense hesitation.  
20. I sometimes cut price before exploring value or alternatives.

**Indirect**  
21. I believe customers won’t buy unless they get a deal.  
22. I assume lowering price is the fastest way to close.

**Scenario**  
23. When a customer objects to price, I tend to:  
a) Offer a discount  
b) Reframe the value  
c) Ask more questions  
*(Discount Giver = a)*  
24. Which fits me better?  
a) It feels safer to reduce price than risk losing the deal  
b) It feels safer to defend value than cut margin  
*(Discount Giver = a)*

**5. Product Drowner (overshares features, loses focus on customer needs)**

**Direct**  
25. I often go into great detail about features even if the customer hasn’t asked.  
26. I sometimes talk more about the product than the customer’s problem.

**Indirect**  
27. I believe giving more information builds trust.  
28. I assume customers buy only when they hear everything the product can do.

**Scenario**  
29. During a demo, I usually:  
a) Cover as many features as possible  
b) Focus mainly on customer needs  
c) Keep it short and ask questions  
*(Product Drowner = a)*  
30. Which best describes me?  
a) I’d rather overshare details than risk leaving something out  
b) I’d rather leave details out than overwhelm the customer  
*(Product Drowner = a)*

**6. Pipeline Avoider (neglects prospecting, relies on last-minute saves)**

**Direct**  
31. I sometimes procrastinate on prospecting or lead generation.  
32. I rely heavily on inbound or referrals rather than building my own pipeline.

**Indirect**  
33. I believe new outreach is uncomfortable and often unproductive.  
34. I assume urgent deals matter more than steady pipeline building.

**Scenario**  
35. My prospecting habit looks most like:  
a) Sporadic, only when deals run dry  
b) Consistent, scheduled outreach  
c) I rarely do it myself  
*(Pipeline Avoider = a or c)*  
36. Which feels more true?  
a) I tend to wait until pipeline is thin before prospecting  
b) I maintain prospecting even when pipeline is healthy  
*(Pipeline Avoider = a)*

**7. Reactive Firefighter (chases urgent deals, ignores long-term growth)**

**Direct**  
37. I focus more on urgent deals than steady pipeline work.  
38. I often drop long-term activities when something urgent comes up.

**Indirect**  
39. I believe urgent deals should always take priority.  
40. I assume pipeline building can wait until later.

**Scenario**  
41. If two tasks conflict, I choose:  
a) The urgent deal with today’s deadline  
b) The prospecting activity for next month  
*(Reactive Firefighter = a)*  
42. Which sounds more like me?  
a) I thrive in the adrenaline of urgent deals  
b) I thrive in steady, consistent sales habits  
*(Reactive Firefighter = a)*

**8. Silent Resistor (avoids asking for the deal directly)**

**Direct**  
43. I sometimes wait for the customer to decide instead of asking for the close.  
44. I avoid using closing language because it feels pushy.

**Indirect**  
45. I believe customers should come to the decision on their own.  
46. I assume asking for the sale risks damaging the relationship.

**Scenario**  
47. At the end of a conversation, I usually:  
a) Wait for the customer to bring up next steps  
b) Suggest clear next steps myself  
*(Silent Resistor = a)*  
48. Which is closer to me?  
a) I’d rather wait for the customer than risk pressuring them  
b) I’d rather ask directly than leave it open  
*(Silent Resistor = a)*

**🔄 Balancing / Reverse-Coded Items (12 items)**

1. I ask directly for commitments when the time is right. *(reverse Silent Resistor)*
2. I prefer to maintain consistent prospecting regardless of urgency. *(reverse Pipeline Avoider)*
3. I defend value before offering discounts. *(reverse Discount Giver)*
4. I only promise what I know I can deliver. *(reverse Over Promiser)*
5. I focus on listening more than pushing to close. *(reverse Closer Controller)*
6. I balance friendliness with honesty, even if it risks tension. *(reverse Relationship Pleaser)*
7. I keep explanations short and focused on customer needs. *(reverse Product Drowner)*
8. I prioritize long-term pipeline even when urgent deals pop up. *(reverse Reactive Firefighter)*
9. When under pressure, I can say no respectfully. *(reverse Relationship Pleaser)*
10. I am comfortable sharing fewer details if they’re more relevant. *(reverse Product Drowner)*
11. I maintain prospecting habits even when sales are strong. *(reverse Pipeline Avoider)*
12. I can close confidently without over-pressuring. *(reverse Silent Resistor / Closer Controller blend)*

Perfect 👍 — here’s the **Sales Assessment (Paid, 60Q) Scoring & Reporting** rewritten with the updated **standard resistance levels**.

**📊 Sales Assessment – Scoring Framework (Paid, 60 items)**

**Step 1. Item Structure**

* **8 archetypes × 6 items = 48**
  + 2 direct (Likert 1–5)
  + 2 indirect (Likert 1–5)
  + 2 scenario/forced-choice (special scoring)
* **12 balancing items** (reverse-coded, consistency check).
* **Total = 60.**

**Step 2. Scoring Rules**

1. **Likert Items (Direct, Indirect, Balancing)**
   * Strongly Disagree = 1 → Strongly Agree = 5
   * Reverse-coded: flip (1=5, 2=4, 3=3, 4=2, 5=1).
2. **Scenario Items**
   * Archetype option = 5
   * Neutral option = 3
   * Opposite option = 1
3. **Forced-Choice Blocks**
   * Each block presents 2–3 archetype statements.
   * “Most like me” = +2 points
   * “Least like me” = −1 point
   * Non-selected = 0

**Step 3. Raw Archetype Score**

* Direct = max 10
* Indirect = max 10
* Scenario = max 10
* Forced-choice = max +4, min −2  
  👉 **Raw range ≈ 4 → 34**

**Step 4. Normalize to 0–100**

\text{Archetype %} = \frac{\text{Raw Score} - 4}{34 - 4} \times 100

* Example: Raw 22 → ((22−4)/30)×100 = **60%**

**Step 5. Resistance Bands (Standardized)**

* **Low = 0–34%**
* **Moderate = 35–54%**
* **High = 55–100%**

**Step 6. Balancing Index**

* Average the 12 balancing items (reverse-coded).
* Normalize 0–100.
* Apply light correction across archetypes:
  + ≥70 → subtract 3 points from each archetype %
  + 40–69 → no adjustment
  + ≤39 → add 2 points to each archetype %
* Clamp all final scores 0–100.

