

Authentic Enthusiasm 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: Inner Drive & Passion

1.	I genuinely enjoy helping customers solve their problems.	
2.	I feel energized before (not just after) client conversations.	
3.	I speak about my product or service with personal conviction.	
4.	I can articulate why I believe in what I sell—beyond the script.	
5.	I stay motivated even when deals stagnate or get delayed.	

Section 2: Expressiveness & Positivity

6.	My tone and facial expressions reflect real excitement.	
7.	I bring contagious energy into my sales conversations.	
8.	I know how to “light up” when talking about customer wins.	
9.	I naturally use stories and analogies that show I care.	
10.	My enthusiasm feels intuitive, not forced or rehearsed.	

Section 3: Curiosity & Engagement

11.	I ask questions with sincere curiosity, not just obligation.	
12.	I often find myself interested in the prospect’s world or industry.	
13.	I actively listen for emotional cues, not just technical needs.	
14.	I find it easy to be present and dial in on discovery calls.	
15.	My responses sound thoughtful rather than transactional.	

Section 4: Integrity & Belief

16.	I can say, “This might not be the right fit,” without losing momentum.	
17.	My enthusiasm doesn’t waver when I tell hard truths.	
18.	I advocate for the customer, even if it challenges the status quo.	
19.	I never pretend to be excited; I either reconnect or stay quiet.	
20.	I’d stand by my solution even if there were no commissions involved.	

Section 5: Resilience & Emotional Energy

21.	I can reset quickly after a tough conversation.	
22.	I rarely fake excitement—I recharge instead.	
23.	I celebrate small wins internally (not just externally).	
24.	I know how to reconnect with my “why” in down cycles.	
25.	I regularly take care of my mental and emotional energy.	

Scoring

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

Score 25–50 / Authentic Flame - *You’re not “selling”; you’re translating belief into action. Customers can feel your alignment: your words match your intention, your energy is grounded in service, and your conviction comes from experience, not ego. You speak from clarity, not performance. And when you get excited, it’s not theater; it’s truth rising to the surface. You don’t need to fake enthusiasm because you’ve connected your product to a greater purpose.*

Proactive Suggestions

- Curate a “Conviction Bank” - Collect moments of impact (testimonials, before/after client shifts, memorable conversations). Review them before key calls to anchor your emotional presence.
- Protect Your Energy to Sustain Your Fire - Schedule recovery moments. Genuine enthusiasm needs oxygen, not nonstop output.

Reflection

- “Where do I need to bring more story and less script into how I connect?”
- “What does my energy say about my values, without me saying a word?”

Score 51–75 / Mostly Engaged, Occasionally Flat – *You show up. You say the right things. You're consistent, respectful, and reliable. But under the surface, something might be missing: a spark, an edge, or a genuine emotional charge. Enthusiasm becomes a gear you switch into rather than a frequency you live in. When the energy dips, it doesn't crash; it just goes dull. It's not burnout; it's disconnection. The fix isn't about skill; it's about reigniting alignment.*

Proactive Suggestions

- **Audit for “Auto Mode” Moments:** For a week, note every sales touchpoint that felt routine. Was it the tone, the repetition, the lack of challenge? Awareness precedes reinvention.
- **Inject Fresh Language:** Identify 2–3 go-to phrases or stories you've overused. Replace them with real-world examples or questions that feel current and client-specific.
- **Revisit Your Customer Impact:** Review testimonials, before/after client journeys, or case studies. Reconnect with what it feels like when your solution changes someone's business.
- **Design Emotional Warmups** - Before key calls, take 90 seconds to recall your favorite customer moment or most meaningful sale. Let your energy be informed by purpose, not pressure.

Reflection

- “Where does my enthusiasm feel rehearsed, and what would make it real again?”
- “Am I letting habit lead when I could be letting curiosity lead?”
- “What version of me shows up on autopilot and what version is hungry to be present?”

