



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.

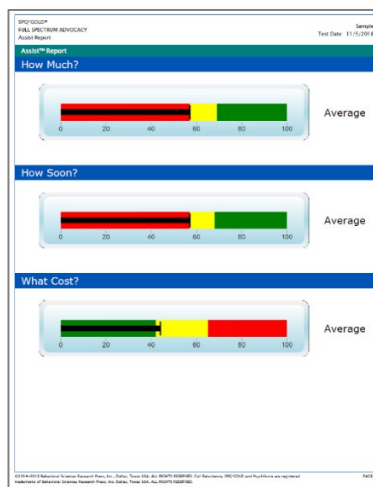
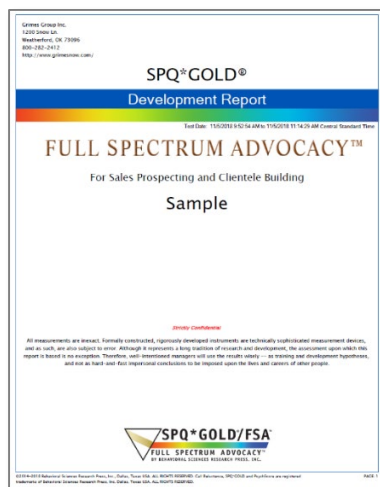
Utilized by Sales-Dependent Organizations to:

- 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.



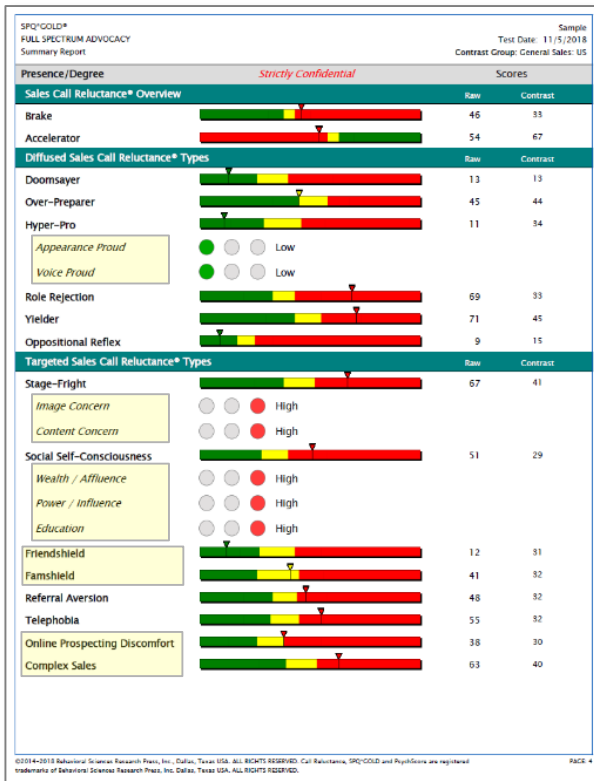
Scale Evaluation	Scores	Interpretation
IN PROSPECTING MOTIVATION (score over 50)	57	Yes, Good (High) Motivation Range
IN PROSPECTING GOAL LEVEL (score over 50)	57	Yes, Good (High) Motivation Range
IN PROSPECTING GOAL DIFFUSION (score over 50)	57	Yes, Good (High) Motivation Range

Minimum Requirements Met? No	Score
Minimum Requirements Met?	57



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Diffused Sales Call Reluctance Types

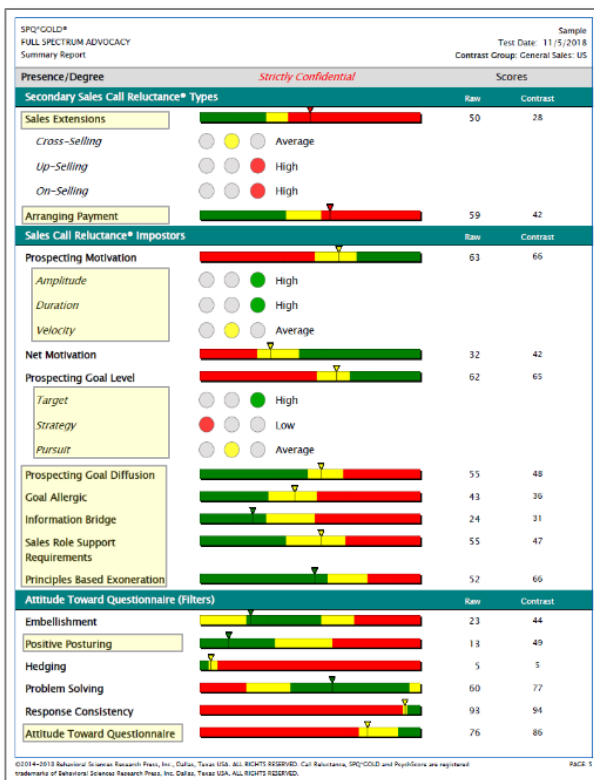
- **Doomsayer:** Worries about everything.
- **Over-Preparer:** Over-analyzes, under acts.
- **Hyper-Pro:** Over-invests in image.
- **Stage Fright:** Avoids group selling
- **Role Rejection:** Denies being in sales
- **Yielder:** Avoids conflict, won't close.
- **Oppositional Reflex:** Argues, blames,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



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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.