

# Quick Sales Style Assessment

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## Discover Your Natural Selling Pattern in 5 Minutes

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Created by D Forbes-Edelen | CEO, BiziWIFE

Based on the CRRRI Framework

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### How This Works

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This quick assessment gives you a **preliminary sense** of your dominant sales archetype based on the CRRRI framework (Conformist, Retreatist, Rebel, Ritualist, Innovator).

**Important:** This simplified version provides directional insights only. For the most accurate, reliable results with personalized strategies and dual archetype analysis, take the full assessment at:

<https://crrriquiz.com/>

The full assessment includes: ✓ Precise percentage breakdown of all 5 archetypes

✓ Primary AND secondary archetype identification

✓ Your unique dual archetype name and profile

✓ Specific communication blind spots

✓ Personalized sales strategies

✓ Detailed insights based on your exact combination

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### Quick Assessment Questions

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For each statement below, rate how much you agree on a scale of 1-5:

**1 = Strongly Disagree | 5 = Strongly Agree**

## Section 1: Conformist Tendencies

- \_\_\_\_\_ 1. I prefer using proven, established sales methods over experimental approaches
- \_\_\_\_\_ 2. Industry credentials and certifications are important to my credibility
- \_\_\_\_\_ 3. I feel most confident when following best practices and standard procedures
- \_\_\_\_\_ 4. Building relationships within professional networks comes naturally to me
- \_\_\_\_\_ 5. I trust that doing things "the right way" will lead to success

**TOTAL SECTION 1:** \_\_\_\_\_

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## Section 2: Retreatist Tendencies

- \_\_\_\_\_ 6. I'd rather have a few deep client relationships than a large pipeline
- \_\_\_\_\_ 7. Traditional sales metrics (like number of calls or deals closed) don't motivate me
- \_\_\_\_\_ 8. I prefer authentic, meaningful work over maximizing revenue
- \_\_\_\_\_ 9. Aggressive prospecting and high-pressure tactics feel unnatural to me
- \_\_\_\_\_ 10. I often feel like I'm playing a different game than most salespeople

**TOTAL SECTION 2:** \_\_\_\_\_

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## Section 3: Rebel Tendencies

- \_\_\_\_\_ 11. I actively challenge industry norms and conventional wisdom
- \_\_\_\_\_ 12. I position myself against established competitors and traditional approaches
- \_\_\_\_\_ 13. I'm energized by disrupting the status quo and creating transformation
- \_\_\_\_\_ 14. I attract clients who are frustrated with mainstream solutions
- \_\_\_\_\_ 15. I'd rather lead a movement than fit into existing systems

**TOTAL SECTION 3:** \_\_\_\_\_

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### **Section 4: Ritualist Tendencies**

\_\_\_\_\_ 16. Having a systematic, step-by-step process is essential to how I work

\_\_\_\_\_ 17. Quality and thoroughness matter more to me than speed or volume

\_\_\_\_\_ 18. I emphasize methodology and frameworks when explaining my approach

\_\_\_\_\_ 19. I get frustrated when people want to skip steps or cut corners

\_\_\_\_\_ 20. The process of doing things right is as important as the outcome

**TOTAL SECTION 4:** \_\_\_\_\_

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### **Section 5: Innovator Tendencies**

\_\_\_\_\_ 21. I'm constantly creating new approaches and experimenting with fresh ideas

\_\_\_\_\_ 22. I see opportunities and solutions that others often miss

\_\_\_\_\_ 23. Creative problem-solving is one of my greatest strengths

\_\_\_\_\_ 24. I get bored with repetitive tasks and systematic follow-up

\_\_\_\_\_ 25. I differentiate myself through innovation and unique value propositions

**TOTAL SECTION 5:** \_\_\_\_\_

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## **Scoring Your Assessment**

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### **Step 1: Record Your Section Totals**

- **Section 1 (Conformist):** \_\_\_\_\_
- **Section 2 (Retreatist):** \_\_\_\_\_
- **Section 3 (Rebel):** \_\_\_\_\_

- **Section 4 (Ritualist):** \_\_\_\_\_
- **Section 5 (Innovator):** \_\_\_\_\_

## Step 2: Identify Your Highest Score

Your **highest score** indicates your likely **primary archetype**.

Your **second-highest score** indicates your likely **secondary influence**.

**Note:** If two or more scores are very close (within 2-3 points), you likely have a strong dual archetype combination. This is exactly why the full assessment at <https://crrriquiz.com/> is essential—it provides precise percentages and analyzes how your archetypes interact.

