



EQFIT® Sales EQ-Edge™ Assessment Development Workbook

Prepared for: Sam Sample

Date: September 26, 2026

Your Development Journey: The FIT Process

◆ FOCUS

Insights & Learning

■ IMPLEMENT

Practice & Grow

★ TRANSFORMATION

Lock In for Sustainable
Improvement

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.

◆ How to Use This Workbook

Getting the Most from Your Development Journey

This workbook is your personal development companion—designed specifically for you based on your EQFIT® Sales EQ-Edge™ Assessment results. Unlike generic training materials, everything in these pages connects to YOUR responses, YOUR patterns, and YOUR growth opportunities.

What Makes This Different:

- Your actual assessment responses are analyzed to reveal what they say about your sales approach
- Exercises are customized to your tier level—Strong, Functional, or Developing
- Stories of transformation show what's possible when you commit to growth
- Your 90-day plan is prioritized based on your specific development opportunities

The FIT Process:

FOCUS: First, you'll gain deep insight into what your responses reveal. Understanding yourself is the foundation of change.

IMPLEMENT: Then, you'll practice with targeted exercises designed for your development areas. Growth happens through deliberate practice.

TRANSFORMATION: Finally, you'll integrate what you've learned into sustainable habits. This is where change becomes permanent.

Recommended Approach:

1. Read through the entire workbook first to get the big picture
2. Focus your primary effort on your 1-2 lowest-scoring dimensions
3. Complete one exercise per week minimum

4. Use your strong dimensions as leverage—they're assets, not areas to ignore
5. Review your progress weekly using the check-in templates

■ Your EQFIT® Sales EQ-Edge™ Assessment Dashboard

Understanding Your Results

Overall Score: 56% — Functional

Dimension	Score	Tier	Priority
Resilient Persistence	17/24	Functional	MEDIUM
Ownership Mindset	17/24	Functional	LEVERAGE
Accountability	15/24	Developing	HIGH
Confident Self-Talk	13/24	Developing	HIGH
Growth Hunger	18/24	Functional	LEVERAGE
Closing Courage	17/24	Functional	LEVERAGE
Adaptive Connection	16/24	Functional	MEDIUM
Resourceful Problem-Solving	16/24	Functional	MEDIUM

Understanding Your Priorities

HIGH: These are your primary development opportunities—focus most of your effort here.

MEDIUM: Solid foundation with room for growth. Address these after your HIGH priorities.

LEVERAGE: These are your strengths. Use them to support development in weaker areas.

◆ Your Response Pattern

Eight places to reflect and practice

These scores describe how you answered the sales situations. Use each dimension as a starting point for reflection and practice.

Resilient Persistence — Functional

You can stay with a difficult opportunity. Notice which stalled deals merit another useful conversation and which do not.

Ownership Mindset — Functional

You often see what you can influence. Choose one concrete action when circumstances outside your control slow the work.

Accountability — Developing

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

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

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

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

You can adapt in some conversations. Notice when your pace or approach differs from what the buyer is asking for, then check in.

Resourceful Problem-Solving — Functional

You can solve familiar problems. When a new obstacle appears, ask one more question before accepting the first explanation.

◆ My Reality Check

Bridging Your Scores to Your Real-World Performance

Before working through the exercises in this workbook, take a few minutes to complete this page. Go back to the Performance Reality Check section in your Development Report. For each dimension, review the proof points and gap indicators candidly — then record your assessment below.

This is not about your score. It is about whether that score is fully showing up in your results. Your honest answers here will tell you exactly which exercises in this workbook matter most.

HINGE 1 — Getting Meetings

Everything before a meeting exists to put one on your calendar. Your scores in these dimensions determine whether you generate enough of the right meetings:

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

HINGE 2 — Converting Meetings

Once inside the meeting, these dimensions determine whether it converts to revenue. Your scores here drive your meeting-to-close ratio:

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

YES

Score is fully translating to measurable results

PARTIALLY

Some translation — gaps exist in specific areas

NOT YET

Awareness is present but execution lags behind

Resilient Persistence 61% — Functional | Hinge 1

Is this score fully operational in my results? ☐ **Yes** ☐ **Partially** ☐ **Not Yet**

The specific gap I identified:

Ownership Mindset 61% — Functional | Hinge 1

Is this score fully operational in my results? ☐ **Yes** ☐ **Partially** ☐ **Not Yet**

The specific gap I identified:

Accountability 50% — Developing | Hinge 2

Is this score fully operational in my results? ☐ Yes ☐ Partially ☐ Not Yet

The specific gap I identified:

—

Confident Self-Talk 39% — Developing | Hinge 1

Is this score fully operational in my results? ☐ Yes ☐ Partially ☐ Not Yet

The specific gap I identified:

—

Growth Hunger 67% — Functional | Hinge 1

Is this score fully operational in my results? ☐ Yes ☐ Partially ☐ Not Yet

The specific gap I identified:

—

Closing Courage 61% — Functional | Hinge 2

Is this score fully operational in my results? ☐ Yes ☐ Partially ☐ Not Yet

The specific gap I identified:

—

Adaptive Connection 56% — Functional | Hinge 2

Is this score fully operational in my results? ☐ Yes ☐ Partially ☐ Not Yet

The specific gap I identified:

—

Resourceful Problem-Solving 56% — Functional | Hinge 2

Is this score fully operational in my results? ☐ Yes ☐ Partially ☐ Not Yet

The specific gap I identified:

► Now Look at Your Answers

The dimensions you marked "Partially" or "Not Yet" are your highest-priority development areas — regardless of what your score says. As you work through the exercises in this workbook, those dimensions deserve your deepest focus. A strong score you are not executing on is more important to develop than a weak score you already know about.

