A PRACTICAL GUIDE

FIRST EDITION

Nuclear Success™

Core MMASS™

A collaborative frame for sales reps, managers, HR and the whole organization to assess strengths and gaps, and find the right ways to empower their teams.

Why Core MMASS?

The Core MMASS frame

The five cores

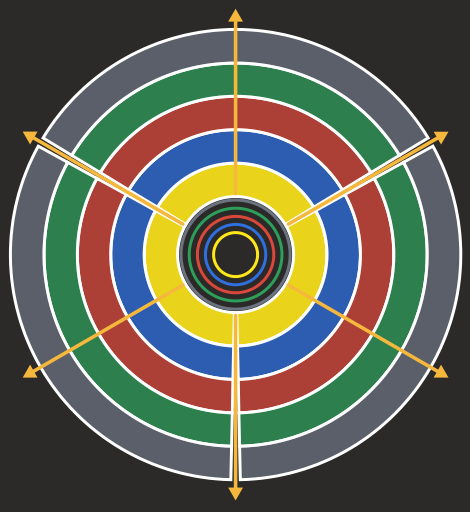
The four archetypes

In practice

Try your own

Glossary

The origins of Core MMASS



WHY CORE MMASS?

Knowing what a rep needs is not enough

> “As a sales manager, I often knew what a rep needed before they did. But without a clear frame, I couldn’t explain how working on it would change their results and momentum.
>
> In our management meetings, we talked about top talents, people to nurture and people struggling, each of us in a different language, and HR could not see the support we needed.
>
> Too often the answer was another sales training, when the real issue was motivation, the tools or a specific step of the sales process.
>
> I created Core MMASS to give the whole organization one shared frame to name the challenge and match it with the right means.”
>
> **Thierry, Nuclear Success founder**

1. ### A long-standing problem
   Sales managers spend under 25% of their time coaching (Brevet Group), yet formal coaching is linked to 54% win rates vs. under 45% (CSO Insights).

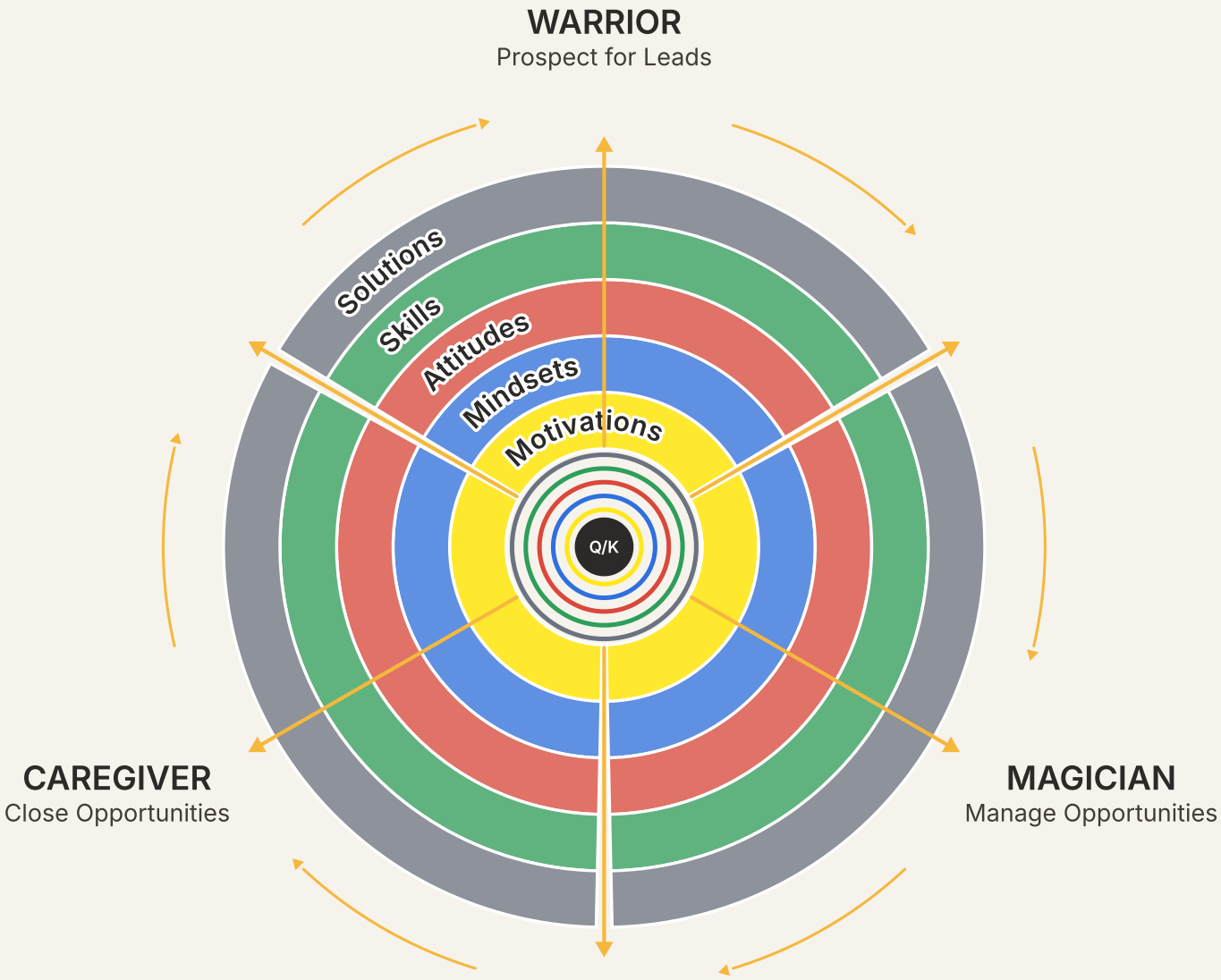
2. ### A common language
   The rep and the manager assess the same five cores with the same frame, compare their views and align on what to work on.