**Step 7. Reporting Logic**

1. Rank all 8 archetypes by % score.
2. Display **Top 3 archetypes** in the snapshot:
   * Primary Archetype — XX% (band)
   * Secondary Archetype — XX%
   * Tertiary Archetype — XX%
3. Provide **full expanded profile** for the Primary Archetype only, adapted to its resistance band.
4. Scenario fallback reports:
   * All High Resistance
   * All Moderate Resistance
   * All Low Resistance
   * Mixed Low + Moderate

**Your Resistance Pattern: Over Promiser (72%)**

**📊 Your Top Three Resistance Archetypes**

Based on your results, here are your top three resistance patterns:

* Over Promiser — 72% (High Resistance)
* Discount Giver — 64% (High Resistance)
* Silent Resistor — 58% (High Resistance)

Your highest resistance shows up as the Over Promiser. The detailed analysis below focuses on this pattern.

**🧠 First, Know This**

Your results show High Resistance (72%) in how you handle commitments and promises during the sales process.

At your best, you are a seller who inspires confidence. Customers feel supported, reassured, and excited to work with you. Your instinct to say yes quickly builds momentum and reduces friction. This energy can help close deals that might otherwise stall.

But when resistance is high, the very strength of reassurance narrows into over-commitment. Instead of creating trust, the habit of agreeing too quickly creates misalignment between what is promised and what can realistically be delivered. Customers may initially feel excited but later disappointed if deadlines slip, scope expands, or value feels diluted.

This pattern is called the Over Promiser. It does not mean you lack honesty or skill. It means your resistance shows up as a strong pull to remove barriers by committing quickly. This feels safe in the moment but creates downstream challenges that stall growth.

Your resistance does not erase your strength as a builder of momentum. Instead, it narrows it. When you learn to balance reassurance with boundaries, your ability to promise transforms into credibility and trust that sustain long-term sales growth.

**📊 What High Resistance Looks Like**

At this level, your instinct to reassure does not just support deals, it governs them. While it helps maintain momentum, it can also:

* Create delivery strain as teams scramble to meet promises.
* Cause credibility gaps when commitments do not match reality.
* Encourage customers to expect more concessions over time.
* Win quick deals but reduce referrals and repeat business.

**🔄 Core Behaviors Under Resistance**

When resistance is high, Over Promisers often:

* Agree to requests before checking feasibility.
* Promise faster delivery than resources allow.
* Add extras or discounts to secure agreement.
* Avoid saying no to maintain customer excitement.
* Reassure customers with commitments instead of exploring needs fully.

**🌱 Root Causes (Origins)**

This resistance often develops in sales environments that prize quick wins:

* Early managers who rewarded closing speed more than delivery accuracy.
* Cultures where “the customer is always right” taught that no was unacceptable.
* Personal experiences where pushing back felt like losing the deal.
* Career stages where success was measured by immediate revenue, not retention.

**💭 Beliefs That Drive Resistance**

* If I say no, I will lose the customer.
* Customers only trust me if I agree to what they want.
* The deal is more important than the fine print.
* It is better to over-commit now and fix it later.

**👥 What Others Experience**

* **Customers**: Initially feel reassured and supported, but may later perceive you as unreliable if commitments slip.
* **Peers**: Appreciate your energy but may feel frustrated when they inherit delivery challenges from your promises.
* **Managers**: Value your ability to keep deals moving but may worry about profitability, customer satisfaction, and long-term growth.

**💼 Sales Triggers**

Your resistance can be amplified by:

* Environments that reward short-term wins over long-term trust.
* High-pressure sales quotas where every deal feels urgent.
* Customer objections that trigger the instinct to reassure at all costs.

Your resistance can be softened by:

* Structured approval processes that slow commitments just enough to confirm accuracy.
* Leadership that rewards integrity and sustainable deals.
* Customer cultures that respect clarity and value boundaries.

**🌟 Strengths Hidden Inside**

* Optimism that energizes customers.
* Quick adaptability that keeps conversations moving.
* Confidence that reassures during tense moments.
* Willingness to go the extra mile for the customer.

**⚠️ Resistance Costs**

At high levels, this resistance pattern can:

* Reduce repeat business when promises are not met.
* Damage credibility with customers and peers.
* Lower profitability due to discounts or added concessions.
* Create delivery bottlenecks that strain operations.
* Limit growth by trading short-term wins for long-term trust.

**🚀 Growth Path**

**Immediate Shifts**

* Replace automatic yes with “let me confirm and get back to you.”
* Practice saying no respectfully by framing boundaries as trust-building.

**Strategic Practices**

* Anchor conversations in value before making commitments.
* Track where over-promising created rework to build awareness.
* Use negotiation scripts that highlight limits as strengths.

**Long-Term Growth**

* Reframe reassurance as credibility, not concession.
* Build habits of pausing before committing in high-stakes moments.
* Model to customers and peers that honesty strengthens relationships.
* Shift from closing quickly to closing sustainably, creating growth that scales.

Perfect 👍 Here’s the **full paid-style result for the Discount Giver archetype**, written in the same structure and tone as the Leadership example you shared, but fully tailored for sales.

**Your Resistance Pattern: Discount Giver (75%)**

**📊 Your Top Three Resistance Archetypes**

Based on your results, here are your top three resistance patterns:

* Discount Giver — 75% (High Resistance)
* Silent Resistor — 63% (High Resistance)
* Product Drowner — 59% (High Resistance)

Your highest resistance shows up as the Discount Giver. The detailed analysis below focuses on this pattern.

**🧠 First, Know This**

Your results show High Resistance (75%) in how you respond to pricing pressure and customer hesitation.

At your best, you are a seller who wants to make buying easy. You aim to remove obstacles, reduce tension, and give customers a reason to say yes. Customers may see you as flexible and generous, and your willingness to adjust can close deals that might otherwise slip away.

But when resistance is high, the very strength of flexibility narrows into over-discounting. Instead of reinforcing value, you rely on lowering price to win. This creates a dangerous cycle. Customers learn to expect concessions, your margins erode, and your offers feel less valuable over time. What looks like generosity in the moment quietly undermines both profitability and trust.

This pattern is called the Discount Giver. It does not mean you lack confidence or sales skill. It means your resistance shows up as an instinct to resolve tension by giving something away. This feels safe in the moment but trains customers to focus on price rather than value.

Your resistance does not erase your strength as a deal-closer. Instead, it narrows it. When you learn to defend value without defaulting to discounts, you unlock the ability to sell with confidence, protect margin, and grow accounts sustainably.