Resilient Persistence

Your Tier: Functional (17/24)

Your ability to stay engaged through the sales cycle, viewing setbacks as temporary and follow-up as providing value.

◆ Before You Begin These Exercises

Go back to your Performance Reality Check in the Development Report and find this dimension. If you identified a gap between your score and your real-world results, write it here in one sentence. Let that gap — not just the score — drive how deeply you work through the exercises below.

The gap I identified for this dimension:

*The honest question for this dimension: **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 conversati...***

◆ The Story of Marcus Chen

BEFORE:

Marcus, a SaaS account executive selling enterprise software, had been in sales for two years, but his numbers told a frustrating story. He was great at first meetings—prospects liked him, conversations flowed naturally—but somehow deals kept slipping

away. 'They said they'd think about it,' he'd tell his manager, 'but then they went dark.' Marcus's follow-up strategy was simple: send one email after the meeting, maybe another a week later, and then move on. 'I don't want to be pushy,' he'd explain. 'If they're interested, they'll reach out.' His CRM was a graveyard of 'lost' opportunities, each one representing a relationship that faded before it could bloom.

Impact: Marcus closed about 30% of qualified opportunities and constantly felt like he was starting from zero each month.

THE TURNING POINT:

During a team ride-along, Marcus watched a senior rep follow up with a prospect for the seventh time—and close the deal. 'But aren't you annoying them?' Marcus asked. The rep smiled: 'I'm not following up because I need the sale. I'm following up because I believe I can help them. Every touchpoint is a chance to add value. If they tell me to stop, I stop. Until then, I'm serving them by staying present.'

AFTER:

Today, Marcus has a completely different relationship with follow-up. He created what he calls his 'Value Sequence'—a 12-touch follow-up system where each contact brings something useful: an article, a case study, an industry insight, an introduction. He reframed rejection from 'they don't want me' to 'the timing isn't right yet.' His mantra became: 'Stay helpful until they're ready.' Most importantly, he stopped taking silence personally. 'Busy people don't respond to things that aren't urgent,' he realized. 'My job is to be there when urgency arrives.'

Impact: Marcus now closes 65% of qualified opportunities and has developed a reputation as someone who never gives up on a prospect—in the best possible way.

• Your Development Exercises

Exercise 1: The Persistence Audit

Type: Mirror Exercise

Time: 45 minutes | • Starter | Best for: All tiers — essential baseline

Instructions:

Review your last 10 'lost' opportunities in your CRM. For each one, answer: How many times did you follow up? What value did each follow-up provide? At what point did you stop—and why? Look for patterns. Are you giving up at a consistent point? Are your follow-ups adding value or just 'checking in'?

Reflection Question:

What did this audit reveal about your persistence patterns?

My Reflection:

Exercise 2: The Value Sequence Builder

Type: Skill Builder

Time: 90 minutes | ● Intermediate | Best for: Functional → Strong transition

Instructions:

Create a 7-touch follow-up sequence for a typical prospect. Each touch must provide specific value—not just 'checking in.' Map out: Touch 1 (Day 1): Meeting recap + one additional insight. Touch 2 (Day 3): Relevant article or case study. Touch 3 (Week 1): Answer to a question they asked + industry news. Touch 4 (Week 2): Introduction offer or resource. Touch 5 (Week 3): Personal note about something they mentioned. Touch 6 (Week 4): New angle or application of your solution. Touch 7 (Week 6): 'Still thinking about you' + genuine update.

Reflection Question:

How does designing value-first follow-up change how you feel about persistence?

My Reflection:

Exercise 3: The Rejection Reframe

Type: Field Application

Time: Ongoing — 2 weeks | ● Advanced | Best for: Developing and Functional tiers

Instructions:

For the next two weeks, every time you hear 'no' or experience silence, write down: What they actually said. What you're tempted to interpret it as. An alternative interpretation that keeps the door open. One value-add follow-up you could do. Then execute that follow-up within 48 hours.

Reflection Question:

How did reframing rejection change your follow-up behavior and results?

My Reflection:

◇ Energy Management Tips

- Schedule your follow-up blocks during your highest energy times—persistence requires emotional resilience.

- Batch similar follow-up activities (all calls together, all emails together) to build momentum.
- Keep a 'persistence wins' file—document every time staying engaged paid off. Review it when motivation dips.
- Set a daily 'follow-up first' rule: Complete your most challenging follow-ups before checking email or doing new prospecting.

◇ How This Dimension Connects

Resilient Persistence + Closing Courage:

High persistence without closing courage means you'll stay engaged but never ask for the business. Develop both together: persistence gets you in the room, closing courage gets you the deal.

Resilient Persistence + Ownership Mindset:

Persistence flows naturally from ownership—when you truly own your results, giving up stops being an option. Use your ownership mindset to fuel persistence when it feels hard.

Resilient Persistence + Confident Self-Talk:

Your self-talk determines whether you interpret silence as rejection or opportunity. Strong self-talk makes persistence sustainable; weak self-talk makes every follow-up feel like begging.

Ownership Mindset

Your Tier: Functional (17/24)

Your entrepreneurial orientation—treating your role like your own business, taking initiative, and seeing results as your personal responsibility.

◆ Before You Begin These Exercises

Go back to your Performance Reality Check in the Development Report and find this dimension. If you identified a gap between your score and your real-world results, write it here in one sentence. Let that gap — not just the score — drive how deeply you work through the exercises below.

The gap I identified for this dimension:

*The honest question for this dimension: **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 — witho...

