



EQFIT® Sales EQ-Edge™ Assessment Development Report

Your Personal Guide to Sales Excellence

Prepared for

Sam Sample

September 26, 2026

◆ What This Assessment Measures — and What It Doesn't

This assessment measured how you think through sales situations — your cognitive awareness of what effective selling looks like and your instinct for a response under pressure. These patterns can guide a useful development conversation. Here is what matters most as you read this report: your scores reflect your awareness, not a final verdict on your capability. The distance between knowing what to do and doing it consistently, every day, in every conversation, is where real development lives. Use this report not just to celebrate what you already know — use it to ask whether that knowledge is fully showing up in your results.

Your Development Journey: The FIT Process

◆ FOCUS Insights & Learning	■ IMPLEMENT Practice & Grow	★ TRANSFORMATION Sustainable Improvement
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What this report is for — and what it is not

This report is a development tool. It describes how you tend to operate right now — not your worth, your potential, or your IQ. Scores move over time. Moving them is the whole point.

Because of that, the EQFIT® Edge™ assessments are not to be used to make personnel decisions. They are not selection instruments or promotion instruments. They are research-based, for growth and development purposes. Results should not be used to decide who gets hired, promoted, retained, reassigned, compensated, or let go.

If you are a leader holding someone else's report, treat it as confidential and as a conversation starter, not a verdict on that person. Work with them and with the report, and grow them through the process as it is intended.

◆ **FOCUS**

Insights & Learning

★ **Your Sales Signature: The Determined Builder**

What stands out in your profile is heart. The persistence, the ownership, the hunger to grow are where you lean — and those are the hardest things to teach. The skill is catching up to the will, and that's the easy direction to grow in.

Your roadmap builds the mechanics around that drive: the confidence under pressure and the read of the room that turn effort into closed deals. You've got the engine — we're tuning the rest of the car.

■ **Your Sales Dashboard**

Sam, Your Overall EQFIT® Sales EQ-Edge™ Assessment

FUNCTIONAL

Score: 129/192 (56%)

Dimension	%	Tier
Resilient Persistence	61%	Functional
Ownership Mindset	61%	Functional
Accountability	50%	Developing
Confident Self-Talk	39%	Developing
Growth Hunger	67%	Functional
Closing Courage	61%	Functional
Adaptive Connection	56%	Functional
Resourceful Problem-Solving	56%	Functional

■ Your Composite Indices

These indices combine related dimensions to reveal your big-picture sales patterns — the capabilities that show up in real conversations.

Composite Index	Score	Tier
■ Deal Rescue Index	58%	Functional
◆ Trust Builder Index	53%	Developing
▲ Revenue Driver Index	61%	Functional
● Inner Game Index	53%	Developing

■ Deal Rescue Index — 58% (Functional)

When a deal stalls, you need two things: the grit to stay with it and the creativity to find a new angle. Neither dimension alone rescues a deal — persistence without creativity becomes pestering, and creativity without persistence means brilliant ideas that never get executed. This index measures your ability to save deals that others would walk away from.

Components: Resilient Persistence (61%) + Resourceful Problem-Solving (56%)

◆ Trust Builder Index — 53% (Developing)

Trust isn't just being likable — it's follow-through plus the ability to read and match different people. The most trusted salespeople deliver exactly what they promise AND make each person feel understood. Without accountability, charm fades fast. Without adaptability, reliability feels rigid. Together, they create the kind of trust that turns prospects into long-term clients.

Developing component: Accountability. Read this index alongside the component scores.

Components: Accountability (50%) + Adaptive Connection (56%)

▲ Revenue Driver Index — 61% (Functional)

Direct revenue impact requires both the initiative to create opportunities AND the courage to ask for the business. Ownership without closing courage means you generate pipeline but leave money on the table. Closing courage without ownership means you can close what's handed to you but you're not creating new opportunities. Together, they make you a self-sustaining revenue engine.

Components: Closing Courage (61%) + Ownership Mindset (61%)

● Inner Game Index — 53% (Developing)

This is the sustainability engine — what separates people who burn out from people who compound their growth over time. Mental resilience keeps you steady through the inevitable rejection cycles, while growth hunger keeps you improving instead of plateauing. Without confident self-talk, learning feels like evidence of failure. Without growth hunger, confidence becomes

complacency.

Developing component: Confident Self-Talk. Read this index alongside the component scores.

Components: Confident Self-Talk (39%) + Growth Hunger (67%)

★ Your Success Pattern

Growth Hunger is the highest area in your current profile. Treat it as a place to build from, rather than as a finished strength. Your growth edge starts with Confident Self-Talk, Accountability.