**📊 What High Resistance Looks Like**

At this level, your instinct to use price as a lever does not just influence deals, it drives them. While it secures quick wins, it can also:

* Train customers to delay commitment until a discount appears.
* Reduce profitability and weaken long-term growth.
* Create churn when customers who bought for price alone switch to cheaper options.
* Make it harder to position premium offerings with credibility.

**🔄 Core Behaviors Under Resistance**

When resistance is high, Discount Givers often:

* Offer discounts early in the sales process.
* Assume objections are always about price.
* Add extras or concessions instead of asking deeper questions.
* Reduce price without exploring trade-offs.
* Frame value in terms of cost savings rather than outcomes.

**🌱 Root Causes (Origins)**

This resistance often develops in environments where:

* Early sales success was measured in volume rather than margin.
* Managers rewarded quick closes without tracking profitability.
* Market conditions taught that customers always buy the cheapest option.
* Personal beliefs formed that generosity and flexibility are what win loyalty.

**💭 Beliefs That Drive Resistance**

* Customers only buy if I lower the price.
* Value is less important than affordability.
* If I say no to a discount, I will lose the deal.
* A smaller margin is better than no sale.

**👥 What Others Experience**

* **Customers**: Appreciate the short-term savings but may undervalue the product or service, seeing it as negotiable or less premium.
* **Peers**: May feel frustrated if your discounts set a precedent that makes it harder for them to hold pricing.
* **Managers**: Value your ability to close deals but may worry about margin erosion, profitability, and brand positioning.

**💼 Sales Triggers**

Your resistance can be amplified by:

* Aggressive quotas that push for speed over profitability.
* Competitive markets where price wars dominate.
* Customer hesitation that triggers the instinct to “sweeten the deal.”

Your resistance can be softened by:

* Sales cultures that reward value-based closes.
* Tools and frameworks that build confidence in defending price.
* Training that equips you with non-discount objection handling.

**🌟 Strengths Hidden Inside**

* Flexibility to adapt to customer needs.
* Generosity that builds goodwill when used wisely.
* Quick responsiveness that reduces friction.
* Ability to create momentum when deals stall.

**⚠️ Resistance Costs**

At high levels, this resistance pattern can:

* Erase margin and profitability.
* Reduce credibility by positioning offers as negotiable.
* Undermine customer loyalty by attracting price-driven buyers.
* Limit growth by focusing on short-term wins over long-term account health.
* Create tension with peers and managers who must defend pricing integrity.

**🚀 Growth Path**

**Immediate Shifts**

* Replace automatic discounts with value-based language.
* When objections arise, ask one more question before offering a concession.
* Use silence as a tool instead of filling the gap with a lower price.

**Strategic Practices**

* Develop objection-handling scripts that focus on outcomes, not cost.
* Anchor conversations in ROI or customer impact before price is discussed.
* Track where discounts were unnecessary to reinforce confidence.

**Long-Term Growth**

* Reframe generosity as delivering value, not lowering cost.
* Build habits of standing firm in negotiations while remaining empathetic.
* Position yourself as a trusted advisor who solves problems, not just a vendor offering deals.
* Demonstrate that protecting margin is not just discipline, it is leadership in sales.

Got it 👍 — let’s continue in the same **Leadership-style format** and build the next archetype.

Here’s the **Silent Resistor** full paid result:

**Your Resistance Pattern: Silent Resistor (70%)**

**📊 Your Top Three Resistance Archetypes**

Based on your results, here are your top three resistance patterns:

* Silent Resistor — 70% (High Resistance)
* Relationship Pleaser — 62% (High Resistance)
* Pipeline Avoider — 57% (High Resistance)

Your highest resistance shows up as the Silent Resistor. The detailed analysis below focuses on this pattern.

**🧠 First, Know This**

Your results show High Resistance (70%) in how you handle closing conversations and direct asks.

At your best, you are a seller who builds trust by creating space for the customer. You avoid pressure, respect their process, and make them feel in control of the decision. Many customers value this approach because it feels safe and genuine.

But when resistance is high, the very strength of patience narrows into avoidance. Instead of guiding the customer toward commitment, you wait for them to make the first move. Deals that could have been won slip away quietly. Conversations end without clear next steps. Customers may like you but often buy from someone else who was more direct.

This pattern is called the Silent Resistor. It does not mean you lack confidence or selling ability. It means your resistance shows up as an instinct to avoid potential rejection by holding back from asking. This feels safe in the moment but stalls growth and reduces close rates.

Your resistance does not erase your strength as a relationship-builder. Instead, it narrows it. When you learn to balance respect with assertiveness, your ability to guide decisions transforms into stronger closes and lasting credibility.

**📊 What High Resistance Looks Like**

At this level, your instinct to stay quiet does not just shape a few moments, it defines your sales cycle. While it avoids pressure, it can also:

* Leave conversations without clear commitments or next steps.
* Cause strong opportunities to stall indefinitely.
* Reduce close rates even when customer interest is high.
* Position you as likeable but not decisive in the buying process.

**🔄 Core Behaviors Under Resistance**

When resistance is high, Silent Resistors often:

* Wait for customers to bring up next steps.
* Avoid closing language because it feels pushy.
* End calls on good terms but without commitments.
* Rely on follow-ups instead of asking directly in the moment.
* See lost deals as bad timing rather than lack of action.

**🌱 Root Causes (Origins)**

This resistance often develops in environments where:

* Early selling advice emphasized “don’t be pushy.”
* Rejection felt personal, so asking became risky.
* Customers were framed as decision-makers who should not be influenced.
* Success was measured by activity or relationships rather than close rate.

**💭 Beliefs That Drive Resistance**

* If I ask, I will push the customer away.
* Customers should decide on their own timing.
* Closing creates pressure and pressure damages trust.
* If the relationship is strong, the deal will close itself.

**👥 What Others Experience**

* **Customers**: Enjoy your low-pressure approach but may feel uncertain about next steps, leading them to buy from someone else.
* **Peers**: May see you as supportive but not competitive enough, especially in high-stakes deals.
* **Managers**: Value your rapport-building skills but grow concerned about conversion rates and pipeline velocity.

**💼 Sales Triggers**

Your resistance can be amplified by:

* Competitive situations where multiple sellers are involved.
* Customers who hesitate or delay decisions.
* Environments where rejection is penalized rather than normalized.

Your resistance can be softened by:

* Structures that require clear next steps in every meeting.
* Leadership that rewards conversion, not just activity.
* Training that frames closing as service, not pressure.

