

# SPQ\*GOLD®

## Development Report

# FULL SPECTRUM ADVOCACY™

For Sales Prospecting and Clientele Building

## Sample

*Strictly Confidential*

All measurements are inexact. Formally constructed, rigorously developed instruments are technically sophisticated measurement devices, and as such, are also subject to error. Although it represents a long tradition of research and development, the assessment upon which this report is based is no exception. Therefore, well-intentioned managers will use the results wisely -- as training and development hypotheses, and not as hard-and-fast impersonal conclusions to be imposed upon the lives and careers of other people.



## Interpretive Cautions

This assessment appears to have been completed in accordance with the instructions. Special interpretive considerations are not required.

## Sales Call Reluctance® Overview

 Brake : 31



### Capsule Summary:

Degree of overall emotional discomfort associated with initiating first contact with prospective buyers across a variety of contact dependent settings such as sales prospecting *at the time the assessment was taken*. This scale is an aggregate measure of overall energy diverted from sales-related activities due to prospecting distress. **NOTE: For the most accurate interpretive guidance and to insure proper and responsible use of the SPQ\*GOLD®/FSA, please refer to the support materials you received at BSRP's Advanced Management Training Course or seek the assistance of an accredited SPQ\*GOLD®/FSA representative.**

### Interpretation:

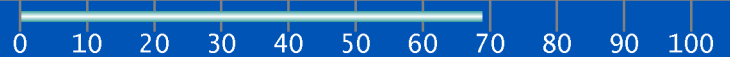
Responses suggest that sales prospecting and other contact-initiation behaviors are likely to be durable, resilient and less distressful than for most people. Prospecting may periodically appear to be somewhat distressful resulting in avoidance, hesitation or suppression, but these episodes are likely to be short in duration and limited in intensity. Generally, prospecting performance and other sales activities are not likely to be significantly weakened. However, the profile below contains detailed information about how this discomfort might be observed based on the responses given when the questionnaire was taken. The following scores may be used to determine which scales are elevated, if any, and if the competencies estimated by those scales are likely to impair performance within the prospective or current environment.

Brake code: GREEN

### Outlook:

Review scales below for specific outlooks.

 Accelerator : 69



### Capsule Summary:

Extent to which business development activities are completed without hesitation or distress at the time the assessment was taken. The Prospecting Accelerator is the inverse of the Prospecting Brake described above.

### Interpretation:

Responses suggest that most energy available for business development and clientele building activities is being efficiently directed to goal supporting behaviors most of the time.

Accelerator code: GREEN

### Outlook:

Review scales below for specific outlooks.

## Diffused Sales Call Reluctance® Types

 Doomsayer : 27



### Capsule Summary:

Degree of energy diverted from prospecting to over-vigilant preoccupation with low-probability possibilities and/or catastrophes. While judicious anticipation of things that could go wrong may be somewhat helpful, this anticipation can become the ends rather than the means when prospecting. When this happens, prudence ceases to be helpful and can start to become a performance-limiting problem.

### Interpretation:

This individual may occasionally become preoccupied with worst case prospecting possibilities. Intermittent or cyclic prospecting slow-downs may occur. In some cases this could be due to cyclic, internal patterns. In others, it could be the by-product of distressful, disappointing, or unproductive prospecting efforts.

### LOOK FOR:


- Occasional preoccupation with low-probability prospecting problems
- Visible discomfort if required to make "cold" calls either in person or on the telephone

For additional information refer to the chapter about Doomsayer Sales Call Reluctance in *The Psychology of Sales Call Reluctance* textbook.

Doomsayer call reluctance code: YELLOW

### Outlook:

Very difficult to prevent and correct.

 Over-Preparer : 32



### Capsule Summary:

Degree of energy habitually over-invested in analyzing at the expense of prospecting. Being prepared is certainly important. However, when preparation becomes the objective rather than a means to achieve higher performance, it limits sales effectiveness.

### Interpretation:

Scores suggest that this individual is very unlikely to develop prospecting problems due to over-preparation Call Reluctance. If contact initiation should become affected by excessive preparation, the episodes are not likely to be severe and should be short in duration.


For more information, refer to the chapter about Over-Preparation Sales Call Reluctance in *The Psychology of Sales Call Reluctance* textbook.

Over-Preparer call reluctance code: GREEN

### Outlook:

Easy to prevent. Moderately easy to correct.