Your Eight Dimension Reads

Resilient Persistence — Functional (61%): You can stay with a difficult opportunity. Notice which stalled deals merit another useful conversation and which do not.

Ownership Mindset — Functional (61%): You often see what you can influence. Choose one concrete action when circumstances outside your control slow the work.

Accountability — Developing (50%): Commitments may be harder to keep visible when work gets busy. Capture the next action and its date while the conversation is still fresh.

Confident Self-Talk — Developing (39%): A setback may follow you into the next conversation. Pause, separate the event from your identity, and choose one useful next move.

Growth Hunger — Functional (67%): You are open to learning when the opportunity is in front of you. Set a specific question to explore after your next sales conversation.

Closing Courage — Functional (61%): You can make the ask, though the timing or clarity may vary. Practice naming the next decision directly and leaving room for a real answer.

Adaptive Connection — Functional (56%): Your answers lean toward stepping back when a buyer signals a different need. Stay in the conversation long enough to ask what changed and agree on a useful next step.

Resourceful Problem-Solving — Functional (56%): You can solve familiar problems. When a new obstacle appears, ask one more question before accepting the first explanation.

What you know vs. what you do

The Execution Check asks how often you use related behaviors. A Knowing–Doing gap is named only when the difference reaches two steps on that frequency scale.

Resilient Persistence: Awareness 61% · Reported execution 100% · Aligned.

Ownership Mindset: Awareness 61% · Reported execution 0% · Knowing–Doing gap.

Accountability: Awareness 50% · Reported execution 33% · Aligned.

Confident Self-Talk: Awareness 39% · Reported execution 67% · Aligned.

Growth Hunger: Awareness 67% · Reported execution 100% · Aligned.

Closing Courage: Awareness 61% · Reported execution 0% · Knowing–Doing gap.

Adaptive Connection: Awareness 56% · Reported execution 33% · Aligned.

Resourceful Problem-Solving: Awareness 56% · Reported execution 33% · Aligned.

◆ Reflection

Looking at your scores, what surprises you? What confirms what you already knew?

✦ Your Strengths

Sam, these are your superpowers. The key is using them intentionally, not accidentally.

Your profile shows balanced capabilities. Focus on the development strategies in the Implement section to build strength in key areas.

◆ Reflection

Which strength could you leverage more intentionally this week?

► Your Growth Edges

Sam, these aren't weaknesses—they're edges. Places where focused development creates the biggest impact.

→ Confident Self-Talk (39%)

How This Shows Up: You may be harder on yourself than you realize. Rejection can feel personal. Big moments can trigger anxiety or imposter feelings.

The Hidden Gift: Your self-reflection shows emotional intelligence. The opportunity is directing that reflection toward empowering stories.

In the Field

You're about to present to the most senior executives you've ever faced. Notice what's running through your head. If it's 'Don't mess this up,' consciously replace it: 'I've prepared well, I know my value, and I'm here to help them solve a real problem.'

Watch For

If you're still replaying a lost deal days later with a sense of regret rather than learning, that's your edge. Shift from 'What's wrong with me?' to 'What's next for me?'

What Happens Under Stress

Under stress, your inner critic gets louder and faster. Normally manageable self-doubt can escalate into a full catastrophizing spiral: one lost deal becomes 'I'm losing my touch,' which becomes 'Maybe I'm not cut out for this.' You may notice this as physical tension before calls, procrastination on important outreach, or an inability to stop replaying past mistakes. The earlier you catch the spiral, the easier it is to redirect.

Mindset Shift

Old Story: *"I lost that deal—maybe I'm not cut out for this level."*

New Story: *"I lost that deal—what can I learn, and what's my next opportunity to apply it?"*

✦ **Coaching Question:** *If you spoke to your best friend the way you speak to yourself after a setback, would they feel encouraged or defeated?*

→ Accountability (50%)

How This Shows Up: You may struggle to keep track of all your commitments. Things sometimes fall through the cracks, especially when volume is high.

The Hidden Gift: Your flexibility can be an asset. The opportunity is adding just enough structure to capture its benefits.

In the Field

You promised to send a case study by end of day. It's 4pm and you don't have the perfect one. Don't let it slip—send what you have with context, or send a brief message saying you're finding something more relevant. The worst option is silence.

Watch For

If you ever have to apologize for missing a follow-up, that's your signal. What system or habit would have prevented this?

What Happens Under Stress

Under pressure, follow-through can become harder to see. The score does not show whether the difficulty is overcommitting, tracking, or adapting to the person. Review one commitment and the system that carried it.