3. ### A precise intervention
   Each intervention (training, coaching, a new tool) is tied to one phase and one core, so the organization knows where to expect its impact and can check it.

THE CORE MMASS FRAME

One circle for the whole sales cycle

The five cores are the rings, from Motivations at the center to Solutions outside. Three archetypes share the circle, one per phase of the sales cycle, and QUEEN / KING, at the center, balances the whole cycle.



Core MMASS frame © 2026 Nuclear Success

THE FIVE CORES · MMASS

Five cores behind every result

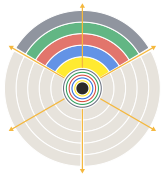
The same five cores apply to every phase of the sales cycle.
Together, they explain what lies behind every result.

M	Motivations	The drive and energy to get it done.
M	Mindsets	The perspectives that help us or hold us back.
A	Attitudes	The actions we take on a consistent basis.
S	Skills	The techniques and abilities to do it well.
S	Solutions	The tools and resources we use to perform the task.

THE FOUR ARCHETYPES

Three archetypes, three phases in the sales cycle

Core MMASS uses four archetypes. Three of them each lead a phase of the sales cycle; the fourth, QUEEN / KING, keeps them in balance (next page).



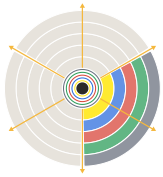
WARRIOR

Prospect for Leads

The WARRIOR goes out and creates opportunities where there were none. This is the phase of prospecting: finding the right people, opening conversations and turning contacts into leads.

It takes drive, courage and the discipline to keep going week after week, even when most doors stay closed.

When the WARRIOR is strong, new leads keep coming.



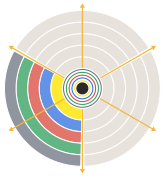
MAGICIAN

Manage Opportunities

The MAGICIAN turns interest into a real opportunity and moves it forward. This is the phase of understanding the customer's situation, shaping the right solution and guiding each opportunity through the stages of the sale.

It takes insight, preparation and the ability to connect what the customer needs with what we offer.

When the MAGICIAN is at play, opportunities progress instead of stalling.



CAREGIVER

Close Opportunities

The CAREGIVER brings the opportunity to a decision that works for both sides. This is the phase of the business case, the proposal and the negotiation, aligning every party on value and terms.

It takes care for the relationship and the confidence to act as an equal partner: calm and assertive rather than deferring.

When the CAREGIVER is connected, opportunities turn into wins.

THE FOURTH ARCHETYPE

QUEEN / KING

Balance and alignment

QUEEN / KING is the central archetype. It does not own a phase: it channels energy into the right one of WARRIOR, MAGICIAN or CAREGIVER at the right time, so that the three work together to produce results.

Self-coaching is part of it: noticing which archetype the moment calls for, and bringing oneself back into balance when one of them takes over or falls behind.