◆ The Story of Priya Sharma

BEFORE:

Priya was technically competent and hit her basic metrics, but she operated like an employee waiting for instructions. When leads were slow, she complained to marketing. When deals fell through, she pointed to product gaps. When her territory underperformed, she noted that it was 'the hardest territory.' Her vocabulary was full of 'they should' and 'if only.' She did exactly what was asked—no more, no less—and wondered why top performers seemed to get all the lucky breaks.

Impact: Priya consistently hit 80-90% of quota but never exceeded it. She was seen as reliable but not promotable, and she felt stuck without understanding why.

THE TURNING POINT:

Priya's manager gave her a challenge: 'For one month, every time you're about to say something is someone else's responsibility, ask yourself: What would I do if this were my own company?' The first week was eye-opening. She realized how often she was waiting for permission, passing problems to others, or accepting obstacles as final. She started asking different questions: Not 'Why isn't marketing giving me better leads?' but 'How can I generate my own opportunities?'

AFTER:

Priya now operates like the CEO of her territory. She builds her own pipeline through networking, referrals, and creative outreach—regardless of what marketing provides. When customers have problems, she owns the resolution end-to-end. She volunteers for challenges others avoid, knowing that's where growth happens. Her language shifted from 'they should' to 'I will.' Most importantly, she stopped waiting for perfect conditions. 'Perfect conditions don't create success,' she says now. 'Ownership creates conditions.'

Impact: Priya exceeded quota by 40% the following year and was promoted to team lead, where she now coaches others on the ownership mindset.

● Your Development Exercises

Exercise 1: The Blame Inventory

Type: Mirror Exercise

Time: 30 minutes daily for 1 week | ● Starter | Best for: All tiers — eye-opening at every level

Instructions:

For one week, keep a log every time you mentally blame something or someone for a challenge: leads, marketing, product, timing, the prospect, the economy. Don't judge—just notice. At the end of the week, review your log. For each item, write: What was in my control that I didn't leverage? What could I have done differently? What would the CEO of my territory have done?

Reflection Question:

What patterns did you notice in where you assign blame? How might an ownership mindset change your approach?

My Reflection:

Exercise 2: The Initiative Tracker

Type: Skill Builder

Time: 10 minutes daily for 4 weeks | ● Intermediate | Best for: Functional → Strong transition

Instructions:

Create a weekly 'Initiative Score' using these criteria: Give yourself 1 point for each action you took without being asked. Give yourself 2 points for each problem you solved that 'wasn't your job.' Give yourself 3 points for each opportunity you created from nothing. Subtract 1 point for each time you waited for permission when you could have acted. Track your score for 4 weeks. Set a goal to improve by 20% each week.

Reflection Question:

How does tracking initiative change your daily decision-making?

My Reflection:

Exercise 3: Own Someone Else's Problem

Type: Field Application

Time: Ongoing — 1 to 2 weeks | ● Advanced | Best for: Functional and Strong tiers

Instructions:

Identify a customer issue that technically belongs to another department (shipping, support, billing, etc.). Instead of handing it off, own the resolution completely. Make the calls, track the progress, and follow up until it's solved. Document: What extra effort did this require? How did the customer respond? What did you learn about the business? What relationship equity did you build?

Reflection Question:

How did owning this problem change your relationship with the customer? With your colleagues?

My Reflection:

◇ Energy Management Tips

- Ownership requires energy investment upfront but pays dividends in engagement and satisfaction.
- Start each day by identifying one thing you could own that you've been avoiding.
- When you feel energy draining, ask: 'Am I owning this, or resenting it?' Resentment drains; ownership energizes.
- Celebrate ownership wins, even small ones—they compound into a reputation that opens doors.

◇ How This Dimension Connects

Ownership Mindset + Accountability:

Ownership without accountability is chaos—taking initiative without tracking commitments. Build systems that support your ownership drive.

Ownership Mindset + Resilient Persistence:

Ownership fuels persistence. When you truly own your outcomes, you don't give up because setbacks feel personal—you push through because success is personal.

Ownership Mindset + Growth Hunger:

Owners are natural learners because they see every skill gap as their problem to solve. Let your ownership mindset drive continuous improvement.

Accountability

Your Tier: Developing (15/24)

Your ability to track commitments, follow through on promises, and maintain systematic approaches to managing your pipeline and activities.

◆ Before You Begin These Exercises

Go back to your Performance Reality Check in the Development Report and find this dimension. If you identified a gap between your score and your real-world results,

write it here in one sentence. Let that gap — not just the score — drive how deeply you work through the exercises below.

The gap I identified for this dimension:

*The honest question for this dimension: **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 per...***

◆ The Story of Jordan Williams

BEFORE:

Jordan, a sales consultant at a professional services firm, was charming, quick on their feet, and great in meetings—but their follow-through was a disaster. They'd promise to send proposals 'by end of day' and forget. They'd schedule calls and double-book themselves. Their CRM was a mess of outdated notes and missed tasks. Prospects liked Jordan initially but grew frustrated with the inconsistency. 'I'm just not a detail person,' Jordan would say, as if it were a personality trait rather than a skill gap.

Impact: Jordan's close rate was 40% lower than peers with similar activity levels. Deals that should have closed slipped away due to dropped balls, and their reputation for unreliability preceded them.

THE TURNING POINT:

A major prospect told Jordan directly: 'I like you, and I think your product is good, but I can't recommend a vendor who forgets to send what they promised. If this is how you treat me during the sale, what happens after?' That feedback hit hard. Jordan realized that accountability wasn't about personality—it was about systems and choices.