## Diffused Sales Call Reluctance® Types

 Hyper-Pro : 25



### Capsule Summary:

Degree of energy lost to habitual over-investment in the mannerisms and appearances of success at the expense of goal-supporting behaviors such as prospecting or clientele-building. See specific ways that energy may leak for this individual (sub-scales) below. **NOTE:** Not all of the questions used to measure the overall Hyper-Pro score were linked to a specific sub-scale. Therefore, it is possible to have high sub-scale scores and an average or low level of overall Hyper-Pro call reluctance, and vice versa.

### Interpretation:

Concern regarding the need to be seen as professional is not likely to impair business development activities. If prospecting should become limited by emotional issues associated with the need to rigidly project and protect a professional image, the episodes should be low in intensity, short in duration, and should occur infrequently. For more information, refer to the chapter about Hyper-Pro Sales Call Reluctance in *The Psychology of Sales Call Reluctance* textbook.

Hyper-Pro call reluctance code: GREEN

### Outlook:

Moderately easy to prevent and correct if individual is able to acknowledge the presence of Hyper-Pro Call Reluctance.

 Appearance Proud

### Capsule Summary:

The degree to which overall Hyper-Pro Sales Call Reluctance may be reflected by energy devoted to maintaining a professional image through designer clothing, upscale automobiles, and/or other outward affectations of success (unusually high number of credentials, over-statement of position/authority, etc.).

### Outlook:

Appearance Proud code: GREEN

 Voice Proud

### Capsule Summary:

Degree to which overall Hyper-Pro Sales Call Reluctance may be reflected by energy devoted to maintaining a professional image through the use of "intellectual" vocabulary and the projection of exceptional wisdom.

### Outlook:

Voice Proud code: GREEN

## Diffused Sales Call Reluctance® Types



### Capsule Summary:

Degree of energy lost to feelings of discomfort and concerns related to the individual's role as a salesperson. Despite level of experience, success or technical skill, nagging doubts (expressed or unexpressed) about career identity may limit sales activities – especially prospecting.

### Interpretation:

Scores suggest that this individual is unlikely to experience emotional difficulty identifying with the sales career. If prospecting problems should occur in the future, it is not likely to be due to emotional discomfort associated with being in sales.

Role rejection call reluctance code: GREEN

### Outlook:

Easy to prevent and correct.



### Capsule Summary:

Degree of prospecting energy lost due to reflexive fears of being considered intrusive or pushy. May compensate by developing over-stylized, consultative selling skills which overemphasize relationship-building, sometimes at the expense of closing sales.

### Interpretation:

This individual is unlikely to let the opinions of others limit his/her prospecting efforts. If clientele-building efforts decline, they are not likely to be caused by over-concern about being considered too pushy, forward or intrusive.

Yielder call reluctance code: GREEN

### Outlook:

Moderately difficult to prevent and correct.

## Diffused Sales Call Reluctance® Types



### Capsule Summary:

Estimate of energy diverted to coping with emotional discomfort by reflexively criticizing an organization, its products and/or its management.

### Interpretation:

This individual is very unlikely to lose energy by opposing and rejecting career and prospecting opportunities. If slow-downs in prospecting do occur, they should not be due to Oppositional Reflex Call Reluctance.

Oppositional Reflex call reluctance code: GREEN

### Outlook:

Easy to prevent. Very difficult to correct.

## Targeted Sales Call Reluctance® Types



### Capsule Summary:

Opportunities to prospect by making presentations before groups of people are neglected or by-passed due to emotional discomfort. Highly targeted form of fear, and other forms of contact initiation may be unaffected.

**NOTE:** Not all of the questions used to measure the overall Stage Fright score were linked to a Stage Fright sub-scale. Therefore, it is possible to have high sub-scale scores and an average or low level of overall Stage Fright, and vice versa. The overall Stage Fright score is the best indicator of the extent of hesitation (or lack of hesitation).

### Interpretation:

Scores suggest that this individual is likely to experience a moderate level of hesitation to make group prospecting presentations. Stage Fright may be a continual, but low-level discomfort, or may vacillate between not interfering at all to severe episodes which do not last long.

### LOOK FOR:

- Preparation and distress before a group presentation
- Occasionally self-critical when hearing audio recordings of his/her voice or seeing himself/herself on video
- Over reliance on notes (may read presentations verbatim)

For more information, refer to the section about Stage Fright Sales Call Reluctance in *The Psychology of Sales Call Reluctance* textbook.