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## Understanding Your Preliminary Results

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### If Your Highest Score is Section 1: CONFORMIST

**Your Natural Style:** You thrive within established systems and build trust through proven methods, credentials, and institutional credibility.

**Sales Strengths:** - Reliability and consistency - Strong professional network relationships - Ability to leverage testimonials and social proof - Comfort with structured sales processes

**Communication Blind Spots:** - May assume everyone values traditional credentials as much as you do - Can come across as too formal to non-conformist prospects - May miss opportunities requiring creative, unconventional approaches

**Best Prospects:** Established companies, risk-averse buyers, corporate environments

**Quick Win Strategy:** Lead with proven results, credentials, and case studies from similar clients

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## If Your Highest Score is Section 2: RETREATIST

**Your Natural Style:** You step away from conventional competition and build deep, authentic relationships with select clients who share your values.

**Sales Strengths:** - Genuine authenticity and connection - Deep, lasting client relationships - Ability to work with values-driven, niche markets - Freedom from conventional pressure and metrics

**Communication Blind Spots:** - May assume prospects share your rejection of conventional success metrics - Can come across as uncommitted or lacking ambition - May struggle to articulate value in traditional business terms

**Best Prospects:** Values-driven clients, niche markets, quality-over-quantity buyers

**Quick Win Strategy:** Lead with authenticity, shared values, and meaningful partnership language

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## If Your Highest Score is Section 3: REBEL

**Your Natural Style:** You challenge existing systems and position yourself as a transformative alternative to conventional approaches.

**Sales Strengths:** - Powerful differentiation through contrarian positioning - Ability to attract early adopters and change-makers - Natural thought leadership and category creation - Strong brand identity and passionate following

**Communication Blind Spots:** - May assume everyone is ready for radical change - Can come across as combative or dismissive - May alienate risk-averse prospects with aggressive positioning

**Best Prospects:** Early adopters, frustrated mainstream buyers, change-makers

**Quick Win Strategy:** Challenge industry norms, position against competitors, create movement language

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## If Your Highest Score is Section 4: RITUALIST

**Your Natural Style:** You emphasize systematic processes, quality, and methodological rigor over quick wins and high volume.

**Sales Strengths:** - Exceptional attention to detail and quality - Systematic approach that builds trust - Strong expertise and methodological credibility - Natural fit for complex, high-stakes sales

**Communication Blind Spots:** - May assume prospects value process as much as outcomes - Can come across as inflexible or overly procedural - May overwhelm prospects with excessive detail

**Best Prospects:** Complex sales, high-stakes decisions, process-oriented buyers

**Quick Win Strategy:** Lead with your systematic methodology and quality assurance processes

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## If Your Highest Score is Section 5: INNOVATOR

**Your Natural Style:** You create unique solutions and differentiate yourself through creativity, adaptability, and novel approaches.

**Sales Strengths:** - Creative problem-solving and adaptability - Ability to find opportunities others miss - Strong differentiation through innovation - Natural entrepreneurial mindset

**Communication Blind Spots:** - May assume prospects value novelty as much as you do - Can come across as unfocused or inconsistent - May over-complicate simple client needs

**Best Prospects:** Emerging markets, innovation-seeking buyers, dynamic industries

**Quick Win Strategy:** Lead with creative solutions and unique value propositions

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## Understanding Dual Archetypes

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If your top two scores are close, you likely have a **dual archetype** combination. This creates unique patterns of behavior, specific communication blind spots, and distinct

sales strengths.

## Common High-Anxiety Combinations:

**Conformist + Ritualist** = The Principled Striver

Wants both institutional success AND process perfection. Risk: paralysis from trying to do everything perfectly.

**Conformist + Innovator** = The Adaptive Overwhelmer

Wants institutional validation while innovating. Risk: constant second-guessing about following proven methods vs. trying new approaches.

**Retreatist + Ritualist** = The Harmony Seeker

Rejects conventional success but wants systematic processes. Risk: difficulty finding clients who value both alternative approaches and rigorous methodology.

**Innovator + Rebel** = The Revolutionary Creator

Creates breakthrough innovations while challenging systems. Risk: being too far ahead of market readiness.

