



SPQ* GOLD® : The Call Reluctance® Scale

The central theme of the SPQ*Gold® (Sales Preference Questionnaire) revolves around one single factor: “Will this sales person make enough sales calls to be successful in your business?”

This is also where we differentiate it from every other assessment tool in the market place.

Most assessments tell you what a person’s basic behavior traits **ARE**, basically just telling you what they **ARE LIKE**. SPQ*Gold helps you understand what they **WILL or WILL NOT DO**. Some companies refer to this as Can Sell vs. Will Sell. We can tell you if they will or will not take action. Actions like:

- Ask for the Appointment
- Ask for the Order
- Ask for a Referral

Many companies use our tool versus others on the market, because they are able to see what the person will or will not do. Companies such as Ohio National, Guardian, Northwestern Mutual, Southern Farm Bureau, etc. utilize it as an aid in helping their sales forces increase their new business revenues.

We believe there are three key ingredients to being a top salesperson:

1. High levels of “Achievement Drive”

- The desire to be successful.
- The energy to do the necessary activities.
- The ability to focus.

This trait is measured in our profile under the **Motivation** category.

2. High levels of “Goal Clarity”

- The clear picture or vision of what a person wants to have, do, become, own, accomplish, etc.
- The degree to how focused the individual is on achieving a desired end result.
- This trait is measured in our profile under the **Goal** category

3. High levels of “Emotional Stability”

- The ability to handle the daily ups and downs of a sales career.
- The ability to handle rejection, loss of approval, and etc.
- Can they manage their emotions, stay focused and keep working?
- What do they do with/about fear associated with being in sales?

This trait is measured by the 12 types of **Sales Call Reluctance®**:

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1200 Snow Ln. Weatherford, OK 73096 | Phone: (405) 748-6800

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The 12 Types of Sales Call Reluctance –

1. **Doomsayer**: worries about everything.
2. **Over-Preparer**: does not want to appear stupid or lack knowledge. Over analyzes, under acts.
3. **Hyper- Pro**: considers sales activity such as prospecting, asking for business or asking for referrals as unprofessional and demeaning.
4. **Stage Fright**: Avoids giving group presentations when the opportunity arises.
5. **Role Rejection**: This refers to a candidate's inability to be seen as a "Salesperson". Secretly feels ashamed of being in sales
6. **Yielder**: Does not want to appear pushy, forward, aggressive or intrusive.
7. **Social Self-Conscious**: feels uncomfortable contacting people of wealth, prestige, power or better educations.
8. **Separationist**: keeps friendship separated from their business.
9. **Emotionally Unemancipated**: family and relatives are not viewed as potential sales or referral sources.
10. **Referral Aversion**: feels asking for a referral will jeopardize already established relationships and hinder future dealings.
11. **Telephobia**: Dislikes using the phone to sell or prospect.
12. **Oppositional Reflex**: Unable to be coached, trained, critiqued or managed.

SPQ* Gold[®] is designed to identify where a person's past experience (memory), current level of needs (motivation and goals) and their value system (12 types) are in conflict. This conflict is what causes fear or emotional distress.

Put simply, *SPQ*Gold*[®] will tell you:

- **HOW MUCH** potential this sales person has to be successful in your business based on your key criteria.
- **HOW SOON** they will be able to begin to produce at expected levels.
- **WHAT COST** to you in dollars, time, energy and effort.

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By: Bill Grimes

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