Stage-Fright call reluctance code: YELLOW

### Outlook:

Easy to prevent and correct.

## ● Image Concern

### Capsule Summary:

Degree to which the discomfort related to group prospecting presentations is due to concerns about physical self-presentation. Coping might include verbalizations such as "I'm not attractive enough," or "People will be looking at me."

### Outlook:

Image Concern code: YELLOW



## Targeted Sales Call Reluctance® Types

### Content Concern

#### Capsule Summary:

Degree to which the discomfort associated with group prospecting presentations is due to concern regarding content. Typical reasons for this discomfort may include statements such as, "My mind might go blank," "I might lose my place and look foolish," and "People might think I don't know what I am talking about."

#### Outlook:

Content Concern code: YELLOW

### Social Self-Consciousness : 25



#### Capsule Summary:

Degree of energy lost to emotional discomfort and hesitation to contact up-market prospective buyers. Habitually intimidated by persons of wealth, prestige, power and/or education. **Note:** This form of sales call reluctance is highly contagious. Passive exposure to small toxic doses of this form of call reluctance can result in career-limiting attitudes. See specific areas of hesitation (sub-scales) for this individual below. **Note:** A very high or very low sub-scale score may not impact the overall Social Self-Consciousness score.

#### Interpretation:

Score patterns suggest that this individual is unlikely to be intimidated by persons of wealth, prestige, power or education. If prospecting slow-downs should occur in the future, it is not likely that they will be due to a fear of being intimidated by making calls on "up-market" contacts.

Social Self-Consciousness call reluctance code: GREEN

#### Outlook:

Moderately easy to prevent and correct.

### Wealth / Affluence

#### Capsule Summary:

Degree of hesitation to contact prospective customers who are perceived to possess a higher level of wealth and/or affluence.

#### Outlook:

Wealth / Affluence code: GREEN

### Power / Influence

#### Capsule Summary:

Degree of hesitation to contact prospective customers who are perceived to possess superior amounts of power and/or influence.

#### Outlook:

Power / Influence code: YELLOW

## Targeted Sales Call Reluctance® Types

### Education

#### **Capsule Summary:**

Degree of hesitation to contact prospective customers who are perceived to possess superior levels of education.

#### **Outlook:**

Education code: YELLOW

### Friendshield : 16



#### **Capsule Summary:**

Prospecting energy lost to emotional hesitancy to mix business with friendship. Difficulty building sales or customer base among personal friends or asking friends to help establish contact with prospective buyers in the friend's social network.

#### **Interpretation:**

This individual is very unlikely to experience emotional difficulty prospecting or soliciting referrals among personal friends. If prospecting slow-downs should occur in the future, it is not likely to be due to a fear or hesitation associated with making calls on personal friends.

Friendshield call reluctance code: GREEN

#### **Outlook:**

Easy to prevent and correct.

### Famshield : 19



#### **Capsule Summary:**

Degree of emotional discomfort experienced when attempting to initiate contact with accessible family members for prospecting and/or networking purposes. This individual may have difficulty prospecting for new business among family members or asking them to help establish contact with prospective buyers in the family member's social network.

#### **Interpretation:**

This individual is unlikely to experience emotional difficulty making sales calls on or soliciting referrals from accessible family members. If prospecting declines should occur, they are not likely to be caused by emotional concern associated with contacting family members to ask for referrals, names of contacts, or to listen to a sales presentation.

Famshield call reluctance code: GREEN

#### **Outlook:**

Easy to prevent and correct.

## Targeted Sales Call Reluctance® Types



### Capsule Summary:

Degree of conflict, hesitation or avoidance experienced when asking current customers/clients for referrals. Often, this discomfort is due to a fear that existing business might be threatened.

### Interpretation:

Scores suggest that this individual is likely to experience an elevated level of difficulty when asking for referrals. Solicitation of business from referrals is likely to be substantially limited or altogether absent.

### LOOK FOR:

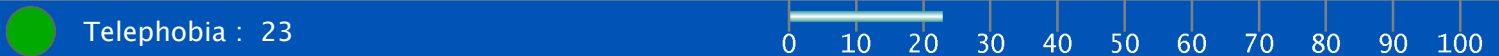
- Tendency to wait too long to ask for referrals
- A preference for other (and often ineffective) prospecting methods over asking for referrals
- Apprehension about losing rapport with existing clients due to fear of appearing self-interested or exploitative
- Less hesitation making contact with strangers ("cold calls") than asking existing clients for a referral
- Discomfort allowing colleagues to ask his/her clients for names of referrals

For more information, refer to the section about Referral Aversion Sales Call Reluctance in *The Psychology of Sales Call Reluctance*.