Mindset Shift

Old Story: *"I'll remember to do that—I don't need to write everything down."*

New Story: *"My brain is for selling, not storage. My system remembers so I can focus on relationships."*

✦ **Coaching Question:** *What would it mean for your results if every prospect could count on you 100% of the time?*

◆ **Reflection**

Which growth edge, if developed, would have the biggest impact on your results?

◇ **Dimension Dynamics**

Your dimensions interact in ways that amplify your effectiveness or create friction. Here's what your specific combination reveals:

◇ **Your Revenue Driver Capability**

Your Closing Courage (61%) combined with Ownership Mindset (61%) means you spot opportunities AND you're willing to ask for the business. This is the combination that drives revenue.

▲ **Blind Spots to Watch**

▲ **Blind Spot**

You may not realize when your approach isn't landing. Build in check-ins: 'I want to make sure I'm covering what's useful—is there something specific you'd like to focus on?'

▲ **Blind Spot**

You may be talking yourself out of opportunities before pursuing them. Notice when you decide NOT to do something. What story are you telling yourself?

◆ **Reflection**

How have you seen these patterns play out in your actual selling?

◆ **PERFORMANCE REALITY CHECK**

Are Your Scores Showing Up in Your Results?

Your scores reflect how you think through sales situations — your cognitive awareness of what effective selling looks like. That awareness is real and it matters. But awareness and execution are not the same thing. This section asks a more direct question: is what you know actually showing up in your calendar, your pipeline, your conversion rate, and your results? Work through each dimension carefully. The proof points tell you what it looks like when a score is fully operational. The gap indicators apply at every tier — including Strong. The question at the end of each dimension is designed to generate a real answer, not a reflection. Be honest with yourself.

HINGE 1 — Getting Meetings

Everything before a meeting exists to put one on your calendar. These dimensions drive that outcome:

Resilient Persistence, Ownership Mindset, Confident Self-Talk, Growth Hunger

HINGE 2 — Converting Meetings

Once in the meeting, these dimensions determine whether it converts to revenue:

Accountability, Closing Courage, Adaptive Connection, Resourceful Problem-Solving

Resilient Persistence | 61% — Functional | Hinge 1: Getting Meetings

► If This Score Is Translating to Results, You Would See It Here

Central Outcome: *Sales meetings secured — persistence through multiple contacts is what fills the meeting calendar. This strength is operational when re-engagement converts.*

- **Meetings secured:** A meaningful percentage of booked meetings came from a fourth, fifth, or sixth touch. You tracks how many contacts it took to get each meeting, and that number shows awareness of follow-up depth.
- **Phone activity:** Call logs show deliberate, spaced follow-up attempts per prospect — not just one or two touches before moving on. The fifth call comes as readily as the first.
- **Email cadence:** Follow-up emails are intentional and each adds something

new — a relevant insight, a specific observation about the prospect's business. You do not read like check-ins.

- Pipeline quality: Stalled opportunities either get re-engaged with a specific strategy or get closed out with a clear decision — you do not quietly sit. Active pipeline is working pipeline.
- Activity goals: Weekly activity logs show a healthy balance of new outreach AND deliberate re-engagement of older pipeline — not just top-of-funnel work.
- Sales goals: Quota attainment is consistent even in slower markets because you works longer-cycle opportunities others abandon. A fresh lead list is not required to produce revenue.
- Conversion ratio: Contact-to-meeting ratio improves over time — most meetings come from persistence, not first impressions.

► If There Is a Gap Between This Score and Your Results

As you build this dimension, watch for these patterns in your day-to-day performance and activity:

Where the Gap Shows: *Fewer meetings secured than activity levels should produce — the drop-off happens before the meeting, not inside it.*

- Meetings secured: Most booked meetings come from warm referrals, inbound leads, or first and second contact responses. Re-engaged cold prospects rarely make it to the calendar.
- Phone: Call logs show one or two attempts per prospect before moving on. Notes say 'tried twice, no response' without a defined re-engagement plan.
- Email: Last contact on most stalled opportunities was three or more weeks ago. Follow-up emails feel repetitive or lack a specific reason for reaching out again.
- Pipeline: A large portion of pipeline is technically active but has had no movement in 30 or more days. Deals do not get formally closed out — you just fade.
- Activity goals: Activity numbers look fine on paper but are heavily weighted toward new outreach. Re-engagement of existing prospects is rare or only

happens when a manager asks about a specific deal.