**🌟 Strengths Hidden Inside**

* Deep respect for customer autonomy.
* Patience that makes customers feel comfortable.
* Low-pressure approach that reduces resistance.
* Ability to build strong trust before asking.

**⚠️ Resistance Costs**

At high levels, this resistance pattern can:

* Reduce overall close rates.
* Allow deals to stall or go to competitors.
* Limit growth despite strong pipelines.
* Position you as friendly but less decisive.
* Weaken credibility if customers see you as hesitant.

**🚀 Growth Path**

**Immediate Shifts**

* End every customer conversation with a clear next step.
* Reframe closing as guiding, not pushing.
* Practice one direct ask per meeting, even in low-stakes contexts.

**Strategic Practices**

* Use structured closing frameworks to make asking routine.
* Track how often direct asks convert compared to waiting.
* Role-play objections to build confidence in handling no.

**Long-Term Growth**

* Reframe rejection as progress, not failure.
* Build habits of consistent closing language without losing empathy.
* Position yourself as a trusted advisor who leads decisions rather than waiting for them.
* Model to peers and customers that assertiveness and respect can coexist.

**Your Resistance Pattern: Relationship Pleaser (66%)**

**📊 Your Top Three Resistance Archetypes**

Based on your results, here are your top three resistance patterns:

* Relationship Pleaser — 66% (High Resistance)
* Silent Resistor — 60% (High Resistance)
* Over Promiser — 52% (Moderate Resistance)

Your highest resistance shows up as the Relationship Pleaser. The detailed analysis below focuses on this pattern.

**🧠 First, Know This**

Your results show High Resistance (66%) in how you balance harmony with candor in sales.

At your best, you are a seller who prioritizes trust, empathy, and long-term relationships. Customers feel respected and valued in your presence. You excel at building rapport and creating a sense of safety, which makes it easier for prospects to open up.

But when resistance is high, the very strength of harmony narrows into avoidance. Instead of raising necessary challenges, you soften concerns or say yes to keep the customer comfortable. You may agree too quickly, understate objections, or avoid tension that could actually strengthen the deal. Customers may like you, but they may not see you as the decisive partner they need when stakes are high.

This pattern is called the Relationship Pleaser. It does not mean you lack strength or ambition. It means your resistance shows up as a strong pull to preserve comfort at the cost of clarity. This feels safe in the moment but slows growth and reduces influence.

Your resistance does not erase your strength as a relationship-builder. Instead, it narrows it. When you learn to balance empathy with candor, your ability to build trust transforms into true influence and sustainable sales growth.

**📊 What High Resistance Looks Like**

At this level, your instinct to preserve harmony does not just guide interactions, it governs them. While it keeps relationships positive, it can also:

* Lead to saying yes when no would have been more credible.
* Prevent you from raising hard truths customers need to hear.
* Create one-sided relationships where the customer holds all the leverage.
* Limit your influence in competitive deals where decisiveness matters.

**🔄 Core Behaviors Under Resistance**

When resistance is high, Relationship Pleasers often:

* Agree to customer requests without voicing concerns.
* Downplay risks or challenges to avoid tension.
* Over-accommodate by adding tasks or extras.
* Avoid conflict even when it weakens outcomes.
* Prioritize being liked over securing fair and balanced terms.

**🌱 Root Causes (Origins)**

This resistance often develops in environments where:

* Sales training overemphasized “the customer is always right.”
* Early wins came from friendliness rather than negotiation.
* Personal experiences linked disagreement with rejection.
* Cultural or organizational norms valued harmony above candor.

**💭 Beliefs That Drive Resistance**

* If I push back, I will damage the relationship.
* Customers only stay loyal if they always feel comfortable.
* It is better to be liked than risk being seen as difficult.
* Harmony is more important than honesty.

**👥 What Others Experience**

* **Customers**: Appreciate your warmth and empathy but may sense hesitation in tough conversations, reducing confidence in your ability to lead.
* **Peers**: Value your cooperative style but may see you as over-accommodating, especially in negotiations.
* **Managers**: Recognize your strong rapport-building but may worry that you avoid the hard edges of selling that drive growth.

**💼 Sales Triggers**

Your resistance can be amplified by:

* High-pressure situations where customers seem frustrated or critical.
* Competitive markets where customers push hard for concessions.
* Cultures that reward likeability and discourage confrontation.

Your resistance can be softened by:

* Structures that normalize healthy tension in sales conversations.
* Leadership that rewards candor as much as empathy.
* Customers who respect clarity even when it creates short-term discomfort.

**🌟 Strengths Hidden Inside**

* Empathy that makes customers feel deeply understood.
* Patience that builds long-term trust.
* Rapport skills that open doors and ease resistance.
* Generosity that strengthens relationships when balanced with boundaries.

**⚠️ Resistance Costs**

At high levels, this resistance pattern can:

* Reduce close rates in competitive deals.
* Lead to over-commitments that strain profitability.
* Undermine credibility if customers see you as agreeable but not influential.
* Limit referrals and repeat business by positioning you as pleasant but not strategic.
* Create burnout from over-accommodation without equal return.

**🚀 Growth Path**

**Immediate Shifts**

* Replace automatic yes with balanced responses that show care and boundaries.
* Use language that pairs empathy with firmness (“I understand your concern, here’s what we can realistically do”).
* Commit to raising one candid truth in every sales conversation.

**Strategic Practices**

* Practice objection handling that blends warmth with clarity.
* Track times when honesty improved outcomes to reinforce the value of candor.
* Role-play high-stakes scenarios to build confidence in saying no.

**Long-Term Growth**

* Reframe tension as a form of respect rather than rejection.
* Position yourself as both empathetic and decisive.
* Build habits of balancing rapport with influence.
* Demonstrate to customers and peers that trust is deepest when it includes honesty.

Perfect 👍 here’s the **Closer Controller** full paid-style result, aligned with the Leadership assessment style and tuned for sales:

**Your Resistance Pattern: Closer Controller (73%)**

**📊 Your Top Three Resistance Archetypes**

Based on your results, here are your top three resistance patterns:

* Closer Controller — 73% (High Resistance)
* Product Drowner — 61% (High Resistance)
* Over Promiser — 55% (High Resistance)

Your highest resistance shows up as the Closer Controller. The detailed analysis below focuses on this pattern.

**🧠 First, Know This**

Your results show High Resistance (73%) in how you handle influence and control during the sales process.