Referral Aversion call reluctance code: RED

### Outlook:

Easy to prevent and correct.



### Capsule Summary:

Degree of discomfort using the telephone as a means to prospect or generate new business. This is a highly targeted fear. Face-to-face forms of contacting prospective clients may be unimpaired.

### Interpretation:

This individual is less unlikely to hesitate or resist using the telephone to prospect for new sales. If telephone prospecting slow-downs are experienced, they should be short in duration and limited in intensity.

Telephobia call reluctance code: GREEN

### Outlook:

Easy to prevent and correct.

## Targeted Sales Call Reluctance® Types



### Capsule Summary:

Energy diverted from prospecting activities due to emotional discomfort when using internet-based networking techniques (i.e. web conferencing, social media, etc.) as a prospecting or visibility management tool. Particularly salient in settings where sales personnel are expected to project and maintain a sales presence online using social media resources.

### Interpretation:

Scores suggest that this individual may experience a highly elevated level of discomfort when attempting to use internet-based social media applications for prospecting, presentations and other sales-related purposes.

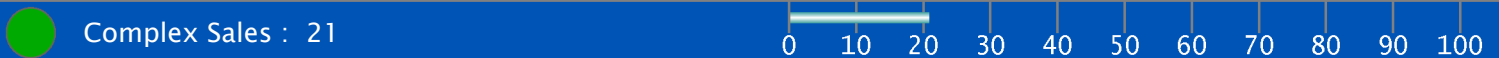
### LOOK FOR:

- Over-reliance on non-internet-based methods of developing business
- Inconsistent or limited online presence
- Avoidance of opportunities to make web-based product presentations/demonstrations
- Tendency to become frustrated and easily fatigued when using online prospecting/networking tools
- Insistence that an online presence is unnecessary before making a legitimate effort to test its effectiveness

Online Prospecting Discomfort call reluctance code: RED

### Outlook:

Easy to prevent and correct.



### Capsule Summary:

Degree of hesitation to initiate and engage in the complex selling activities often required to close larger corporate accounts. These activities can include (but are not limited to): contacting and selling to senior level executives and multiple decision-makers, making boardroom or formal group presentations to key decision-makers, preparation of professionally written proposals, and patiently and methodically managing complex, long-term negotiations. **Note:** This type of sales call reluctance may not be applicable for individuals or companies who primarily market their products and services to individuals and/or small businesses.

### Interpretation:

Scores suggest that this individual has very little hesitation to initiate and engage in complex selling activities. Prospecting to accounts requiring complex selling strategies is likely to be unimpaired.

Complex Selling call reluctance code: GREEN

### Outlook:

Moderately easy to prevent and correct.

## Secondary Sales Call Reluctance® Types



### Capsule Summary:

Degree to which opportunities to make additional or upgraded sales to customers are neglected or avoided due to the fear that the customer's existing business might be threatened.

This discomfort can assume one or more of the following three forms:

### Cross-Selling

Discomfort associated with contact specifically initiated to sell new or additional products and/or services to a new department or division within the customer's organization, or to a partner organization.

### Up-Selling

Discomfort associated with initiating contact (or conversation during the sales presentation) to introduce and sell a more expensive or upgraded product and/or service to an existing customer.

### On-Selling

Discomfort associated with contact initiated to sell product and/or service add-ons (such as warranties, service contracts, accessories, etc.) to an existing customer.

### Interpretation:

This individual is not likely to experience discomfort when contacting new or existing customers to sell additional or upgraded products and/or services. If hesitation is experienced, it should be short-lived and low in intensity.

### Outlook:

Sales Extensions call reluctance code: GREEN

## Cross-Selling

### Capsule Summary:

Discomfort associated with contact specifically initiated to sell new or additional products and/or services to a new department or division within the customer's organization, or to a partner organization.

### Outlook:

Cross-Selling code: YELLOW

## Up-Selling

### Capsule Summary:

Discomfort associated with initiating contact (or conversation during the sales presentation) to introduce and sell a more expensive or upgraded product and/or service to an existing customer.