AFTER:

Jordan built what they call their 'Promise Tracker'—a simple system where every commitment, no matter how small, gets immediately logged with a deadline and reminder. They instituted a personal rule: never promise anything without checking capacity first. They started under-promising and over-delivering instead of the reverse. Most importantly, they learned to treat their word as sacred. 'My reputation is built one kept promise at a time,' Jordan now says. 'Every commitment is either a deposit or a withdrawal from my credibility bank.'

Impact: Jordan's close rate jumped to match top performers, and they became known as someone you could count on—leading to more referrals and larger deals.

● Your Development Exercises

Exercise 1: The Promise Audit

Type: Mirror Exercise

Time: 60 minutes | ● Starter | Best for: Developing tier — critical first step

Instructions:

Review the last month of your sales activities. Identify every promise you made to prospects, customers, and colleagues—explicit and implicit. For each one: Did you deliver? On time? At the quality promised? Create three lists: Promises Kept, Promises Broken, Promises Forgotten. Be brutally honest.

Reflection Question:

What did this audit reveal about your accountability patterns? What's the cost of broken promises in your sales results?

My Reflection:

Exercise 2: The 24-Hour System

Type: Skill Builder

Time: 30 minutes setup + daily practice | ● Intermediate | Best for: Developing and Functional tiers

Instructions:

For the next 30 days, implement this rule: Every commitment must be logged within 5 minutes of making it. Every follow-up action must be completed within 24 hours of the deadline (ideally before). Every promise must include a specific date/time, not 'soon' or 'early next week.' Create a simple tracking method (digital or analog) and review it twice daily.

Reflection Question:

How does immediate logging and specific timelines change your commitment patterns?

My Reflection:

Exercise 3: The Stakeholder Map

Type: Field Application

Time: Ongoing — 2 weeks | ● Advanced | Best for: Functional → Strong transition

Instructions:

For your most complex current deal, create a stakeholder accountability map: List every person involved in the decision. Document your last contact with each. Note every open

commitment you have to each person. Identify every commitment they've made to you. Set specific follow-up dates for each stakeholder. Execute the plan for 30 days, updating the map weekly.

Reflection Question:

How does systematic stakeholder tracking change your approach to complex deals?

My Reflection:

◇ Energy Management Tips

- Accountability systems reduce mental load—you stop worrying about what you might have forgotten.
- Schedule a daily 15-minute 'commitment review' at the same time each day. Consistency builds the habit.
- Batch similar follow-through tasks to maintain focus and build momentum.
- Celebrate completed commitments—the dopamine hit of checking things off reinforces the behavior.

◇ How This Dimension Connects

Accountability + Ownership Mindset:

Accountability is how ownership becomes tangible. Without systems to track commitments, ownership intentions become broken promises.

Accountability + Closing Courage:

Accountability in closing means asking for the business when you said you would—not letting fear delay the ask you committed to.

Accountability + Adaptive Connection:

Different stakeholders need different follow-up cadences. Your accountability system should flex to match relationship needs.

Confident Self-Talk

Your Tier: Developing (13/24)

Your internal narrative—how you interpret events, talk to yourself about challenges, and maintain belief in your abilities through setbacks.

◆ Before You Begin These Exercises

Go back to your Performance Reality Check in the Development Report and find this dimension. If you identified a gap between your score and your real-world results, write it here in one sentence. Let that gap — not just the score — drive how deeply you work through the exercises below.

The gap I identified for this dimension:

*The honest question for this dimension: **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 ac...***

◆ The Story of Elena Rodriguez

BEFORE:

Elena had all the skills to succeed but an internal critic that constantly undermined her. Before big meetings, her mind would race with worst-case scenarios. After losses, she'd replay every moment, finding evidence of her inadequacy. When colleagues succeeded, she compared herself unfavorably. Her self-talk was a constant stream of 'what if I fail,' 'I'm not good enough,' and 'they're going to see through me.' This inner dialogue created anxiety that showed up in her body language, her presentations, and her willingness to take risks.

Impact: Elena performed 30% below her capability because her mental state undermined her skills. She avoided high-stakes opportunities and left money on the table by not asking for what she deserved.

THE TURNING POINT:

Elena started working with a coach who asked her to record her self-talk for one day—writing down every thought about herself and her performance. Reading it back was shocking: 'I would never talk to anyone else this way,' she realized. 'If I spoke to my colleagues like I speak to myself, I'd be fired for harassment.' That reframe changed everything.

AFTER:

Elena didn't eliminate negative thoughts—she learned to manage them. She developed what she calls her 'Thought Translation' practice: when a negative thought arises, she acknowledges it, questions its accuracy, and replaces it with something useful. 'I'm going to bomb this presentation' becomes 'I'm nervous, which means I care. I've prepared well. Let's see what happens.' She stopped comparing herself to others and

started comparing herself to her past self. Her mantra: 'I'm not looking for confidence. I'm looking for courage—acting despite the doubt.'

Impact: Elena now consistently exceeds quota, volunteers for high-stakes presentations, and mentors others on managing their inner critic. Her peers describe her as 'unshakeable.'

● Your Development Exercises

Exercise 1: The Self-Talk Transcript

Type: Mirror Exercise

Time: 45 minutes | ● Starter | Best for: All tiers — builds awareness

Instructions:

For one full day, carry a small notebook and write down your self-talk—especially around sales activities. Capture thoughts before calls, after meetings, when reviewing results, when comparing to others. Don't filter or judge; just record. At the end of the day, review and categorize: Supportive (builds confidence), Neutral (factual observations), Destructive (undermines confidence). What's the ratio?

Reflection Question:

If your self-talk were a coach, would you hire them? What would you change about their approach?