At your best, you are a seller who drives momentum. You take charge, keep conversations moving, and ensure the customer understands your conviction. Customers can feel your passion and urgency, which is valuable in moments where deals risk stalling.

But when resistance is high, the very strength of influence narrows into force. Instead of inspiring confidence, the push for control creates pressure. Customers may feel rushed, unheard, or even resistant. Meetings become less about understanding needs and more about winning arguments. What looks like confidence in your mind may feel like domination in theirs.

This pattern is called the Closer Controller. It does not mean you lack respect for customers or peers. It means your resistance shows up as a strong need to drive the outcome. This instinct feels safe because it reduces uncertainty, but it undermines trust and weakens long-term growth.

Your resistance does not erase your strength as a momentum-builder. Instead, it narrows it. When you learn to channel urgency into collaboration, your ability to influence transforms into credibility, partnership, and sustainable results.

**📊 What High Resistance Looks Like**

At this level, your instinct to push does not just shape some conversations, it defines them. While it ensures your voice is heard, it can also:

* Cause customers to feel pressured rather than persuaded.
* Reduce openness in discovery conversations.
* Escalate objections into debates instead of problem-solving.
* Win short-term closes while weakening long-term trust.

**🔄 Core Behaviors Under Resistance**

When resistance is high, Closer Controllers often:

* Speak more than they listen.
* Interrupt or redirect customers to their own points.
* Push for immediate decisions.
* Frame objections as battles to be won.
* Treat hesitation as resistance to overcome, not as a signal to explore.

**🌱 Root Causes (Origins)**

This resistance often develops in environments where:

* Early success was tied to assertiveness rather than listening.
* Sales training emphasized hard closes and control.
* Competition rewarded being the loudest or most forceful.
* Personal experiences linked authority with credibility.

**💭 Beliefs That Drive Resistance**

* The strongest voice wins.
* If I don’t take control, the customer will not buy.
* Pressure creates commitment.
* The deal is a contest and I cannot lose.

**👥 What Others Experience**

* **Customers**: Recognize your passion but may feel unheard or pushed. Instead of trust, they may sense pressure.
* **Peers**: See your drive as valuable but may find collaboration difficult if you dominate conversations.
* **Managers**: Value your urgency and results but worry about long-term account health and customer retention.

**💼 Sales Triggers**

Your resistance can be amplified by:

* Competitive situations where multiple sellers are involved.
* Customers who hesitate or ask many questions.
* Quota pressure that makes urgency feel critical.

Your resistance can be softened by:

* Structures that require active listening and discovery before pitching.
* Leadership that rewards collaborative closes, not just fast ones.
* Customers who value problem-solving over persuasion.

**🌟 Strengths Hidden Inside**

* Passion that creates urgency and energy.
* Confidence that ensures your perspective is heard.
* Determination that keeps deals from stalling.
* Ability to move conversations forward when others hesitate.

**⚠️ Resistance Costs**

At high levels, this resistance pattern can:

* Turn objections into conflict instead of resolution.
* Reduce trust by silencing the customer’s voice.
* Win deals at the cost of long-term relationships.
* Damage reputation if perceived as aggressive or domineering.
* Limit repeat business when customers prefer advisors over pushers.

**🚀 Growth Path**

**Immediate Shifts**

* Replace forceful asks with collaborative ones (“What would make this feel right for you?”).
* Pause after making a point to invite customer input.
* Practice one extra discovery question before pushing toward the close.

**Strategic Practices**

* Track conversations where listening created breakthroughs.
* Role-play objection handling that emphasizes curiosity over combat.
* Build scripts that reframe control as partnership.

**Long-Term Growth**

* Reframe influence as guiding, not dominating.
* Model balanced conversations where urgency coexists with empathy.
* Build a reputation as a trusted advisor who empowers decisions rather than forcing them.
* Demonstrate to peers and customers that confidence grows stronger when paired with listening.

**Your Resistance Pattern: Product Drowner (69%)**

**📊 Your Top Three Resistance Archetypes**

Based on your results, here are your top three resistance patterns:

* Product Drowner — 69% (High Resistance)
* Pipeline Avoider — 61% (High Resistance)
* Discount Giver — 58% (High Resistance)

Your highest resistance shows up as the Product Drowner. The detailed analysis below focuses on this pattern.

**🧠 First, Know This**

Your results show High Resistance (69%) in how you communicate solutions and present value.

At your best, you are a seller who is knowledgeable and thorough. Customers appreciate your depth of product understanding, and your enthusiasm demonstrates belief in what you are selling. You make sure customers know you are prepared and well-informed.

But when resistance is high, the very strength of knowledge narrows into oversharing. Instead of focusing on what matters most to the customer, you overwhelm them with details. The more features you explain, the less clear the value becomes. What looks like expertise in your eyes can feel like noise in theirs.

This pattern is called the Product Drowner. It does not mean you lack skill or clarity. It means your resistance shows up as a strong pull to prove your knowledge by covering everything. This instinct feels safe because it ensures nothing is left out, but it erodes focus and weakens persuasion.

Your resistance does not erase your strength as a trusted expert. Instead, it narrows it. When you learn to connect your knowledge directly to the customer’s priorities, your ability to explain transforms into influence, clarity, and stronger sales growth.

**📊 What High Resistance Looks Like**

At this level, your instinct to explain does not just influence conversations, it dominates them. While it proves you are thorough, it can also:

* Cause customers to disengage or feel overwhelmed.
* Dilute key value points in a sea of features.
* Extend conversations without increasing commitment.
* Reduce trust if customers feel you are not listening to their actual needs.

**🔄 Core Behaviors Under Resistance**

When resistance is high, Product Drowners often:

* Share long lists of features regardless of relevance.
* Talk more about product than customer problems.
* Use technical depth to prove credibility rather than to clarify.
* Cover too many details in presentations or demos.
* Leave customers confused about the most important value drivers.

**🌱 Root Causes (Origins)**

This resistance often develops in environments where:

* Early sales success came from memorizing and sharing product details.
* Training emphasized features over discovery.
* Managers rewarded thoroughness over clarity.
* Personal confidence grew from knowing the product more than guiding the customer.

**💭 Beliefs That Drive Resistance**

* The more I explain, the more credible I sound.
* Customers cannot value what they do not hear about.
* If I leave something out, I may lose the deal.
* More information means more persuasion.

**👥 What Others Experience**

* **Customers**: Respect your knowledge but may feel overwhelmed, disengaged, or uncertain about the real benefits.
* **Peers**: Appreciate your thoroughness but may notice you lose focus in critical moments.
* **Managers**: Value your expertise but may worry that over-explaining reduces efficiency and close rates.

