



SPQ*GOLD®/FSA™

Full Spectrum Advocacy



The Sales Preference Questionnaire (SPQ*GOLD®/FSA™) is the world's only comprehensive assessment tool designed specifically to detect and measure all known forms of Sales Call Reluctance® in individuals.

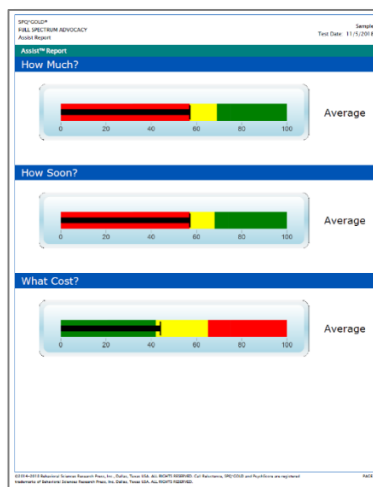
Utilized by Sales-Dependent Organizations to:

- Streamline Selection/Recruiting Procedures.
- Maximize Training Effectiveness.
- Improve Sales Productivity.

The single characteristic shared by the most successful salespeople is simply this - they initiate contact with prospective buyers in greater numbers than those who are not as successful.

SPQ*GOLD®/FSA™ measures hesitation to initiate contact with prospective buyers in sufficient numbers to be successful.

- Measures Motivation, Goal Level, and Goal Diffusion.
- Identifies which of the 16 types of Call Reluctance may be present in a sales person.
- Includes unique "Filters" which actually measure the degree of honesty and accuracy employed in taking the test.
- High impact, easy to read report styles to provide maximum information to users while requiring minimal testing background.



SPQ*GOLD® FULL SPECTRUM ADVOCACY
Decision Support Summary
Sample
Test Date: 11/15/2018

Scale Evaluation	Scores	Interpretation
Is PROSPECTING MOTIVATION score over 50?	75	Yes, Good (Above Average) Range
Is HONESTY (COMMITMENT) score 70?	75	Yes, Good (Above Average) Range
Is PROSPECTING MOTIVATION score over 50?	65	Yes, Good (Above Average) Range
Is PROSPECTING SCALE (L-RI) score over 50?	60	Yes, Good (Above Average) Range
Is HONESTY/COMMITMENT score over 70?	60	Yes, Good (Above Average) Range

Minimum/Maximum	Raw	Norm	Minimum/Maximum	Raw	Norm
Sales Call Reluctance®/Obstacles			Sales Call Reluctance®/Obstacles		
Brake	44	33	Sales Environment	44	28
Accommodator	47	42	Marketing Preference	44	42
Discourager	11	11	Sales Call Reluctance®/Impediments		
Over-Preparer	43	43	Preexisting Motivation	47	65
Hyper-Prep	31	36	Goal-Readiness	52	62
High Reputation	51	51	Prospecting Goal Level	52	65
Wallas	45	45	Prospecting Goal Diffusion	51	48
Optimism/Realism	18	11	Goal Range	47	38
Targeted Sales Call Reluctance®/Types			Informational Buffer	58	51
Major-Prep	41	41	Sales Risk Support Requirements	57	47
Long-Term Self-Confidence	29	29	Product/Brand Commitment	58	66
Procrastinator	31	31	Attitude Toward Obstacles/Impediments		
Escapist	53	53	Prohibitiveness	49	48
Behavioral Anxious	52	52	Positive Psychology	38	49
Topicalizer	52	52	Prep/Prep	5	5
Greater Prospecting Difficulties	38	38	Positive Outlook	38	37
Complex Sales	40	40	Behavioral Consistency	51	54
			Attitude Toward Questionnaire	57	66