My Reflection:

Exercise 2: The Thought Translation Practice

Type: Skill Builder

Time: 15 minutes daily for 2 weeks | ● Intermediate | Best for: Developing and Functional tiers

Instructions:

Create a translation guide for your most common negative thoughts: Negative thought → Question it → Translate it. Example: 'I always choke under pressure' → 'Is that true? What about times I performed well?' → 'High-stakes situations bring out my preparation. I've handled pressure before.' Create translations for your top 10 destructive thoughts. Practice the translations until they become automatic.

Reflection Question:

How does having ready translations change how quickly you recover from negative self-talk?

My Reflection:

Exercise 3: The Pre-Performance Ritual

Type: Field Application

Time: 30 minutes to design + ongoing | ● Advanced | Best for: Functional → Strong transition

Instructions:

Design a 5-minute pre-performance ritual for high-stakes sales situations: Minutes 1-2: Physical reset (breathing, posture, movement). Minute 3: Recall a past success in detail—what you did, how it felt. Minute 4: State your intention for this interaction (focus on contribution, not outcome). Minute 5: A personal mantra or affirmation that centers you. Use this ritual before your next 10 important sales interactions.

Reflection Question:

How does the ritual change your mental state and performance?

My Reflection:

◇ **Energy Management Tips**

- Your self-talk directly affects your energy levels. Negative self-talk is exhausting; constructive self-talk is energizing.
- Monitor your physical state—poor sleep, hunger, and stress amplify negative self-talk. Address the body to quiet the mind.
- Build 'mental recovery' breaks into your day after challenging interactions.
- Surround yourself with people whose self-talk models what you want to develop.

◇ **How This Dimension Connects**

Confident Self-Talk + Resilient Persistence:

Your self-talk determines whether you interpret 'not yet' as 'never' or as 'keep going.' Confident self-talk sustains persistence.

Confident Self-Talk + Closing Courage:

The ask requires confident self-talk. Your inner dialogue determines whether you see asking as serving or imposing.

Confident Self-Talk + Growth Hunger:

How you talk to yourself about failure determines whether you learn from it or avoid future risks.

Growth Hunger

Your Tier: Functional (18/24)

Your drive to improve, learn from feedback, seek out development opportunities, and continuously evolve your sales approach.

◆ Before You Begin These Exercises

Go back to your Performance Reality Check in the Development Report and find this dimension. If you identified a gap between your score and your real-world results, write it here in one sentence. Let that gap — not just the score — drive how deeply you work through the exercises below.

The gap I identified for this dimension:

*The honest question for this dimension: **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 c...***

◆ The Story of Tyler Jackson

BEFORE:

Tyler had been in sales for five years and felt like he had it figured out. He had a process that 'worked well enough,' and he was skeptical of new approaches. When his manager offered feedback, he'd listen politely but rarely change anything. Training sessions felt like a waste of time. When top performers shared strategies, Tyler would find reasons why their methods wouldn't work for him. 'I know my customers,' he'd say. 'I know what works.' But his results had plateaued, and deep down, he knew he was coasting.

Impact: Tyler's performance stayed flat for three years while the market—and his competitors—evolved. Younger reps passed him, and he grew defensive rather than curious.

THE TURNING POINT:

Tyler lost a major deal to a rep half his age who used approaches Tyler had dismissed as 'gimmicks.' When he reviewed what happened, he realized his 'proven process' was actually his comfort zone. He'd stopped growing years ago. A mentor told him: 'The

moment you stop being a student, you start becoming obsolete. Your experience is valuable, but only if it's growing.'

AFTER:

Tyler now identifies as a 'perpetual student.' He reads one sales book per month, listens to podcasts during commutes, and regularly asks colleagues to critique his calls. He's become famous for approaching top performers with genuine curiosity: 'What are you doing that I'm not?' He invests his own money in training beyond what the company provides. Most importantly, he reframed feedback from 'criticism' to 'intelligence.' 'Every piece of feedback is someone helping me win,' he says. 'Why would I resist that?'

Impact: Tyler's performance jumped 60% in 18 months, and he's now a mentor for new reps, sharing what he learned about the danger of comfort zones.

● Your Development Exercises

Exercise 1: The Learning Audit

Type: Mirror Exercise

Time: 30 minutes | ● Starter | Best for: All tiers — reveals patterns

Instructions:

Review the last six months: What new sales skills have you learned? What books, podcasts, or courses have you completed? How many times have you asked for feedback? What experiments have you tried in your sales approach? How has your sales process evolved? If your answers are thin, that's important data.

Reflection Question:

Are you a student or are you coasting? What would change if you made learning a daily practice?

My Reflection:

Exercise 2: The Feedback Collection Campaign

Type: Skill Builder

Time: Ongoing — 2 weeks | ● Intermediate | Best for: Functional → Strong transition

Instructions:

In the next 30 days, collect feedback from 5 different sources: A prospect who chose a competitor (ask for honest reasons). A customer who chose you (what made the difference?). A colleague who watched you work (what do they see?). Your manager (specific improvement areas). A top performer (what would they do differently?). Document everything without defending. Look for patterns.

Reflection Question:

What themes emerged across your feedback sources? What would most improve your results?

My Reflection:

Exercise 3: The Experiment Log

Type: Field Application

Time: Ongoing — 8 weeks minimum | ● Advanced | Best for: Strong tier — accelerates mastery

Instructions:

For the next 60 days, run one sales experiment per week. Each experiment should test a new approach: a different opening question, a new objection response, a changed presentation order, etc. Document: What you're testing. Why you think it might work. What happened when you tried it. What you learned. What you'll do next. Commit to 8 experiments minimum.

Reflection Question:

How did a structured experimentation approach change your relationship with learning?