**💼 Sales Triggers**

Your resistance can be amplified by:

* Complex products with many features.
* Nervousness in high-stakes deals that triggers the instinct to over-prepare.
* Competitive pressure that makes you want to prove superiority with details.

Your resistance can be softened by:

* Structured discovery frameworks that identify customer priorities first.
* Training that emphasizes outcomes before features.
* Leadership that rewards clarity and customer alignment over technical depth.

**🌟 Strengths Hidden Inside**

* Deep product knowledge that builds credibility.
* Enthusiasm that shows belief in the solution.
* Thoroughness that prevents key points from being missed.
* Ability to educate customers when information is aligned to their needs.

**⚠️ Resistance Costs**

At high levels, this resistance pattern can:

* Confuse customers and slow decision-making.
* Reduce deal velocity by extending presentations unnecessarily.
* Dilute competitive advantage by treating all features as equally important.
* Create frustration when customers feel unheard.
* Lower win rates even when opportunities are strong.

**🚀 Growth Path**

**Immediate Shifts**

* Commit to sharing three key points per meeting, not ten.
* Ask one more question before giving information.
* Replace feature lists with customer-specific benefits.

**Strategic Practices**

* Build demo or presentation frameworks around outcomes, not features.
* Track when shorter conversations led to faster closes.
* Use customer stories to illustrate value instead of technical depth.

**Long-Term Growth**

* Reframe expertise as the ability to simplify, not to overwhelm.
* Build a reputation as a trusted guide who makes complex solutions simple.
* Position yourself as a partner who connects solutions to results, not just a catalog of features.
* Model to peers how knowledge can be a lever for clarity, not confusion.

**Your Resistance Pattern: Pipeline Avoider (71%)**

**📊 Your Top Three Resistance Archetypes**

Based on your results, here are your top three resistance patterns:

* Pipeline Avoider — 71% (High Resistance)
* Silent Resistor — 65% (High Resistance)
* Relationship Pleaser — 59% (High Resistance)

Your highest resistance shows up as the Pipeline Avoider. The detailed analysis below focuses on this pattern.

**🧠 First, Know This**

Your results show High Resistance (71%) in how you approach prospecting, lead generation, and early sales activity.

At your best, you are a seller who thrives in the action of active deals. You bring energy to live opportunities, focus intensely on closing, and perform well when urgency is high. Customers and managers see your commitment when the pressure is on.

But when resistance is high, the very strength of focus narrows into avoidance. Instead of building a healthy pipeline, you rely on urgent deals, inbound leads, or last-minute pushes. Prospecting feels uncomfortable or less valuable, so you delay it. The result is an inconsistent flow of opportunities that limits growth.

This pattern is called the Pipeline Avoider. It does not mean you lack work ethic or selling skill. It means your resistance shows up as procrastination in filling the funnel. This feels safe because it avoids discomfort, but it quietly creates feast-and-famine cycles in your results.

Your resistance does not erase your strength as a strong closer. Instead, it narrows it. When you learn to balance closing energy with steady pipeline building, your ability to sell transforms from unpredictable bursts into consistent, scalable growth.

**📊 What High Resistance Looks Like**

At this level, your instinct to avoid prospecting does not just appear occasionally, it defines your workflow. While it allows focus on hot opportunities, it can also:

* Leave you scrambling when deals fall through unexpectedly.
* Cause inconsistent quotas and unpredictable commissions.
* Reduce confidence from managers who expect steady pipeline activity.
* Limit growth because new opportunities are not being created consistently.

**🔄 Core Behaviors Under Resistance**

When resistance is high, Pipeline Avoiders often:

* Delay prospecting tasks in favor of more comfortable activities.
* Focus on urgent deals while ignoring long-term pipeline.
* Rely heavily on inbound leads or referrals.
* Push prospecting to the end of the week or month, then feel rushed.
* Treat prospecting as optional rather than central to growth.

**🌱 Root Causes (Origins)**

This resistance often develops in environments where:

* Early success came from inherited accounts or inbound opportunities.
* Managers emphasized closing over pipeline building.
* Prospecting was framed as rejection-heavy and discouraging.
* Personal confidence grew more from late-stage selling than from outreach.

**💭 Beliefs That Drive Resistance**

* Prospecting is uncomfortable and rarely works.
* My time is better spent on deals that are already moving.
* If I wait, leads will come to me.
* Closing is where the real value is, not pipeline building.

**👥 What Others Experience**

* **Customers**: May only see you when deals are urgent, not as a consistent advisor in their buying journey.
* **Peers**: May feel you carry less weight in generating new business.
* **Managers**: Appreciate your late-stage energy but may be frustrated by inconsistent pipeline metrics and forecasting.

**💼 Sales Triggers**

Your resistance can be amplified by:

* Quotas that focus on immediate revenue without pipeline metrics.
* Cultures that glamorize closers more than prospectors.
* High rejection rates in outreach that discourage persistence.

Your resistance can be softened by:

* Structures that reward consistent pipeline activity.
* Leadership that emphasizes balance between prospecting and closing.
* Tools that make outreach easier, targeted, and measurable.

**🌟 Strengths Hidden Inside**

* Energy and urgency that shine in live deals.
* Focus that ensures no opportunity is wasted once it is active.
* Confidence in negotiation and closing conversations.
* Ability to deliver results under pressure.

**⚠️ Resistance Costs**

At high levels, this resistance pattern can:

* Create inconsistent quotas and commissions.
* Limit long-term growth by starving the funnel.
* Increase stress by relying on last-minute deals.
* Reduce credibility with managers who expect predictability.
* Leave peers carrying more of the prospecting load.

**🚀 Growth Path**

**Immediate Shifts**

* Block time daily for prospecting and protect it as firmly as customer meetings.
* Commit to a specific outreach number each week.
* Start with the smallest possible step to reduce avoidance (e.g., one new call or email).

**Strategic Practices**

* Build routines that balance closing and prospecting evenly.
* Track pipeline size against quota to visualize the cost of avoidance.
* Use accountability partners or team check-ins to normalize outreach.

**Long-Term Growth**

* Reframe prospecting as opportunity creation, not rejection.
* Build identity as both a closer and a builder of long-term growth.
* Position yourself as someone who generates business consistently, not just reacts to it.
* Model for peers how pipeline discipline creates freedom and reduces stress.