- Sales goals: Quarterly performance is volatile — strong when pipeline is fresh, weak when it runs dry. No system for consistently refilling from older opportunities.
- On-site visits: In-person re-engagement of prospects who have gone quiet is rarely attempted. Travel and on-site time is not used as a persistence tool.

◆ One Honest Question

Answer this candidly before moving to the next dimension. It is not rhetorical — it is answerable, and your answer tells you whether this score is working for you in the real world.

In the last 30 days, how many prospects who had previously gone silent did you re-engage with something useful — not a check-in? Of those, how many turned into an actual conversation that got a meeting on the calendar? If you cannot answer this from your CRM, that gap in tracking is itself part of the answer.

Ownership Mindset | 61% — Functional | Hinge 1: Getting Meetings

► If This Score Is Translating to Results, You Would See It Here

Central Outcome: *Sales meetings secured — self-generated pipeline means the meeting calendar does not depend on what someone else hands the rep.*

- Meetings secured: When asked how a meeting was booked, the answer frequently involves the rep's own initiative — you identified the opportunity, made the case, and got the meeting without a referral or inbound lead.
- Pipeline self-generation: A meaningful portion of active pipeline was entirely self-sourced. The target was identified, contact initiated, and the opportunity created independently.
- Phone and email: Research and outreach to companies not yet in the CRM happens proactively, not only when a lead list is provided.
- Activity goals: Self-generated activity is consistent whether or not a

manager is watching. Output does not spike before pipeline reviews or coaching sessions.

- Sales goals: When behind quota, the immediate response is to identify new outreach targets and accelerate activity — not to wait and see if existing deals close.
- Travel and on-site visits: On-site visits with high-value targets are proactively requested and scheduled. In-person time is treated as a competitive advantage to pursue, not a favor to wait for.

► If There Is a Gap Between This Score and Your Results

As you build this dimension, watch for these patterns in your day-to-day performance and activity:

Where the Gap Shows: *Fewer self-generated meetings — the meeting calendar depends on lead flow from others rather than the rep's own initiative.*

- Meetings secured: Most booked meetings involved someone else making the introduction, the prospect reaching out first, or a warm referral doing the heavy lifting. Self-initiated cold meetings are rare.
- Pipeline: Almost all active opportunities trace back to a marketing lead, inbound inquiry, or manager-assigned account. Self-sourced deals are rare or absent.
- Phone and email: Outreach activity correlates with leads provided. When lead flow slows, so does outreach — rather than filling the gap independently.
- Activity goals: Activity levels are noticeably higher when manager review is upcoming. Unmonitored periods show lower self-directed prospecting output.
- Sales goals: When behind quota, the explanation focuses on external factors — lead quality, marketing, timing, territory. The conversation stays on what was outside control rather than what will be done differently.
- Travel and on-site: Waiting for prospects to suggest meeting in person. Proactive requests for on-site visits are uncommon, particularly with undeveloped accounts.

◆ One Honest Question

Answer this candidly before moving to the next dimension. It is not rhetorical — it is answerable, and your answer tells you whether this score is working for you in the real world.

Look at your current pipeline right now. For each active opportunity, note how it originated. What percentage of your total active deals did you create entirely on your own — without a referral, an inbound lead, or a manager assignment? If that number is less than 30%, what would change about your week if you treated meeting generation as your personal responsibility?

Accountability | 50% — Developing | Hinge 2: Converting Meetings

► If This Score Is Translating to Results, You Would See It Here

Central Outcome: *Meeting-to-close ratio and organizational representation — follow-through in and after every meeting is what turns a good conversation into a closed deal and a trusted brand.*

- Organizational representation: Prospects and clients consistently describe interactions as professional, prepared, and trustworthy. How you shows up in every meeting reflects well on the organization.
- Meeting preparation: Every meeting — in person and by phone — is fully prepared. When on-site visits are scheduled, pre-work is done, an agenda communicated, and follow-up materials go out within 24 hours.
- Email follow-through: When you commits to sending something — a proposal, a case study, information — it goes out on time without the prospect needing to follow up.
- Phone commitments: When a callback is scheduled, it happens. Prospects rarely experience missed or forgotten call commitments.
- Meeting-to-close ratio: Close rate reflects a consistent pattern of follow-through. Deals do not die in the space between meetings because commitments slip.

- CRM discipline: Opportunity records are current. Next steps are logged with specific dates, contact notes are timely, and no active deals have stale last-contact fields more than two weeks old.
- Forecast accuracy: Pipeline can be trusted because what is forecast to close generally does. Deal slippage is the exception, not the pattern.