My Reflection:

◇ **Energy Management Tips**

- Learning generates energy—stagnation drains it. Schedule learning activities when you need an energy boost.
- Mix learning modes: reading, listening, watching, practicing, teaching. Variety maintains engagement.
- Connect learning to immediate application. Abstract learning is harder to sustain than learning you use tomorrow.
- Find a learning partner for accountability and discussion.

◇ **How This Dimension Connects**

Growth Hunger + Confident Self-Talk:

Growth requires tolerating the discomfort of not knowing. Your self-talk determines whether you see learning as exciting or threatening.

Growth Hunger + Resilient Persistence:

Growth hunger transforms persistence from grinding to evolving. Each follow-up becomes an opportunity to try something new.

Growth Hunger + Resourceful Problem-Solving:

The more you learn, the more creative options you have when facing obstacles. Growth feeds resourcefulness.

Closing Courage

Your Tier: Functional (17/24)

Your willingness to ask for the business, handle price objections confidently, and move deals forward rather than letting them stall.

◆ Before You Begin These Exercises

Go back to your Performance Reality Check in the Development Report and find this dimension. If you identified a gap between your score and your real-world results, write it here in one sentence. Let that gap — not just the score — drive how deeply you work through the exercises below.

The gap I identified for this dimension:

*The honest question for this dimension: **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 aski...***

◆ The Story of Sam O'Brien

BEFORE:

Sam, a financial services advisor who helped small businesses with retirement planning, was everyone's favorite rep—prospects loved talking to them. Calls would go long because the conversation was so engaging. Sam built deep rapport and thoroughly understood customer needs. There was just one problem: Sam almost never asked for the sale. 'I don't want to be pushy,' Sam would explain. 'I want them to decide when they're ready.' Sam's pipeline was full of warm relationships that never converted. Deals that should have closed in weeks stretched to months. Prospects would eventually buy from competitors who simply asked.

Impact: Sam's activity was in the top quartile, but close rate was in the bottom quartile. Great conversations weren't becoming customers.

THE TURNING POINT:

A trusted prospect gave Sam unexpected feedback: 'I ended up buying from someone else, but I almost wish I'd bought from you. The other rep just asked me directly if I was ready to move forward. You never did. I assumed you weren't that interested in my business.' Sam realized that avoiding the ask wasn't polite—it was confusing and even insulting to prospects who were ready.

AFTER:

Sam developed a 'Service Close' mindset: asking for the business is serving the customer, not pressuring them. If Sam believes the solution helps, not asking is actually withholding help. Sam now builds natural closes into every conversation, watches for buying signals, and asks directly when the moment is right. 'Is there any reason we can't get started?' became a comfortable phrase. Sam also learned to embrace price conversations: 'If they don't see the value, that's my job to address—not a reason to discount.'

Impact: Sam's close rate tripled while maintaining strong relationships. The pipeline cleared, revenue jumped, and Sam realized that asking was actually caring.

● Your Development Exercises

Exercise 1: The Closing Avoidance Audit

Type: Mirror Exercise

Time: 45 minutes | ● Starter | Best for: Developing tier — essential awareness

Instructions:

Review your last 10 sales conversations that didn't result in a clear next step. For each one: Did you ask for the business or commitment? If not, why not? What were you afraid would happen? What did actually happen? What opportunity did you leave on the table? Be honest about the pattern.

Reflection Question:

What is your avoidance costing you? What would change if you asked every time the moment was right?

My Reflection:

Exercise 2: The Closing Phrase Bank

Type: Skill Builder

Time: 60 minutes + practice | ● Intermediate | Best for: Developing and Functional tiers

Instructions:

Create a personal bank of closing phrases that feel authentic to you: 3 soft closes ('Would it make sense to...') 3 direct closes ('Are you ready to move forward?') 3 assumptive closes ('When would you like to start?') 3 objection-to-close bridges ('If we can address that, would you be ready?') Practice these out loud until they feel natural. Role-play with a colleague.

Reflection Question:

How does having ready phrases change your confidence in closing moments?

My Reflection:

Exercise 3: The 'Ask Every Time' Challenge

Type: Field Application

Time: Ongoing — 2 weeks | ● Advanced | Best for: All tiers — transforms habits

Instructions:

For two weeks, commit to asking for a commitment (even a small one) in every prospect conversation. Track: Number of asks. Number of yeses. Number of nos (and reasons). How it felt each time. What you learned. The goal isn't to be pushy—it's to practice until asking feels natural.

Reflection Question:

What did consistent asking reveal about your prospects' readiness and your assumptions?

My Reflection:

◇ **Energy Management Tips**

- The energy required for closing is front-loaded—the ask feels hard before you do it, easier after.
- Prepare your close before the call so it doesn't require in-the-moment courage.
- Celebrate every ask, regardless of outcome. The ask itself is the win.
- Notice how energy drains when deals stall. Asking moves things forward, which creates energy.

◇ **How This Dimension Connects**

Closing Courage + Confident Self-Talk:

Your inner dialogue determines whether you see asking as helping or imposing. Reframe the close as service.

Closing Courage + Resilient Persistence:

Closing courage and persistence work together: you need courage to ask and persistence to follow up if the answer isn't yes.

Closing Courage + Adaptive Connection:

Different buyers need different closing approaches. Read the person and adjust your ask style.

Adaptive Connection

Your Tier: Functional (16/24)

Your ability to read people, adjust your style to match theirs, manage emotions in conversations, and navigate complex interpersonal dynamics.

◆ **Before You Begin These Exercises**

Go back to your Performance Reality Check in the Development Report and find this dimension. If you identified a gap between your score and your real-world results, write it here in one sentence. Let that gap — not just the score — drive how deeply you work through the exercises below.

