Sales Confidence Self-Assessment

THE LOCATION FREEDOM COHORT | WEEK 1 BASELINE & WEEK 6 REASSESSMENT

Name: _____ Date: _____

Check one: ☐ Week 1 baseline ☐ Week 6 reassessment

What this is

This is a private self-reflection tool. It shows how confident selling your services feels to you today. It does not measure your selling ability, and it does not predict clients, income, or any business outcome. There are no right answers and no passing score. Confidence is something you build by practicing, and this page gives you a starting point to practice from.

How to complete it

- Read each statement and circle the number that is most true for you right now, not who you hope to be.
- Answer every statement. Go with your first honest instinct; do not overthink it.
- Add up each category on the scoring page, then add the six category totals for your overall score.
- Keep this page. In Week 6 you will complete it again on a fresh copy and compare the two.

The rating scale

1 Not at all true for me yet	2 Mostly not true yet	3 Somewhat true	4 Mostly true	5 Completely true for me

What the six categories cover

1. Owning the value of your expertise: Whether you can name and stand behind the value of your experience, beyond a job title.
2. Being visible and starting conversations: Whether you are willing to be seen and to reach out to people you know.
3. Asking permission and setting the frame: Whether you can open a conversation honestly and respectfully, without a pitch.
4. Discovering needs and listening: Whether you can ask good questions, listen, and say honestly when there is no fit.
5. Talking about price and making the offer: Whether you can state a price, explain what is included, and ask for the work.
6. Handling "no" and following up: Whether you can meet a "no" calmly and follow up with respect.

Rate Each Statement

Circle one number per statement: 1 = Not at all true for me yet, up to 5 = Completely true for me

1. Owning the value of your expertise

I can describe the problems I solve for people without relying on my job title.	1	2	3	4	5
I can name specific results or situations from my career that show my expertise is real.	1	2	3	4	5
When the voice in my head says "who am I to charge for this?", I can answer it with evidence.	1	2	3	4	5
I believe my professional experience is worth paying for outside of an employer.	1	2	3	4	5
I can explain what I do in plain language that a potential client would understand right away.	1	2	3	4	5

2. Being visible and starting conversations

I feel comfortable letting people in my network know I am building a business.	1	2	3	4	5
I can name specific people on a warm list who might be worth talking to.	1	2	3	4	5
I feel at ease showing up consistently in the one channel I have chosen for reaching people.	1	2	3	4	5
I can reach out to a person I know and invite a conversation without over-apologizing.	1	2	3	4	5
I am willing to be seen talking about my work before everything feels perfect.	1	2	3	4	5

3. Asking permission and setting the frame

I can state honestly, at the start of a conversation, that part of my reason for talking is to see whether I can help.	1	2	3	4	5
I feel comfortable asking a potential client for a short conversation.	1	2	3	4	5
I can accept a "no" or no reply to an invitation without pushing for a different answer.	1	2	3	4	5
I can keep a conversation focused on the other person's situation rather than on impressing them.	1	2	3	4	5
I feel I can invite someone to talk without turning it into a pitch.	1	2	3	4	5

Rate Each Statement

Circle one number per statement: 1 = Not at all true for me yet, up to 5 = Completely true for me

4. Discovering needs and listening

I can ask open questions that help a potential client describe how things work today.	1	2	3	4	5
I can find out what bothers a potential client most about their situation.	1	2	3	4	5
I can ask what a person has already tried without sounding judgmental.	1	2	3	4	5
I can summarize what I heard back to the person in their own terms and check that I understood.	1	2	3	4	5
I can tell, and say honestly, when someone is not a good fit for my offer.	1	2	3	4	5

5. Talking about price and making the offer

I can state my price out loud without apologizing, rushing, or over-explaining.	1	2	3	4	5
I can explain exactly what a client receives for that price.	1	2	3	4	5
I can stay quiet and let the person think after I share my price.	1	2	3	4	5
I can answer a question about my price or my offer clearly and calmly.	1	2	3	4	5
I can ask directly whether someone would like to work with me.	1	2	3	4	5

6. Handling "no" and following up

I understand that a "no" is information about fit and timing, not a verdict on my worth.	1	2	3	4	5
I can get through the hours after a "no" and still be willing to ask again.	1	2	3	4	5
I have a plan for what I will do after a "no", a silence, or a "not now".	1	2	3	4	5
I can follow up respectfully without chasing or pressuring anyone.	1	2	3	4	5
I can use what I learn from each conversation to adjust my offer or my approach.	1	2	3	4	5

Your Scores

Add the five ratings in each category. Each category total is between 5 and 25.

Category	Ratings (5)	Week 1 total	Week 6 total
1. Owning the value of your expertise	_____		
2. Being visible and starting conversations	_____		
3. Asking permission and setting the frame	_____		
4. Discovering needs and listening	_____		
5. Talking about price and making the offer	_____		
6. Handling "no" and following up	_____		
OVERALL TOTAL (30 to 150)			

How to read your results

- There are no score bands or cutoffs. A higher number simply means the area feels more natural to you today.
- Look at your highest category. That is a strength you can lean on and name out loud.
- Look at your lowest category. That is where practice will help most. It is not a flaw, and it does not mean you cannot sell.
- In Week 6, compare each category to your Week 1 total. Change in either direction is information about where your practice is working and where it still needs attention.

Suggested practice by category

1. Write three specific results from your career in your Evidence File and read them aloud.
2. Make a warm list of 10 people and contact one this week through your single chosen channel.
3. Practice the honest opening line: "I would love to understand your situation, and I will be upfront that part of my reason is to see whether I can help."
4. Rehearse your five discovery questions with a friend, then practice summarizing their answers back.
5. Say your price and what is included out loud five times, then stop talking and count to five.
6. Write your plan for what you will do after a "no": one reflection, one adjustment, one next invitation.

Reflection and Action Plan

Optional. These boxes are not scored.

Reflection

Which category feels strongest, which feels hardest, and what do you notice about why?

My action plan

What is one small, specific step you will take this week to practice your lowest-rated area? When and where will you do it?

Week 6 reflection

What changed between Week 1 and Week 6? What helped?

Important: This self-assessment is for personal reflection and education only. It is not a test of selling ability and does not guarantee, predict, or promise clients, revenue, profitability, or any business outcome. Results depend on your own effort, market conditions, and circumstances.