► **If There Is a Gap Between This Score and Your Results**

These patterns are most likely showing up right now. Use them to identify exactly where to focus your development:

Where the Gap Shows: *Meeting-to-close ratio suffers — prospects lose confidence in the rep or the organization between meetings because commitments are not honored consistently.*

- Organizational representation: Prospects occasionally describe interactions that felt disorganized or unprepared. How you shows up in meetings creates doubt rather than confidence in the organization.
- Meeting preparation: Pre-meeting preparation is inconsistent. Post-meeting follow-up — notes, next steps, promised materials — takes longer than it should, sometimes days after a visit.
- Email: Prospects occasionally have to chase you for things that were promised. Verbal commitments made during meetings do not always translate to written follow-through.
- Phone: Missed callback commitments appear in the activity log or prospect notes. Voicemails go unreturned for 24 hours or more.
- Meeting-to-close ratio: Good meetings do not close at the rate you should. The gap between a positive conversation and a signed agreement is wider than it needs to be — often because post-meeting momentum stalled.
- CRM: Many opportunities have no documented next step, or next steps that are past due. Notes say 'will follow up soon' without a specific date.
- Forecast: Deals confidently forecast slip regularly. Pipeline reviews frequently include surprises — deals further along or further behind than reported.

◆ One Honest Question

Answer this candidly before moving to the next dimension. It is not rhetorical — it is answerable, and your answer tells you whether this score is working for you in the real world.

Think about the last five commitments made to a prospect or client — a callback, a document, a follow-up email. How many were delivered exactly when promised, without the other person having to ask? If the honest answer is fewer than four out of five, what does that pattern cost in meeting-to-close ratio?

Confident Self-Talk | 39% — Developing | Hinge 1: Getting Meetings

► If This Score Is Translating to Results, You Would See It Here

Central Outcome: *Sales meetings secured — the internal voice either gives permission to pursue the hardest targets or quietly talks the rep out of them before ever reaching out.*

- Meetings secured: Senior decision-makers, economic buyers, and C-suite contacts are regularly booked. Reaching the most important person in the organization is a goal pursued directly, not eventually.
- Account pursuit: Pipeline includes a meaningful number of stretch accounts — large, complex, or senior-level targets that would represent significant wins. Pursued with the same energy as comfortable accounts.
- Phone and email: Outreach list is not stack-ranked by how safe the prospect feels. The hardest targets get the same cadence as the most approachable ones.
- Recovery time: After a lost deal, a difficult call, or a bad week, activity levels return to normal within 24 to 48 hours. Rejection does not create extended dips in output.
- On-site and high-stakes presentations: Present and natural in high-pressure in-person settings. Represents the organization with confidence regardless of audience size or seniority.

- Sales goals: Performance is relatively consistent quarter over quarter. Emotional state does not dramatically alter activity levels or willingness to pursue large opportunities.

► If There Is a Gap Between This Score and Your Results

These patterns are most likely showing up right now. Use them to identify exactly where to focus your development:

Where the Gap Shows: *Fewer meetings secured with the most important prospects — the ones most worth meeting are the ones least likely to be on the calendar.*

- Meetings secured: Senior decision-makers and economic buyers are underrepresented in meeting activity. Meetings are booked with approachable contacts but not consistently with the people who actually make the decision.
- Account pursuit: Pipeline is weighted toward smaller, safer, more accessible deals. Stretch opportunities are perpetually 'in progress' or not pursued at all.
- Phone and email: Contact list skews toward lower-level, more approachable titles. The most important prospects are the ones you have been meaning to call.
- Recovery time: A string of rejections or a lost deal creates a measurable drop in activity for days afterward. Output is emotionally reactive rather than process-driven.
- On-site presentations: Over-preparation to the point of rigidity. Large-group or executive presentations feel different from standard calls, and that difference shows in how the organization is represented.
- Sales goals: Strong quarter followed by a weak one, often correlated with how the previous period felt — not just pipeline reality.

◆ One Honest Question

Answer this candidly before moving to the next dimension. It is not rhetorical — it is answerable, and your answer tells you whether this score is working for you in the real world.

Name the three most important prospects you could be pursuing right now — the ones where there is a real opportunity but you have not reached out, or have not reached out to the actual decision-maker. What is the real reason that meeting is not yet on the calendar? Be honest about whether the answer has more to do with them or with you.

