

STOP SELLING DAMMIT™

Are You Selling or Solving? *Assessment*

by Nancy Kay Coy

Most people do not dislike buying. They dislike feeling pressured, persuaded, or pushed into a decision.

This assessment is designed to help you identify whether your conversations are creating trust and clarity — or unintentionally making people feel sold.



HOW TO USE THIS ASSESSMENT

Rate each statement from 1 to 5.

1 = Never | 2 = Rarely | 3 = Sometimes | 4 = Often | 5 = Almost Always

#	STATEMENT	1	2	3	4	5
1	I begin conversations by understanding the person's desired outcome — not by explaining what I offer.	☐	☐	☐	☐	☐
2	I ask thoughtful questions before recommending a solution.	☐	☐	☐	☐	☐
3	I listen for the problem beneath the problem.	☐	☐	☐	☐	☐
4	I can clearly explain the outcome I help create without relying on features, credentials, or jargon.	☐	☐	☐	☐	☐
5	I am comfortable telling someone when my solution is not the right fit.	☐	☐	☐	☐	☐
6	I avoid rushing to fill silence or overcome every objection.	☐	☐	☐	☐	☐
7	I make people feel understood before asking them to make a decision.	☐	☐	☐	☐	☐
8	I explore what may prevent someone from moving forward, including timing, confidence, affordability, or internal approval.	☐	☐	☐	☐	☐
9	I tailor my conversation to the individual rather than using the same presentation for everyone.	☐	☐	☐	☐	☐
10.	I focus on clarity and fit rather than trying to close the conversation quickly.	☐	☐	☐	☐	☐
11	I follow up with something useful instead of repeatedly asking, "Have you made a decision?"	☐	☐	☐	☐	☐
12.	People leave conversations with me feeling informed and respected — even when they do not move forward.	☐	☐	☐	☐	☐
13.	I can discuss money without becoming uncomfortable, apologetic, defensive, or overly persuasive.	☐	☐	☐	☐	☐
14.	My team understands the difference between explaining options and pressuring someone.	☐	☐	☐	☐	☐
15.	Our process measures outcomes, trust, and decision clarity — not just closed sales.	☐	☐	☐	☐	☐



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Assessment Results

How to Score and Interpret Your Results

Scoring

Add your responses for a total score between 15 and 75.

Use the ranges below to interpret where your current conversations may be helping — or hurting — trust and decision-making.



60–75 | You Are Solving

You are creating conversations built around trust, clarity, and meaningful outcomes. Continue refining your process so the experience remains consistent across every team member and customer interaction.



45–59 | You May Be Solving — But Still Sound Like You Are Selling

Your intentions are likely good, but parts of your conversation may still feel scripted, transactional, or too focused on closing. A few strategic changes could significantly improve trust and decision-making.



30–44 | Your Process Is Driving the Conversation

You may be relying too heavily on presentations, talking points, features, follow-up scripts, or objection handling. Slow the conversation down and focus more intentionally on what the person is trying to solve.



15–29 | Stop Selling, Dammit

Your conversations may be centered on convincing people rather than helping them make the right decision. This does not mean you are bad at what you do. It means your approach needs to shift from persuasion to problem-solving.



Reflection Questions

After scoring yourself, take a few minutes to reflect:

- 1 Which question received your lowest score? _____
- 2 Where do your conversations most often become transactional? _____
- 3 What would change if your goal were not to close the sale — but to create the right outcome? _____



Closing Thought

Selling focuses on what you want someone to buy.
Solving focuses on what they need to accomplish.
When people feel heard, respected, and understood, trust grows.
And when trust grows, better decisions and better outcomes follow.



Ready to Stop Selling and Start Solving?

Take the next step at nancykaycoy.com
Explore the book, tools, and resources behind Stop Selling Dammit™.

