

The 3R's Sales Questionnaire

Instructions:

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

1 = Never (0% of the time)

2 = Rarely (less than 25%)

3 = Sometimes (about 50%)

4 = Often (about 75%)

5 = Always (100%)

Section 1: Resentment

1.	I hold onto disappointment when a deal falls through unexpectedly.	
2.	I feel underappreciated for how hard I work in sales.	
3.	I find it difficult to celebrate colleagues' wins if I'm underperforming.	
4.	I revisit past client interactions that made me feel disrespected.	
5.	I sometimes think clients "owe me" for the effort I put in.	
6.	I internalize negative feedback more than I'd like to admit.	
7.	When I've been overlooked or micromanaged, I carry that feeling forward.	
8.	I compare myself to peers in a way that leaves me frustrated.	
9.	I feel like management favors other reps, regardless of performance.	
10.	I replay conversations in my head to prove I was right.	

Section 2: Resistance

11.	I procrastinate on outreach after being rejected.	
12.	I avoid certain types of prospects or industries because they "don't get me."	
13.	I default to "it won't work anyway" thinking during sales lulls.	
14.	I dread weekly pipeline reviews or performance check-ins.	
15.	I resist using new tools or processes, even if they could help.	
16.	I delay emotionally difficult conversations with clients or managers.	
17.	I hesitate to ask for help even when I know I need support.	
18.	I talk myself out of bold ideas before I try them.	
19.	I find excuses to avoid things that might improve my sales habits.	
20.	I overexplain setbacks instead of owning and adjusting.	

Section 3: Revenge

21.	I withhold effort when I feel a client is being rude or difficult.	
22.	I disconnect from team participation when my input is dismissed.	
23.	I let deals "die" without full follow-through if I feel the prospect isn't respectful.	
24.	I mentally check out in meetings where I don't feel heard or valued.	
25.	I withhold helpful advice or feedback from coworkers I don't get along with.	
26.	I feel tempted to "prove a point" by letting someone fail.	
27.	I disengage when I feel invisible to leadership.	
28.	I try to sound agreeable but secretly enjoy when someone struggles after ignoring my idea.	
29.	I focus more on being "right" than being helpful.	
30.	I sometimes fantasize about leaving a client or team member hanging to teach them a lesson.	

Scoring

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

Score 30–60: Clear Channel - *You're emotionally agile. You're grounded.*

It's not just the absence of baggage; it's the presence of real-time emotional discipline and forward-focused clarity. Setbacks don't stick to you; they shape you. You feel disappointment without turning it into bitterness. You absorb feedback without letting it corrode your confidence. In conversation, your energy is clean: clients feel heard, not pushed. Teammates feel supported, not judged. You act from presence, not past resentment. Being a "clear channel" means that emotional friction doesn't get passed along. This doesn't mean you suppress emotion; it means you process, integrate, and let go faster than most. And that's a leadership skill few ever master.

Proactive Suggestions

- Practice Non-Attachment in Success: After a big win, notice your ego's temptation to cling. Acknowledge the moment, then reset. Staying humble keeps your channel open.
- Use Breathwork or Movement to Reset: Between sales calls or meetings, take 60 seconds to breathe deeply, walk, or stretch, resetting your nervous system and releasing residue.
- Use "Story Check" Journaling: When a negative thought arises, ask: "Is this a story or a fact?" This keeps you from carrying assumptions that cloud presence.

Reflection

- “Where in my work do I still carry shadows from yesterday’s emotion?”
- “What patterns or people challenge my clarity most, and how do I want to respond instead?”

Score 61–90 Occasional Static - *Most of the time, you operate with clarity and positive intent. You listen, respond, and show up with integrity. However, under situational stress, such as tight deadlines, emotional objections, ego-triggering feedback, or competitive comparison, your signal can become scrambled. It’s not overt resentment or outright disengagement; it’s a subtle interference in your presence, confidence, or commitment. Past frustrations linger beneath the surface: maybe a deal that felt unfair, a recognition gap, or internal politics that dented your sense of significance. These unresolved feelings leak into your interactions. The goal isn’t to eliminate pressure; it’s to become more signal than static, even when the volume gets turned up.*

Proactive Suggestions

- **Identify Your Interruption Triggers:** Track the types of situations that create the most “signal drop” for you—e.g., power dynamics, ambiguity, low energy prospects, competitive peers, or internal performance reviews.
- **Practice Pre-Event Centering:** Before high-stakes calls or reviews, use a 60-second reset ritual: 3 deep breaths, one grounding phrase (e.g., “I serve, not prove”), and a silent reminder of your core value in the room.
- **Create a “Static to Signal” Decoder:** Journal: “What’s the thought that pulled me off?” and then rewrite it. Example:
 - Static: “I’m behind and need to prove myself.”
 - Signal: “Every call is a moment to reconnect, not redeem.”