Growth Hunger | 67% — Functional | Hinge 1: Getting Meetings

► If This Score Is Translating to Results, You Would See It Here

Central Outcome: *Sales meetings secured over time — a salesperson who keeps growing produces better outreach, higher response rates, and more meetings from the same level of activity.*

- Meetings secured trend: Contact-to-meeting ratio shows gradual improvement over time. The same outreach activity is producing more meetings because the quality of the approach keeps rising.
- Email response rates: You tracks what kinds of outreach generate responses and what does not. When something is not working, the approach changes rather than doing more of the same.
- Skill evolution: Call preparation and outreach approach have changed meaningfully over time. Not the same email templates and opening lines that were used two years ago.
- Feedback integration: When a manager or coach points out something specific, the behavior changes and stays changed. Old patterns do not resurface after a few weeks.
- Activity goals: Call reviews and role plays are proactively requested. Feedback is sought as a competitive tool, not waited for.
- Conversion ratio: Close rate shows a gradual improvement trend over time because in-meeting execution is also rising — better presentations, stronger communication, more effective solution framing.

► If There Is a Gap Between This Score and Your Results

As you build this dimension, watch for these patterns in your day-to-day

performance and activity:

Where the Gap Shows: *Meetings secured plateau — when the approach stops evolving, so do results. More activity produces diminishing returns.*

- Meetings secured trend: Contact-to-meeting ratio has been flat or declining for two or more quarters. More effort is producing the same or fewer results.
- Email and phone: Response rates are flat or declining. More of what is not working rather than examining why it is not working.
- Skill stagnation: Email templates, cold call openers, and presentation approach are essentially the same as you were one or two years ago.
- Feedback loop: After coaching conversations, the same patterns resurface within a few weeks. Change is surface-level and temporary.
- Conversion ratio: Close rate has not improved meaningfully over time. Experience is not translating into measurable performance gains.
- Training: Scheduled training is attended but what was covered is not applied. Development remains conceptual rather than behavioral. Training budget goes unused or is used reactively.

◆ One Honest Question

Answer this candidly before moving to the next dimension. It is not rhetorical — it is answerable, and your answer tells you whether this score is working for you in the real world.

What is the single most important piece of feedback you have received about your sales approach in the last six months? What specifically changed in how you prospect, present, or communicate as a direct result — and if someone observed five of your prospect conversations today, would they be able to see that change?

Closing Courage | 61% — Functional | Hinge 2: Converting Meetings

► **If This Score Is Translating to Results, You Would See It Here**

Central Outcome: *Meeting-to-close ratio — closing courage is the direct driver of whether meetings convert to revenue. Every meeting that ends without a clear advancement is a meeting that did not fully work.*

- Meeting-to-close ratio: Close rate reflects the willingness to advance conversations directly. Every meeting — in person or by phone — ends with either a specific next step that has a date attached, or a direct question about what would need to happen to move forward.
- Conversion ratio: Proposals are not produced at a rate the close rate cannot justify. Proposal-to-close ratio is strong because you qualifies well and advances decisively.
- Pipeline velocity: Deals move through pipeline at a healthy pace. Late-stage opportunities do not sit in the same stage for multiple consecutive reporting periods.
- Email: Follow-up emails after proposals ask a clear, direct question. You do not say 'just wanted to follow up' or 'let me know if you have questions.'
- Objection handling: When a prospect says 'I need to think about it,' the response moves the conversation forward. The question is what is behind the hesitation, not deference to your timeline.
- Sales goals: Revenue is proportional to meeting activity. High meeting counts produce proportional revenue because conversations are consistently advanced rather than nurtured indefinitely.

► **If There Is a Gap Between This Score and Your Results**

As you build this dimension, watch for these patterns in your day-to-day performance and activity:

Where the Gap Shows: *Meeting-to-close ratio underperforms — meetings are happening but not converting at the rate relationship quality and pipeline size would predict.*

- Meeting-to-close ratio: Many good conversations but a close rate that does not match the quality of relationships. The meetings are happening — you are just not converting.
- Pipeline: Deals cluster in late stages for weeks or months. 'You just need

more time' appears frequently in notes without a specific plan to accelerate the decision.

- Conversion ratio: More 'great conversations' than closed deals. A large, active pipeline is producing less revenue than its size and stage distribution would predict.
- Email: Follow-up communication after proposals is polite but soft. Asking if you have had a chance to review rather than asking what it would take to move forward.
- Objections: Price objections typically result in discounts or scope reductions rather than a value conversation. 'I need to think about it' gets 'of course, take your time.'
- Sales goals: Activity numbers are strong but revenue does not match you. The gap between meeting volume and closed revenue is wider than it should be.

◆ One Honest Question

Answer this candidly before moving to the next dimension. It is not rhetorical — it is answerable, and your answer tells you whether this score is working for you in the real world.

