

## Attitude Sales Questionnaire

### Instructions:

Rate your agreement with each statement below using the following scale: Be honest—this is about self-awareness, not perfection.

**1 = Always** (100%)

**2 = Often** (about 75%)

**3 = Sometimes** (about 50%)

**4 = Rarely** (less than 25%)

**5 = Never** (0% of the time)

### Section 1: Self-Belief & Confidence

1.	I believe in my ability to close sales even in tough markets.	
2.	I view sales rejections as opportunities to learn and grow.	
3.	I maintain a positive mindset regardless of my sales performance.	
4.	I radiate confidence when interacting with prospects.	
5.	I consistently celebrate small wins.	

### Section 2: Mindset & Motivation

6.	I stay motivated even when prospects show little interest.	
7.	I believe that consistent effort will lead to better sales outcomes.	
8.	I bounce back quickly from a lost deal or customer pushback.	
9.	I view sales as a craft I can continually improve through practice.	
10.	I remain enthusiastic throughout my sales day.	

### Section 3: Communication & Empathy

11.	I actively listen to understand my client's true needs.	
12.	I empathize with client concerns, even when it delays the sale.	
13.	I stay composed and optimistic during tough conversations.	
14.	I adjust my tone and message based on the prospect's mood.	
15.	I leave every interaction with the client feeling respected and heard.	

#### Section 4: Resilience & Discipline

16.	I follow up consistently without losing energy or motivation.	
17.	I manage my time and prioritize tasks with intention.	
18.	I view pressure as fuel rather than stress.	
19.	I bounce back from consecutive losses without discouragement.	
20.	I maintain daily sales routines even when results don't show immediately.	

#### Section 5: Growth Orientation

21.	I seek feedback to improve, even when it's uncomfortable.	
22.	I believe my attitude influences my clients' trust in me.	
23.	I embrace change and adapt quickly to the sales process.	
24.	I regularly reflect on how my attitude affects my performance.	
25.	I invest time in building a resilient, growth-focused mindset.	

#### Scoring

Add up your total score	
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#### Score Range Interpretation (Total Possible Score: 25–125)

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**Score 25-49 / Inspirational Sales Attitude** - *You exemplify a powerful growth-oriented mindset. Optimism, resilience, and consistency are deeply ingrained in your daily routine. Your energy likely uplifts your clients, and you recover swiftly from setbacks. Continue building on this momentum by considering mentoring others or documenting what works for you.*

#### Proactive Suggestions

- Push into a new challenge zone—e.g., high-stakes negotiations or unfamiliar verticals—and reflect on how you apply your core mindset principles.
- Create a bank of client success stories to reconnect with your impact during tough days.

#### Reflection

- How am I modeling a sales mindset that others want to emulate—and how can I use my influence to lift others?

**Score 50-74 / Strong and Adaptive Sales Attitude** - *You're doing a lot right. You approach challenges with a mostly healthy mindset; you view selling as a relationship-building opportunity, show enthusiasm, and adapt your approach to different clients. You likely lead with curiosity. However, a few patterns may be reactive instead of intentional, like disengaging after a rejection or struggling to stay motivated mid-cycle. Focusing on one or two areas for habit shifts could rapidly elevate your performance.*

### **Proactive Suggestions**

- Mentor someone new to sales to reinforce your strengths and identify areas for improvement.
- Conduct post-sale reflections to identify the mindset habits that worked—and how to replicate them.
- Explore deeper psychological drivers behind customer behavior to tailor your communication more effectively.

### **Reflection**

- What internal narratives fuel my confidence during sales conversations and how can I consistently amplify them?

**Score 75-99 / Solid Foundation with Room to Grow** - *Demonstrates a generally positive sales attitude with moments of self-doubt or disengagement under pressure. You might see-saw between enthusiasm and discouragement or rely on external wins to boost your attitude. Sees value in sales but doesn't fully own the identity. This is the sweet spot for reframing techniques, mindset training, and micro-habit changes. Self-awareness is your gateway, lean into it.*

### **Proactive Suggestions**

- Set a personal challenge: focus more on understanding customer needs than pitching.
- Build a “sales resilience” playlist—videos, quotes, or personal notes that re-energize your mindset before meetings.
- Track emotional state before and after each sales interaction. Use this as insight to optimize your energy and preparation style.

### **Reflection**

- What beliefs about myself are helping, or hindering my ability to connect with and influence others?

**Score 100-114 / Uncertain or Developing Sales Attitude** - *Negative self-talk, inconsistency, or emotional fatigue may be influencing your sales interactions. Beginning to recognize the importance of a positive attitude but struggles to find authenticity in the sales role. You may over-personalize rejection or struggle to maintain resilience.*

## Proactive Suggestions

- Journal one small win after each interaction, reinforce positive selling moments.
- Role-play common objections to build confidence and shift your mindset from fear to curiosity.
- Build internal stability through routines, reflection, and constructive coaching.
- Consider engaging in deeper mindset work, journaling, or seeking accountability partners.

## Reflection

- When have I felt most confident in a sales conversation? What mindset helped me succeed?

**Score 115-125 / Resistant or Negative Sales Attitude** - *Your mindset may be actively interfering with your sales process. May view selling as manipulative, uncomfortable with persuasion, or skeptical about value creation. Likely disengaged or anxious about customer interaction. If left unaddressed, discouragement, avoidance, or burnout could become patterns. The great news? This is where transformation begins. Even small shifts in belief can unlock energy and performance.*

## Proactive Suggestions

- Shadow a top-performing salesperson and observe how they build relationships and perform.
- Start with the basics: build a morning win, reframe one self-defeating thought, and measure progress weekly. You're not stuck, you're starting.

## Reflection

- What assumptions do I hold about selling that might be limiting me? Where did those beliefs come from—and are they still serving me?