**Your Resistance Pattern: Reactive Firefighter (68%)**

**📊 Your Top Three Resistance Archetypes**

Based on your results, here are your top three resistance patterns:

* Reactive Firefighter — 68% (High Resistance)
* Pipeline Avoider — 63% (High Resistance)
* Relationship Pleaser — 55% (High Resistance)

Your highest resistance shows up as the Reactive Firefighter. The detailed analysis below focuses on this pattern.

**🧠 First, Know This**

Your results show High Resistance (68%) in how you balance urgency with long-term sales discipline.

At your best, you are a seller who thrives in fast-moving situations. You bring intensity, energy, and quick action when deals are on the line. Customers and managers see you as someone who will drop everything to chase opportunities and close business.

But when resistance is high, the very strength of urgency narrows into reactivity. Instead of balancing short-term wins with long-term growth, you constantly prioritize today’s fires. You rush to handle urgent deals while neglecting the pipeline, account development, or strategic selling. Growth feels like a sprint from crisis to crisis rather than a steady climb.

This pattern is called the Reactive Firefighter. It does not mean you lack strategy or discipline. It means your resistance shows up as an instinct to prioritize immediate deals because they feel urgent and rewarding. This feels safe in the moment but erodes consistency, predictability, and scalability.

Your resistance does not erase your strength as a high-energy closer. Instead, it narrows it. When you learn to pair urgency with discipline, your ability to respond quickly transforms into sustainable growth.

**📊 What High Resistance Looks Like**

At this level, your instinct to chase urgency does not just influence choices, it dominates them. While it keeps you active, it can also:

* Create roller-coaster results tied to unpredictable deals.
* Leave long-term opportunities underdeveloped.
* Cause you to neglect follow-ups once immediate pressure passes.
* Build stress by always working in reactive mode.

**🔄 Core Behaviors Under Resistance**

When resistance is high, Reactive Firefighters often:

* Drop prospecting or account growth to chase urgent opportunities.
* Respond instantly to hot leads while ignoring long-term priorities.
* Feel uncomfortable when there is no immediate pressure.
* Build last-minute bursts of activity near quota deadlines.
* Struggle to sustain consistent sales habits outside of emergencies.

**🌱 Root Causes (Origins)**

This resistance often develops in environments where:

* Managers celebrated “saves” and last-minute deals more than consistency.
* Early success came from handling urgent opportunities.
* Cultures valued activity and hustle over planning.
* Personal motivation grew more from adrenaline than from steady habits.

**💭 Beliefs That Drive Resistance**

* Urgent deals matter more than long-term ones.
* If I do not handle this now, it will disappear.
* Planning slows me down; action creates results.
* Pressure is what makes me perform at my best.

**👥 What Others Experience**

* **Customers**: Appreciate your responsiveness but may feel neglected if they are not an urgent deal.
* **Peers**: Value your hustle but may see you as unpredictable or inconsistent.
* **Managers**: Admire your bursts of energy but may worry about forecasting, pipeline health, and burnout.

**💼 Sales Triggers**

Your resistance can be amplified by:

* Quota deadlines that create artificial urgency.
* Cultures that reward activity bursts more than steady results.
* Markets with many inbound leads that feel too immediate to ignore.

Your resistance can be softened by:

* Leadership that emphasizes pipeline consistency alongside responsiveness.
* Structures that balance urgent tasks with long-term planning.
* Metrics that track steady pipeline growth, not just last-minute wins.

**🌟 Strengths Hidden Inside**

* Energy and urgency that move deals forward quickly.
* Responsiveness that customers appreciate in critical moments.
* Confidence under pressure.
* Ability to perform strongly in fast-moving, high-stakes deals.

**⚠️ Resistance Costs**

At high levels, this resistance pattern can:

* Create unpredictable sales cycles.
* Reduce pipeline growth and account development.
* Lead to burnout from constant crisis mode.
* Damage credibility with managers who want consistency.
* Limit career growth by positioning you as tactical rather than strategic.

**🚀 Growth Path**

**Immediate Shifts**

* Schedule daily prospecting even when urgent deals demand attention.
* Pause before dropping long-term tasks for short-term fires.
* Commit to one pipeline-building activity each day, regardless of urgency.

**Strategic Practices**

* Track how often urgent deals displace strategic work.
* Build weekly plans that balance hot deals with long-term development.
* Role-play resisting the instinct to drop everything at the first sign of urgency.

**Long-Term Growth**

* Reframe urgency as one tool, not the only one.
* Build a reputation for consistency as well as responsiveness.
* Position yourself as a seller who can manage both sprints and marathons.
* Demonstrate that sustainable growth requires balance, not just bursts of activity.

**Your Resistance Pattern: Silent Resistor (72%)**

**📊 Your Top Three Resistance Archetypes**

Based on your results, here are your top three resistance patterns:

* Silent Resistor — 72% (High Resistance)
* Relationship Pleaser — 64% (High Resistance)
* Pipeline Avoider — 56% (High Resistance)

Your highest resistance shows up as the Silent Resistor. The detailed analysis below focuses on this pattern.

**🧠 First, Know This**

Your results show High Resistance (72%) in how you handle closing conversations and customer commitments.

At your best, you are a seller who creates a sense of comfort for prospects. Customers feel respected, not pressured, and appreciate that you give them space to decide. Your calm approach builds trust and makes you approachable, especially in industries where aggressive sales tactics turn customers away.

But when resistance is high, the very strength of patience narrows into avoidance. Instead of guiding the conversation to a decision, you step back and hope the customer brings it up. Deals that could have closed linger without next steps. Prospects may enjoy talking with you but ultimately buy from someone who was more direct.

This pattern is called the Silent Resistor. It does not mean you lack confidence or selling skill. It means your resistance shows up as hesitation to risk rejection by asking for commitment. In the moment, silence feels safe, but over time it stalls growth and lowers conversion.

Your resistance does not erase your strength as a trust-builder. Instead, it narrows it. When you learn to blend respect with assertiveness, your ability to guide customers transforms into stronger closes, higher win rates, and lasting credibility.

**📊 What High Resistance Looks Like**

At this level, your instinct to hold back does not just appear occasionally, it shapes your sales cycle. While it keeps conversations pleasant, it can also:

* Leave calls and meetings without clear commitments.
* Reduce conversions despite strong interest.
* Cause opportunities to stall or be lost to more assertive competitors.
* Create frustration for managers who see activity without results.