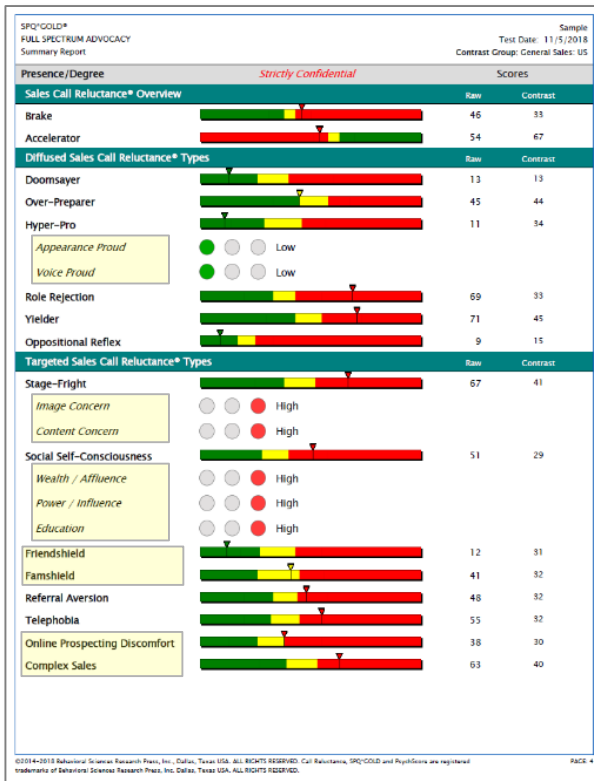
Minimum Requirements Met? No
57

Grimes Group, Inc.



SPQ*GOLD®/FSA™

Full Spectrum Advocacy



1

2

3

Diffused Sales Call Reluctance Types

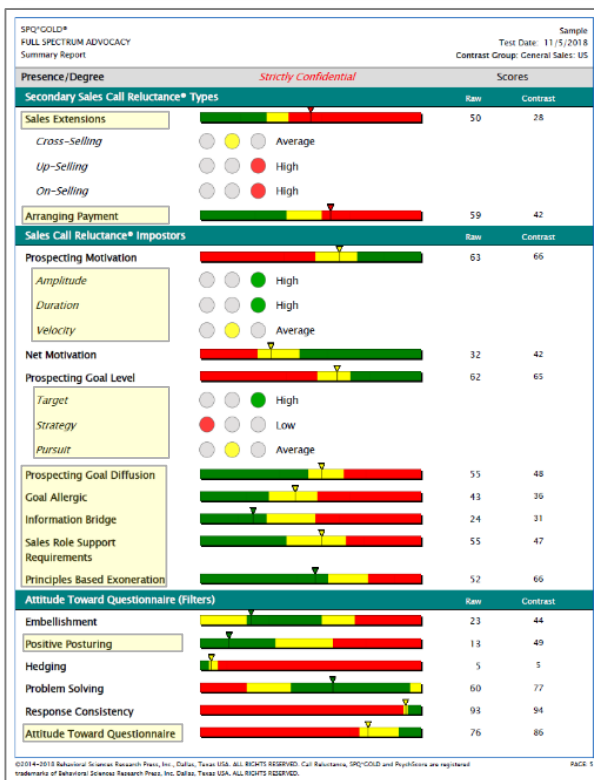
- **Doomsayer:** Worries about everything.
- **Over-Preparer:** Over-analyzes, under acts.
- **Hyper-Pro:** Over-invests in image.
- **Stage Fright:** Avoids group selling
- **Role Rejection:** Denies being in sales
- **Yielder:** Avoids conflict, won't close.
- **Oppositional Reflex:** Argues, blames, and criticizes.

Targeted Sales Call Reluctance Types

- **Social Self-Consciousness:** Aims for wrong targets.
- **Friendshield:** Won't call on friends.
- **Famshield:** Won't call on family.
- **Referral Aversion:** Wastes referral opportunities.
- **Telephobia:** Avoids phone selling.
- **Online Prospecting Discomfort**
- **Complex Sales**

Secondary Sales Call Reluctance Types

- **Sales Extensions**
- **Arranging Payment**



4

5

6

NEW FEATURES AND UPDATES:

- 1 Sub Scales
- 2 New Scale Names
- 3 New Targeted Call Reluctance Types
- 4 New Secondary Call Reluctance Types
- 5 New Impostors
- 6 Enhanced Quality Assurance Features

Grimes Group, Inc.