The gap I identified for this dimension:

*The honest question for this dimension: **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 — ...***

◆ The Story of Alex Patel

BEFORE:

Alex had one selling style: high energy, fast-paced, focused on vision and big picture. It worked great with some prospects and terribly with others. When meetings went badly, Alex blamed the prospect: 'They were too slow,' 'They couldn't see the big picture,' 'They got stuck in the weeds.' Alex never considered that maybe they were speaking a language the prospect didn't want to hear. When tensions arose in negotiations, Alex matched the energy, leading to standoffs. When new stakeholders appeared, Alex stuck to the script regardless.

Impact: Alex closed deals with people who were naturally similar but lost consistently with analytical buyers, cautious decision-makers, and anyone who needed a different approach.

THE TURNING POINT:

A prospect told Alex directly: 'I can see you're passionate, but you're not hearing what I'm saying. I need data, and you keep giving me vision. We're speaking different languages.' Alex realized that connection wasn't about being yourself—it was about adapting yourself to serve the person in front of you.

AFTER:

Alex learned to read buyers in the first five minutes: Are they fast or slow? Big picture or detail? Relationship-first or task-first? Then Alex adapts: slowing down for analytical buyers, speeding up for drivers, building relationship with expressives, providing structure for steadies. Alex also developed emotional regulation skills—staying calm when others escalate, naming tensions to diffuse them. 'I still bring my whole self,' Alex says. 'But I translate it into the language each person understands.'

Impact: Alex's close rate improved across all buyer types, and difficult negotiations became a strength rather than a weakness.

● Your Development Exercises

Exercise 1: The Style Mapping Exercise

Type: Mirror Exercise

Time: 60 minutes | ● Starter | Best for: All tiers — foundational skill

Instructions:

Think about your last 10 prospects. For each one, assess: Were they fast-paced or measured? Big picture or detail-oriented? People-focused or task-focused? Reserved or expressive? Then rate your connection: Strong, Moderate, or Weak. Look for patterns: Do you connect better with certain styles? Which styles do you struggle with?

Reflection Question:

What does this mapping reveal about your natural style and its limitations?

My Reflection:

Exercise 2: The Adaptation Playbook

Type: Skill Builder

Time: 90 minutes + ongoing | ● Intermediate | Best for: Functional → Strong transition

Instructions:

Create a one-page playbook for adapting to different buyer styles. For each of these four types, document: How to recognize them. How to adjust your pace. What to lead with (data, vision, relationship, action). What to avoid. How to close. Types: Analytical (detail, data, slow), Driver (results, speed, control), Expressive (vision, energy, recognition), Steady (relationship, security, process).

Reflection Question:

How does having a playbook change your preparation for different conversations?

My Reflection:

Exercise 3: The Emotional Regulation Practice

Type: Field Application

Time: Ongoing — 3 weeks | ● Advanced | Best for: Developing and Functional tiers

Instructions:

In your next 5 difficult conversations (negotiations, objections, complaints), practice this sequence: Notice your emotional reaction (name it internally). Take one conscious breath before responding. Respond to the substance, not the tone. After the conversation, journal: What emotion arose? How well did you regulate? What was the outcome? Track your improvement over 5 conversations.

Reflection Question:

How does emotional regulation change the outcomes of difficult conversations?

My Reflection:

◇ **Energy Management Tips**

- Adapting styles requires energy, especially when the buyer is very different from you. Plan for this.
- Reading people becomes easier with practice—it eventually becomes automatic and less draining.
- Build in recovery time after conversations where you had to adapt significantly.
- Celebrate successful adaptations as skill development, not inauthenticity.

◇ How This Dimension Connects

Adaptive Connection + Confident Self-Talk:

Adapting isn't losing yourself—it's expanding yourself. Your self-talk should reinforce that flexibility is strength.

Adaptive Connection + Closing Courage:

Different buyers need different closing approaches. Use your adaptive skills to match your ask to their style.

Adaptive Connection + Growth Hunger:

Understanding different communication styles is a learnable skill. Invest in it.

Resourceful Problem-Solving

Your Tier: Functional (16/24)

Your creativity in finding solutions, navigating obstacles, dealing with budget constraints, competitive challenges, and unique customer requirements.

◆ Before You Begin These Exercises

Go back to your Performance Reality Check in the Development Report and find this dimension. If you identified a gap between your score and your real-world results, write it here in one sentence. Let that gap — not just the score — drive how deeply you work through the exercises below.

The gap I identified for this dimension:

*The honest question for this dimension: **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. I...***

◆ The Story of Morgan Lee

BEFORE:

Morgan, who sold industrial automation equipment to manufacturing companies, was a good 'order taker'—great at presenting standard offerings and closing standard deals. But when prospects had unusual needs, budget constraints, or competitive alternatives, Morgan struggled. 'Our product doesn't do that' was a common response. 'I can't match their price' was another. Morgan saw obstacles as deal-killers rather than puzzles to

solve. When the path wasn't clear, Morgan would often disengage or discount, leaving value on the table and failing to serve customers who needed creative solutions.

Impact: Morgan closed 'easy' deals but lost consistently on complex opportunities, especially against competitors with more creative approaches.

THE TURNING POINT:

Morgan's manager asked a challenging question: 'When a prospect says we can't meet their need, whose job is it to figure out if that's true?' Morgan realized they'd been accepting obstacles at face value instead of exploring alternatives. The manager added: 'The best salespeople I know are professional problem solvers. They dig deeper than anyone else to find a way.'