Pull up the last ten prospect meetings in your CRM or calendar. For each one, write down the specific advancement question asked before the meeting ended. If you cannot recall asking a direct question about moving forward in more than half of those meetings, what does that pattern cost in meeting-to-close ratio and sales cycle length?

Adaptive Connection | 56% — Functional | Hinge 2: Converting Meetings

► If This Score Is Translating to Results, You Would See It Here

Central Outcome: *Meeting-to-close ratio and communication effectiveness — how well the rep connects and communicates inside a meeting determines whether a prospect feels understood enough to say yes.*

- Meeting-to-close ratio: Closes effectively across a diverse range of buyer

types — analytical, relational, executive-level, and process-driven. Win rate does not vary dramatically by prospect personality or communication style.

- In-meeting communication: Prospects consistently describe conversations as natural, relevant, and responsive to what you actually care about. Does not sound scripted or one-size-fits-all.
- Presentations: Depth, pace, and emphasis of solution presentations adjust in real time based on who is in the room. The same solution lands differently for different audiences — and it is delivered that way.
- Phone: Pace, detail level, and communication style adjust mid-call when the prospect's engagement shifts. Not staying on a script when the conversation goes somewhere different.
- On-site visits: In-person meetings produce strong momentum because you reads the room well. An unexpected participant, a skeptical stakeholder, or a shift in meeting energy gets navigated effectively.
- Client retention: Existing clients report feeling understood and well-served. Each client experiences communication in a way that matches what you value.

► If There Is a Gap Between This Score and Your Results

As you build this dimension, watch for these patterns in your day-to-day performance and activity:

Where the Gap Shows: *Meeting-to-close ratio suffers with specific buyer types — meetings are happening but certain kinds of prospects consistently do not convert.*

- Meeting-to-close ratio: Win rate varies significantly by buyer type. Certain titles, personalities, or decision-making styles consistently produce lower conversion — a communication fit issue, not a product issue.
- In-meeting communication: Conversations follow the same structure regardless of how the prospect is engaging. Cues that someone has disengaged, wants more detail, or is ready to move faster are missed.
- Presentations: Solution presentations are delivered the same way to every audience. An executive audience and a technical audience get the same

depth and pacing, with predictably mixed results.

- On-site visits: In-person meetings sometimes produce less forward momentum than expected. Unexpected participants or skeptical stakeholders are not navigated as effectively as planned meetings.
- Objection patterns: The same objections come up repeatedly in the same form. The real concern behind the stated objection is not being identified.
- Client retention: Clients occasionally describe a standard service experience rather than one that reflects what you specifically value.

◆ One Honest Question

Answer this candidly before moving to the next dimension. It is not rhetorical — it is answerable, and your answer tells you whether this score is working for you in the real world.

Think about the last significant deal you lost that surprised you. In hindsight, were there signals in how that prospect communicated — their pace, their questions, their energy — that you may have missed or not adjusted to? If you replayed the first meeting, what would you do differently in the first ten minutes of how you presented and communicated?

Resourceful Problem-Solving | 56% — Functional | Hinge 2: Converting Meetings

► If This Score Is Translating to Results, You Would See It Here

Central Outcome: *Meeting-to-close ratio on complex deals — resourceful problem-solvers convert opportunities that others mark lost. Their meetings produce creative paths forward rather than dead ends.*

- Meeting-to-close ratio on non-standard deals: A meaningful percentage of closed deals required a non-standard solution — a phased approach, creative pricing, a customized scope. Complexity does not automatically mean lost.
- In-meeting solution presentation: When presenting solutions, the offer is connected directly to what was uncovered about the prospect's specific

situation. Presentations feel tailored, not catalog reads.

- On-site visits: On-site time is used as a discovery opportunity. Information uncovered in person regularly changes the approach to the deal in a meaningful way.
- Phone and email: When a prospect raises a genuine obstacle, the response explores alternatives rather than accepting the limitation. Follow-up after a difficult conversation proposes a new angle, not a restatement of the original pitch.
- Sales goals: Ways are found to pull revenue forward, create non-obvious opportunities, and structure deals that serve both parties when the standard approach does not fit.
- Deal rescue: Track record of reviving deals others would have abandoned. CRM history shows opportunities that went quiet and were brought back through creative re-engagement or a new framing.