**🔄 Core Behaviors Under Resistance**

When resistance is high, Silent Resistors often:

* Wait for the customer to ask about next steps.
* End meetings with goodwill but no firm commitments.
* Avoid closing language because it feels pushy.
* Depend on follow-ups instead of securing agreement in the moment.
* Reframe lost deals as bad timing rather than lack of directness.

**🌱 Root Causes (Origins)**

This resistance often develops in sales environments where:

* Early advice stressed “never be pushy.”
* Rejection felt personal, making asking uncomfortable.
* Managers valued relationship activity more than conversion metrics.
* Cultural or personal norms emphasized deference over assertiveness.

**💭 Beliefs That Drive Resistance**

* If I ask, I will push the customer away.
* Customers should decide when they are ready.
* Closing feels like pressure, and pressure breaks trust.
* A good relationship is enough for the deal to happen.

**👥 What Others Experience**

* **Customers**: Appreciate your low-pressure style but may feel unclear about next steps, leading them to buy elsewhere.
* **Peers**: Respect your rapport skills but may see you as hesitant to compete for the close.
* **Managers**: Value your relationship-building but grow frustrated when conversion rates stay low despite activity.

**💼 Sales Triggers**

Your resistance can be amplified by:

* High-stakes or competitive deals where tension is high.
* Customer hesitation that mirrors your own reluctance to ask.
* Cultures that penalize rejection instead of treating it as learning.

Your resistance can be softened by:

* Structures that require every meeting to end with a next step.
* Leadership that frames closing as service, not pressure.
* Peer role-models who close with confidence and respect.

**🌟 Strengths Hidden Inside**

* Respect for customer autonomy.
* Patience that builds genuine trust.
* Calm presence in conversations.
* Ability to avoid the pushiness that customers dislike.

**⚠️ Resistance Costs**

At high levels, this resistance pattern can:

* Reduce conversion rates dramatically.
* Stall otherwise qualified deals.
* Position you as likeable but not decisive.
* Create stress as effort does not translate into results.
* Limit career growth when results lag behind activity.

**🚀 Growth Path**

**Immediate Shifts**

* End every meeting with one clear next step.
* Use closing language that feels collaborative (“Shall we move forward on this?”).
* Practice direct asks in low-stakes conversations to build confidence.

**Strategic Practices**

* Track how many deals stall due to lack of next steps.
* Role-play objection handling to normalize hearing “no.”
* Build scripts that frame closing as service, not pressure.

**Long-Term Growth**

* Reframe rejection as part of progress, not a personal failure.
* Develop an identity as both relationship-builder and closer.
* Show customers that respect and assertiveness can coexist.
* Model for peers how guiding a decision creates stronger relationships than waiting in silence.

**Scenario 2: All Moderate Resistance**

**🧠 What This Means**

Your results show moderate resistance across all archetypes. This means no single pattern dominates, but friction shows up in many different ways depending on context.

**📊 Resistance Profile: Moderate Across All**

At this level, your sales approach is functional but not consistent. Some deals close well, others stall. Customers experience you as capable, but results vary depending on the situation.

**🔄 What This Looks Like in Sales**

* Sometimes confident and clear, sometimes hesitant or avoidant.
* Good rapport with customers but inconsistent follow-through.
* Deals that progress but often take longer than they should.
* A tendency to adapt, but not always in the most effective way.

**⚠️ Risk of Staying Here**

Moderate resistance is harder to spot than high resistance, but it quietly slows growth. Customers and managers may see you as unpredictable. Over time, opportunities slip away because your approach changes from deal to deal.

**🚀 Growth Path**

To move forward:

* Identify which resistance pattern shows up most often under stress.
* Focus on building consistency by improving one clear sales habit.
* Reinforce momentum with micro-learning practices that target your most common resistance triggers.

**Scenario 3: All Low Resistance**

**🧠 What This Means**

Your results show low resistance across all archetypes. This means resistance has minimal impact on how you sell. You are able to balance persuasion with patience, urgency with consistency, and clarity with empathy.

**📊 Resistance Profile: Low Across All**

At this level, your sales style is adaptable, steady, and effective. Resistance is present — it always is — but it rarely prevents you from taking action or moving deals forward.

**🔄 What This Looks Like in Sales**

* Comfortable asking for the deal directly.
* Consistent prospecting habits that keep the pipeline healthy.
* Value defended without defaulting to discounts.
* Clear communication that avoids both over-explaining and under-sharing.
* Customers who trust your balance of empathy and influence.

**⚠️ Risk of Staying Here**

Low resistance does not mean no growth needed. Your strength is consistency, but without continued development you may overlook areas where you could sharpen your edge, such as negotiation skill or account expansion.

**🚀 Growth Path**

To maximize your strengths:

* Use your consistent style as a model for peers.
* Focus on advanced skills such as strategic negotiation or enterprise selling.
* Build thought-leadership credibility with customers and managers.
* Expand into leadership opportunities by coaching others through their resistance.

**Scenario 4: Mixed Low and Moderate Resistance**

**🧠 What This Means**

Your results show a mix of low resistance in some archetypes and moderate resistance in others. This means you have clear strengths in certain areas of selling, but also blind spots that create friction.

**📊 Resistance Profile: Mixed**

At this level, you are strong in many aspects of selling, but resistance still shows up in predictable ways that can slow growth.

**🔄 What This Looks Like in Sales**

* Strong closing skills but inconsistent prospecting.
* Excellent rapport but discomfort in handling price objections.
* Clear communication most of the time, but over-explaining under stress.
* Customers who trust you in some areas but hesitate in others.

**⚠️ Risk of Staying Here**

Customers and managers may see you as effective most of the time, but the inconsistencies stand out. In high-stakes deals, these blind spots can cost opportunities or reduce influence.

**🚀 Growth Path**

To move forward:

* Celebrate your low-resistance strengths — they are real assets.
* Target the 1–2 archetypes where resistance shows up most.
* Use micro-learning prompts to sharpen those specific skills.
* Ask for feedback from managers or peers to confirm blind spots and progress.

CTA for sales assessment results

**Turn Insight Into Action**

You now have a complete profile of your sales resistance patterns. Awareness is the first step, but real growth comes from practicing new behaviors and building lasting habits.

That’s why we’ve designed the **Resistance Intelligence [Sales Growth Track** ]— a series of short, actionable modules built to help you:

* Break through resistance patterns in live selling situations
* Build new habits that stick
* Align your selling style with growth, trust, and profitability

👉 **Next Step:** Click below to sign up for the microlearning course and put your insights into action.

*(Insert button: “Start My Sales Growth Track”)*