AFTER:

Morgan now approaches every obstacle with curiosity: 'Let me understand exactly what problem you're trying to solve.' Often, the stated need isn't the real need—digging reveals alternatives. When budget is tight, Morgan explores phased approaches, alternative funding sources, and business cases for additional investment. When competitors have features, Morgan explores whether there are other ways to solve the underlying problem. 'I never take the first no as final,' Morgan says. 'I take it as the starting point for problem-solving.'

Impact: Morgan became known as 'the rep who finds a way,' winning complex deals others abandoned and commanding premium prices through value creation.

● Your Development Exercises

Exercise 1: The Obstacle Inventory

Type: Mirror Exercise

Time: 60 minutes | ● Starter | Best for: Developing tier — reveals patterns

Instructions:

List every deal you've lost in the last six months due to an 'obstacle': budget, features, timing, competition, requirements. For each one: What was the stated obstacle? What problem was the prospect actually trying to solve? What alternatives did you explore? What could you have done differently? Identify patterns in how you respond to obstacles.

Reflection Question:

How many of those deals were truly unsolvable vs. insufficiently explored?

My Reflection:

Exercise 2: The 'What If' Practice

Type: Skill Builder

Time: 45 minutes per deal | ● Intermediate | Best for: All tiers — expands thinking

Instructions:

Take your current most challenging deal. List every obstacle in the way. For each obstacle, generate 5 'what if' alternatives: What if we could phase the purchase? What if we solved this differently? What if there's budget elsewhere? What if we addressed their concern another way? What if we partnered with someone? Don't judge the ideas—just generate them. Then evaluate which are worth exploring.

Reflection Question:

How does forced brainstorming expand your solution space?

My Reflection:

Exercise 3: The Deep Dive Conversation

Type: Field Application

Time: Ongoing — apply to next 5 prospects | ● Advanced | Best for: Functional → Strong transition

Instructions:

In your next prospect conversation where an obstacle arises, don't accept it at face value. Instead, explore: 'Help me understand what you're really trying to accomplish here.' 'What would ideal look like, regardless of how we get there?' 'What have you tried before? Why didn't it work?' 'If we could solve this somehow, what would the impact be?' 'What would make this worth finding a creative solution?' Document what you learn and what solutions emerge.

Reflection Question:

How does deeper exploration change the obstacles you face?

My Reflection:

◇ **Energy Management Tips**

- Problem-solving is energizing when you see it as creative challenge, draining when you see it as grinding against walls.
- Take breaks between difficult problem-solving sessions—creativity needs space.

- Draw on diverse inputs: colleagues, customers, other industries. Fresh perspectives generate solutions.
- Celebrate creative wins. Keeping a 'solutions' file builds confidence for future challenges.

◇ How This Dimension Connects

Resourceful Problem-Solving + Growth Hunger:

The more you learn, the more creative options you have. Growth expands your problem-solving toolkit.

Resourceful Problem-Solving + Ownership Mindset:

Owners don't accept obstacles—they solve them. Use ownership energy to fuel creative problem-solving.

Resourceful Problem-Solving + Resilient Persistence:

Creative solutions often require multiple attempts. Persistence gives problem-solving time to work.

Your 90-Day Development Plan

A Customized Path to Transformation

Based on your assessment results, here is your recommended 90-day focus:

Your Primary Development Focus

Confident Self-Talk

This is your highest-leverage development opportunity. Concentrate 60% of your development energy here.

Your Secondary Development Focus

Accountability

This is your secondary priority. Dedicate 30% of your development energy here.

Reserve 10% of your energy for maintaining your strengths.

Month 1: FOCUS — Awareness & Understanding

Weeks 1-4 (Ending: October 26, 2026)

Goals:

- Complete the Mirror Exercise for Confident Self-Talk
- Read the transformation story for Confident Self-Talk three times
- Track daily when you notice your patterns showing up
- Journal weekly about what you're learning

My Month 1 Commitment:

Month 2: IMPLEMENT — Practice & Experimentation

Weeks 5-8 (Ending: November 25, 2026)

Goals:

- Complete the Skill Builder exercise for Confident Self-Talk
- Begin the Field Application exercise for Confident Self-Talk
- Start the Mirror Exercise for Accountability
- Practice new behaviors in low-stakes situations first

My Month 2 Commitment:

Month 3: TRANSFORMATION — Integration & Habit Formation

Weeks 9-12 (Ending: December 25, 2026)

Goals:

- Complete all exercises for Confident Self-Talk
- Complete Skill Builder for Accountability
- Apply new behaviors in high-stakes situations
- Review and celebrate progress
- Schedule re-assessment to measure growth

My Month 3 Commitment:

• Weekly Progress Tracker

Use These Templates for Your Weekly Check-ins

Week 1 Check-in

Date:

What I practiced this week:

What I learned:

What challenged me:

What I'll focus on next week:

Energy level (1-10):

Week 2 Check-in

Date:

What I practiced this week:

What I learned:

What challenged me:

What I'll focus on next week:

Energy level (1-10):

Week 3 Check-in

Date:

What I practiced this week:

What I learned:

What challenged me:

What I'll focus on next week:

Energy level (1-10):

Week 4 Check-in

Date:

What I practiced this week:

What I learned:

What challenged me:

What I'll focus on next week:

Energy level (1-10):

• My Commitment to Growth

Making It Real

Development doesn't happen by accident. It happens through intentional commitment and consistent action. Use this page to make your commitment concrete.

I am committed to:

The difference this will make in my sales results:

The person I will share my commitment with (accountability partner):

My 90-day check-in date:

Signature:

Date:

Continue Your Journey

This workbook is just the beginning. For deeper transformation, consider:

- Re-assessment after 90 days to measure your growth
- Individual coaching to accelerate your development
- Team workshops to build collective sales capability

Contact Us

info@eqfit.com | www.eqfit.com