► If There Is a Gap Between This Score and Your Results

As you build this dimension, watch for these patterns in your day-to-day performance and activity:

Where the Gap Shows: *Meeting-to-close ratio drops on complex or non-standard situations — meetings that hit an obstacle tend to end there rather than finding a path forward.*

- Meeting-to-close ratio on complex deals: Close rate is reasonable for familiar opportunities but drops sharply when a deal involves multiple stakeholders, non-standard requirements, or an obstacle requiring creative thinking.
- In-meeting solution presentation: Solution presentations follow a standard structure regardless of what was learned in discovery. The presentation does not visibly reflect what that specific prospect said you care about.
- Pipeline: A high proportion of 'lost' deals have single-word reasons — budget, timing, fit, competitor — with no evidence in the notes that alternatives were explored before the deal was closed out.
- Phone and email: When a prospect raises an obstacle, the conversation

typically ends shortly after. Follow-up notes do not show alternative approaches or creative workarounds that were explored.

- On-site visits: On-site meetings rarely surface new information that changes the approach. You tend to confirm what was already known rather than uncover something that reshapes the deal.
- CRM notes: Deal notes are thin. Little evidence of problem-solving in writing — no documentation of alternatives explored, creative proposals made, or obstacles worked around.

◆ One Honest Question

Answer this candidly before moving to the next dimension. It is not rhetorical — it is answerable, and your answer tells you whether this score is working for you in the real world.

Look at your last ten 'lost' deals in your CRM. For each one, write down the reason it was marked lost and the specific alternative approaches you explored before closing it out. If the lost reason is a single phrase and the alternatives field is empty — what would it mean for your meeting-to-close ratio if you had spent 30 more minutes on each of those deals finding a creative path forward?

■ IMPLEMENT

Practice & Grow

■ Development Strategies

Sam, understanding is step one. Now let's turn insight into action.

■ Developing Confident Self-Talk

- Create a 'wins file'—a document of successes and compliments. Review it before challenges.
- Notice your self-talk after setbacks. Write it down. Then rewrite it as a supportive coach would say it.

- Practice the phrase: 'That didn't work. What will I try next?'

✦ If You Do ONE Thing

Create a 'wins file'—a document of successes and compliments. Review it before challenges.

■ Developing Accountability

- Block 15 minutes each morning to review every open commitment—no exceptions
- Never end a conversation without scheduling the next step in your calendar immediately
- Simple rule: Every promise gets a task with a due date. If it's not in the system, it doesn't exist.

✦ If You Do ONE Thing

Block 15 minutes each morning to review every open commitment—no exceptions

◆ Reflection

Which strategy will you commit to trying this week?

Your 90-Day Development Framework

This framework gives you structure. Customize it based on your priorities.

MONTH 1: FOCUS — Awareness

Notice how your dimensions show up daily

- Track when your strengths help you in conversations
- Notice when your growth edges affect your effectiveness
- Record one 'win' and one 'learning' each week
- **My Month 1 Focus:** _____

MONTH 2: IMPLEMENT — Practice

Deliberate practice on 1-2 specific behaviors

- Choose ONE development strategy and practice it consistently
- Start in low-stakes situations, then apply to important conversations
- Weekly check: What's working? What needs adjustment?
- **My Month 2 Strategy:** _____

MONTH 3: TRANSFORMATION — Integration

Lock in the learning for sustainable improvement

- Apply new behaviors in high-stakes situations
- Combine strength-leveraging with growth-edge development
- Assess: What's changed? What's your next priority?
- **My Month 3 Goal:** _____

■ Consider Re-Assessment

At 90 days, consider retaking the EQFIT® Sales EQ-Edge™ Assessment to measure your growth and identify your next development priorities.

◆ Reflection

What's the ONE dimension you'll focus on for the next 90 days?

★ TRANSFORMATION

Lock In the Learning for Sustainable Improvement

● Progress Checkpoints

Use these checkpoints to track your growth. Be honest with yourself—transformation requires honest self-assessment.

- **30-Day Checkpoint**

- ☐ I notice when my dimensions affect conversations
- ☐ I've tried at least one new behavior from my strategies

- **60-Day Checkpoint**

- ☐ I'm consistently applying at least one new behavior
- ☐ I can feel the difference in some conversations

- **90-Day Checkpoint**

- ☐ New behaviors are becoming more automatic
- ☐ I can point to specific improved outcomes

- **My Commitment**

Sam, reading this report is the beginning. Transformation happens when you commit to action.

My Primary Development Focus:

The ONE Behavior I Will Practice:

My Accountability Partner:

My 90-Day Check-In Date:

I commit to developing my EQFIT® Sales EQ-Edge™ Assessment for sustainable improvement.

Signature: _____ Date: _____

*Your EQFIT® Sales EQ-Edge™ Assessment transformation starts
now.*

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