Score 76–100 / Performing Without Connecting – *This is like watching a talented actor recite lines perfectly but without emotional impact. It's not a failure of skill; it's a disconnection from meaning. You're sharp. You know the material. You've got the language, the timing, and the delivery. But your enthusiasm feels manufactured. What's missing isn't effort; it's emotional access. At this level, enthusiasm becomes performance rather than presence. Conversations lack texture, and your voice lacks the conviction that moves people not just to buy but to believe. What you're missing isn't charisma; it's connection to purpose. It requires a reset in how you engage emotionally with the story you're telling.*

Proactive Suggestions

- **Deliver Without a Script:** Pick one product or use case and explain it conversationally, not by slides, but as if you were telling a friend. Doing this regularly reactivates emotional ownership and breaks mechanical habits.
- **Start a “Why This Matters” Log:** After each win, write a short note: “Why did this matter to the customer, and why did it matter to me?” Build this into your end-of-day practice.
- **Personalize Your Value Language:** Identify 2–3 phrases you say often that feel canned (e.g., “We streamline your operations”). Replace them with more grounded, personal language that reflects your real passion.

- Show Vulnerability in Conversations: Instead of trying to be “on,” allow moments of humility or emotion. Share a lesson learned. Mention a time you struggled. Authenticity is the fastest way back to connection.

Reflection

- “Where in my delivery have I hidden behind polish rather than showing passion?”
- “If my customer believed only what they felt from me, not what I said, what would that say about my connection?”
- What am I hiding behind, professionalism, fear, or fatigue?”

Score 101–115 / Emotionally Disengaged or Disconnected - *Sales may feel robotic. You may be feeling burned out, bored, or uncertain about what you believe in anymore. This disengagement could stem from unresolved burnout, a growing disconnect between your values and your message, or emotional fatigue from years of masking effort with enthusiasm. You may wonder: Is this really it? Do I still believe in what I'm doing? If unaddressed, this stage can quietly drain your confidence, creativity, and credibility. But if acknowledged, it can become the birthplace of your most aligned and sustainable form of leadership, not louder energy, but a more authentic expression.*

Proactive Suggestions

- Conduct a “Meaning Audit”: Ask: “What parts of my role feel aligned? What feels performative? What do I miss?” Clarity is a starting point, not a threat.
- Rewrite Your Sales Story: Reframe your intro from “what you do” to “why this still matters to you.” If that’s hard to articulate, good. That means you’re close to the truth.
- Introduce Authentic Moments Into Your Routine: Share doubts, quiet wins, or growth edges with a peer or mentor. Vulnerability rebuilds connection to the role and yourself.

Reflection

- “What part of this job used to light me up, and what caused that light to dim?”
- “Am I selling from memory or meaning?”
- “Is my disengagement asking me to quit or to change how I show up?”
- Pause and define your emotional contract with your work

Score 116–125 / Enthusiasm Sales Crisis - *When someone’s in an enthusiasm crisis, it isn’t about competence; it’s about disconnection, it’s about numbness. You may find yourself going through the motions, giving the pitch, attending the meetings, and logging the calls, but it feels hollow. There’s a quiet fatigue beneath the surface. It doesn’t mean you’ve failed. It means you’ve lost the emotional WHY, that reason beyond revenue. This kind of crisis often stems from a misalignment between your values and your message, your strengths and your tasks, or your effort and your recognition. But the crisis also signals a threshold. It’s time to find a new layer of truth, purpose, and practice. Let’s breathe life into this with honesty, strategy, and emotional clarity.*

Proactive Suggestions

- Run a Purpose Reclamation Exercise: Write three short paragraphs:
 - “Why I started in this role.”
 - “Why I stayed this long?”
 - “What I want my clients to feel after a call with me.”

Clarity often returns when the heart gets a voice.

- Create a “No-Mask Day”: For one whole day, commit to being radically honest in tone, conversation, and delivery. No hype. No bluffing. Let curiosity and conviction lead. See how clients respond to you without the veneer.
- Use a Daily Emotional Check-In: Ask before each meeting: “Am I energized, neutral, or drained?” Then ask: “Why?” Tracking this over time reveals environmental or interpersonal energy leaks.
- Revisit Impact, Not Inputs: Instead of logging how many emails you sent, document how many people felt understood by you. Emotional outcomes > technical outputs.
- Detach Enthusiasm from Outcome: Practice bringing energy to connection, not just conversion. Let conversations become expressions of belief, not just transactions.

Reflection

- “What part of me have I silenced to make this job work?”
- “If my enthusiasm were a living thing, what would it be asking of me right now?”
- “Where did I stop believing and what would help me believe again?”
- “When I speak, do I sound like someone trying to impress, or someone trying to help?”
- “What would authentic success look like and feel like in this role?”