## Why This Matters

Your dual archetype combination creates: - **Unique strengths** that others don't have - **Specific blind spots** in communication - **Particular anxiety patterns** when archetypes conflict - **Ideal client profiles** who resonate with your combination

**The full assessment at <https://crrriquiz.com/> provides detailed analysis of your exact dual archetype dynamics, including:** - Your specific dual archetype name (e.g., "The Disruptive Innovator") - How your primary and secondary archetypes interact - Situations where you thrive vs. collapse - Precise communication strategies for your combination

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## The Limitation of This Quick Assessment

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This simplified assessment provides **directional insights only**. Here's why the full assessment is essential:

## What This Quick Assessment CAN'T Do:

- ✗ Provide precise percentage breakdowns
- ✗ Identify subtle secondary influences
- ✗ Analyze how your archetypes interact
- ✗ Reveal specific communication blind spots
- ✗ Offer personalized strategies for your exact combination
- ✗ Show situations where you thrive vs. struggle
- ✗ Give you your unique dual archetype name and profile

## What the Full Assessment DOES:

- ✓ **Precise Measurement:** Exact percentage breakdown of all 5 archetypes
  - ✓ **Dual Archetype Analysis:** Detailed explanation of how your primary and secondary interact
  - ✓ **Personalized Strategies:** Specific approaches tailored to your unique combination
  - ✓ **Communication Insights:** Exact blind spots and how to address them
  - ✓ **Situational Guidance:** When you thrive, when you struggle, and what to do about it
  - ✓ **Professional Results Page:** Shareable profile you can reference and revisit
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## Ready for the Most Accurate Results?

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### Take the Full CRRRI Assessment

Get your complete profile with precise insights and personalized strategies:

<https://crrriquiz.com/>

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### What You'll Receive:

- 🎯 **Visual Breakdown:** Pie chart showing your exact archetype percentages

 **Primary & Secondary:** Precise identification of your dominant and secondary archetypes

 **Dual Archetype Name:** Your unique combination identity (e.g., "The Revolutionary Creator")

 **Detailed Profile:** Comprehensive explanation of your specific dynamics

 **Personalized Strategies:** Tailored approaches for your exact combination

 **Blind Spot Analysis:** Specific communication challenges and how to address them

 **Situational Guidance:** When you thrive, when you struggle, and what to do

 **Shareable Results:** Professional results page you can save and reference

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## Why Accuracy Matters

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**The difference between "I'm probably an Innovator" and "I'm 75% Innovator with 14% Rebel secondary" is HUGE.**

Your exact percentages reveal: - **How strongly** you express each archetype - **Which combinations** create your unique style - **Specific situations** where you excel or struggle - **Precise strategies** that work for YOUR combination

**Example:** - **Quick Assessment:** "I scored high on Innovator and Rebel" - **Full Assessment:** "I'm 75% Innovator, 14% Rebel, 6% Conformist, 3% Ritualist, 2% Retreatist - making me 'The Disruptive Innovator' who thrives in emerging industries but struggles when mainstream adoption is required"

See the difference? The full assessment gives you **actionable precision**, not just general direction.

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## What Top Performers Say

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*"I thought I knew my sales style, but the full CRRRI assessment revealed blind spots I never recognized. The dual archetype analysis was a game-changer."*

— Agency Owner, Innovator-Rebel

*"The quick assessment pointed me in the right direction, but the full results showed me exactly why I was struggling with certain prospects and what to do about it."*

— Marketing Consultant, Conformist-Innovator

*"Understanding my exact percentages helped me stop forcing strategies that didn't fit my natural style. My close rate improved immediately."*

— Sales Professional, Retreatist-Ritualist

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## Take Action Now

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### Don't Settle for "Good Enough" Insights

This quick assessment gave you a glimpse of your sales archetype. But if you're serious about selling with confidence and building strategies that actually work for YOUR natural style, you need the full picture.

**Take the Full Assessment: <https://crrriquiz.com/>**

**Time Investment:** 10-15 minutes

**Value:** Lifetime clarity on your authentic sales style

**Cost:** Free

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## Connect with the CRRRI Community

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**Instagram:** [@thebizwifeceo](#)

Watch videos explaining each archetype and real-world applications

**LinkedIn:** [D Forbes-Edelen](#)

Connect for insights on applying the framework

**Skool Community:** [Back to Skool](#)

Join other professionals applying the CRRRI framework

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## Additional Resources

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**Complete Framework Guide:** Comprehensive PDF covering all archetypes and applications

**Sales Scripts & Templates:** Archetype-specific email templates and conversation guides

**Framework Website:** Deep-dive into each archetype with examples and strategies

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Created by D Forbes-Edelen

Based on Robert K. Merton's Strain Theory

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## Remember:

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This quick assessment is a starting point.

The full assessment at <https://crrriquiz.com/> is your roadmap.

Your authentic sales style is your competitive advantage.

Stop forcing strategies that don't fit who you are.

Start selling with confidence by understanding your natural pattern.

## Take the Full Assessment Now:

<https://crrriquiz.com/>

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