Score 91–115 / Internal Interference - *Underneath the activity, there’s emotional static, resentment about unspoken slights, resistance to processes you don’t believe in, or subtle revenge behaviors like withholding effort or energy. This isn’t sabotage in the traditional sense, it’s erosion. And it shows up in small ways: What is the impact? Your connection feels off. Prospects may sense less empathy. Your consistency dips; you move more reactively, less rhythmically. And your conviction wavers. You say the words, but the weight behind them is thinner. This isn’t about fault. It’s about emotional debt and choosing whether to carry it or clear it.*

Proactive Suggestions

- **Run a Three-Lens Diagnostic:** Take 10 minutes to reflect on these three themes:
 - Resentment: “Who or what am I still mad at, and haven’t acknowledged?”
 - Resistance: “Where am I avoiding what I know would move me forward?”
 - Revenge: “What am I withholding in response to being hurt or dismissed?”
 - Just naming these patterns gives them 70% less control.
- **Identify an Emotional Loop You Replay:** For example, reliving disrespect in a tough client call or holding onto frustration with a manager’s feedback. Write the loop down. Then finish this sentence:

- → “I choose to break this loop by __.”
- Create a Closure Ritual: Pick one lingering grievance—big or small. Acknowledge it privately, say it aloud, or write it out. Then physically discard the paper or say, “I’m not carrying this into my next conversation.” You’re not denying it—you’re declaring it complete.

Reflection

- “What emotion am I carrying into this week that’s coloring my tone or timing?”
- “In what area of my sales work do I act from past pain instead of present purpose?”
- “How does this mindset protect me—and what is it costing me in trust, creativity, and self-respect?”

Score 116–150 / Toxic Loop -*You may be stuck in recurring emotional patterns that start with a trigger—like a rejection, a micromanaging manager, an underwhelming team dynamic and spiral into self-limiting behavior: Toxic Loop isn’t just an emotional glitch, it’s a behavioral cycle that repeats because something inside you hasn’t been seen, healed, or redefined. When left unchecked, it distorts connection, weakens performance, and chips away at how you view yourself. At first, it feels protective. Later, it becomes punishment. The loop steals energy, erodes trust (from others and yourself), and puts a ceiling on your impact—not because you aren’t capable, but because part of you doesn’t want to fully commit until the emotional ledger is clean. This isn’t a mindset issue, it’s an identity conflict: “Can I be fully myself in this environment and still be safe, successful, and seen?”*

Proactive Suggestions

- Name the Loop, Honestly
 - Use this sentence: “When I feel __, I tend to __, which reinforces __.” (e.g., “When I feel dismissed, I tend to withdraw, which reinforces the idea that my voice doesn’t matter.”) Awareness creates leverage.
- Run a Weekly “Signal vs. Story” Audit: At the end of the week, ask:
 - a. “What emotion showed up repeatedly?”
 - b. “Was it a signal (real), or a story I default to?”
 - c. Challenge one assumption. Let truth weaken the loop’s grip.
- Rebuild Your Inner Voice Script: Track the self-talk patterns inside the loop. Rewrite the inner narration from fear to fact.
 - → “They’re probably thinking I’m unprepared” becomes
 - → “I’m equipped. I’ll show up with clarity, not apology.”
- Choose One Vulnerable Action Per Week
 - Say the hard thing. Share the new idea. Ask for the feedback. Take one action the loop normally blocks. Break the rhythm. Build self-trust.

Reflection

- “What are the emotional conditions that quietly make me shrink or withhold?”
- “Is the version of me that reacts in this loop the one I want leading my life?”
- "What pain am I carrying into every call, and how could I lay it down, one conversation at a time?"