On the circle, QUEEN / KING sits at the core and balances the whole cycle. Its own five cores are the same as everywhere else: Motivations, Mindsets, Attitudes, Skills and Solutions.



Core MMASS frame © 2026 Nuclear Success

IN PRACTICE · WARRIOR

WARRIOR · Prospect for Leads

Nothing is good or bad in itself: what matters is whether it serves the phase. A few examples of what holds this phase back, and what helps it.

	HOLDS IT BACK	HELPS IT
Motivations	“Prospecting is a chore before the real selling.”	“Every new conversation can open a door.”
Mindsets	“Reaching out bothers people.”	“I bring something worth hearing.”
Attitudes	Prospects only when the pipeline runs dry.	Blocks time for it every week, no matter what.
Skills	Sends the same generic pitch to everyone.	Targets the right people with a clear reason to talk.
Solutions	Scattered lists, nothing tracked.	A clean target list and a simple routine in the CRM.

IN PRACTICE · MAGICIAN

MAGICIAN · Manage Opportunities

Nothing is good or bad in itself: what matters is whether it serves the phase. A few examples of what holds this phase back, and what helps it.

	HOLDS IT BACK	HELPS IT
Motivations	“Push it through to make the forecast.”	“Understand the customer’s problem first.”
Mindsets	“If they’re interested, they’ll buy.”	“Every opportunity needs a clear reason to decide.”
Attitudes	Waits for the customer to come back.	Agrees on a clear next step after every meeting.
Skills	Presents features too early.	Uncovers needs and maps who decides.
Solutions	Notes kept in their head, an outdated CRM.	An account plan and up-to-date opportunity records.

IN PRACTICE · CAREGIVER

CAREGIVER · Close Opportunities

Nothing is good or bad in itself: what matters is whether it serves the phase. A few examples of what holds this phase back, and what helps it.

	HOLDS IT BACK	HELPS IT
Motivations	“Signed before quarter end, whatever it takes.”	“A deal that works for both sides.”
Mindsets	“The customer is king.”	“We are equal partners.”
Attitudes	Defers, apologizes for the price.	Calm and assertive.
Skills	Concedes without trading.	Aligns every party on value and terms.
Solutions	No business case, last-minute approvals.	A business case and approvals prepared early.

TRY YOUR OWN

Your turn: one phase, five cores

Choose an archetype and the phase or goal it leads.
Then, for each core, note what holds it back and what helps it.

Archetype _____

Phase or goal _____

	HOLDS IT BACK	HELPS IT
Motivations		
Mindsets		
Attitudes		
Skills		
Solutions		

GLOSSARY

Key terms

Core MMASS	A collaborative frame to assess sales strengths and gaps. It brings the five cores and the four archetypes together on one circle, the Core MMASS frame, so that reps, managers and HR look at sales performance in the same way, across the whole sales cycle.
The five cores	**Motivations**, the drive and energy to get it done; **Mindsets**, the perspectives that help us or hold us back; **Attitudes**, the actions we take on a consistent basis; **Skills**, the techniques and abilities to do it well; **Solutions**, the tools and resources we use to perform the task. Together, MMASS.
The four archetypes	Recognizable patterns of energy and behavior. The **WARRIOR** leads Prospect for Leads, the **MAGICIAN** leads Manage Opportunities and the **CAREGIVER** leads Close Opportunities. **QUEEN / KING**, at the center, keeps the three in balance and aligned.

GOING DEEPER

The origins of Core MMASS

Core MMASS grew out of 25 years of selling in Europe and the US, from copiers to complex software for multinationals. It combines that field experience with what archetypes reveal about human behaviors and patterns.

Archetypes are recognizable patterns that appear across cultures and stories.

Core MMASS borrows four of them and puts each one to work in sales.

The WARRIOR finds, the MAGICIAN transforms, the CAREGIVER closes, and QUEEN / KING keeps them all in balance.

For anyone who wants to go deeper:

- Carl G. Jung, for the concept of archetypes.
- Robert Moore and Douglas Gillette, *King, Warrior, Magician, Lover: Rediscovering the Archetypes of the Mature Masculine*, the four archetypes the frame builds on (the Lover is presented as the CAREGIVER).
- Margaret Mark and Carol S. Pearson, *The Hero and the Outlaw*, the twelve-archetype model in which the Caregiver appears.

Nuclear Success

Core MMASS

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