### Outlook:

Up-Selling code: GREEN

## Secondary Sales Call Reluctance® Types

### On-Selling

#### **Capsule Summary:**

Discomfort associated with contact initiated to sell product and/or service add-ons (such as warranties, service contracts, accessories, etc.) to an existing customer.

#### **Outlook:**

On-Selling code: GREEN

### Arranging Payment : 52



#### **Capsule Summary:**

Degree of hesitation or avoidance experienced when stating product/services costs and/or when asking for payment. Often due to fear of threatening the sale by appearing too pushy or greedy.

#### **Interpretation:**

Scores suggest that this individual may experience a moderate amount of hesitation to state product/service prices and to ask for payment. There may be some occasional hesitation, but these episodes should be moderate and infrequent.

#### **LOOK FOR:**

- Tendency to wait too long to state the price of products and/or services
- Tendency to wait too long to ask for payment
- Apprehension about losing rapport with clients due to fear of appearing self-interested or exploitative
- Tendency to spend too much time explaining product/service features and specifications
- Tendency to spend too much time building rapport

#### **Outlook:**

Arranging Payment code: YELLOW

## Sales Call Reluctance® Impostors



### Capsule Summary:

Estimate of mental and physical energy available to support individual and/or organizational prospecting or clientele building objectives. Overall prospecting motivation is a combination of measures of Amplitude, Duration, and Velocity as well as additional general measures of prospecting energy.

### Interpretation:

Amount of energy available to support prospecting or business building objectives is higher than for most people.

### Outlook:

Prospecting Motivation code: GREEN

## Amplitude

### Capsule Summary:

Amount of energy available to invest in prospecting activities. Insufficient energy often masquerades as sales call reluctance and can indicate a lack of desire to engage in sales activities.

### Outlook:

Amplitude code: GREEN

## Duration

### Capsule Summary:

The stability and consistency of the energy source. Represents the ability to apply persistent and sustained effort to complete difficult tasks.

### Outlook:

Duration code: GREEN

## Velocity

### Capsule Summary:

Degree of urgency placed on prospecting or clientele-building activities. Insufficient velocity is most often reflected in an inability to "get started" and a tendency to procrastinate.

### Outlook:

Velocity code: GREEN

## Sales Call Reluctance® Impostors



### Capsule Summary:

Total amount of energy available for prospecting activities minus energy lost to Call Reluctance or other goal-obstructing behaviors.

### Outlook:

Prospecting Motivation code: GREEN



### Capsule Summary:

Degree to which energy and attention is directed to specific prospecting or business building related activities. The Goal Level score represents a combination of Target, Strategy, and Pursuit as well as additional general measures of goal focused prospecting behaviors.

### Interpretation:

Energy and attention focused on prospecting-related activities is lower than for most people. Frequent distractions may be experienced which can inhibit the achievement of desired prospecting or business building outcomes.

### LOOK FOR:

- Initial production burst that quickly plateaus
- Lack of interest in performance incentives
- High need for frequent supervision and reinforcement
- Lack of personal goals/focus
- Frequent employment changes
- Tendency to be impulsive/easily distracted
- Better response to short-term goals rather than long-term goals

For more information, consult the chapter about the Goal Level Imposter in *The Psychology of Sales Call Reluctance* textbook.

### Outlook:

Prospecting Goal Level code: RED



### Capsule Summary:

Clarity of desired sales-related outcomes to which behaviors are focused.

### Outlook:

Target code: YELLOW



## Sales Call Reluctance® Impostors

### Strategy

**Capsule Summary:**

Specific plans required to obtain desired sales-related outcome.

**Outlook:**

Strategy code: RED

### Pursuit

**Capsule Summary:**

Degree to which energy is actually invested in the strategy to obtain the target.

**Outlook:**

Pursuit code: GREEN



**Capsule Summary:**

Degree to which energy and attention available for prospecting is dispersed across multiple interests and goals which are simultaneously competing for time and attention.

**Interpretation:**

Energy and attention available for prospecting is more focused than it is for most people. Distractions are unlikely to impact performance, but if they do, attention should be properly re-directed quickly.

**Outlook:**

Prospecting Goal Diffusion code: GREEN

## Sales Call Reluctance® Impostors

● Goal Allergic : 33



### Capsule Summary:

Degree of discomfort experienced by the imposition of sales targets and/or performance requirements.

### Interpretation:

This individual is not likely to experience any more discomfort than most people when told to focus on endpoint performance results. Over-concern about achieving expected results is not likely to inhibit performance on a consistent basis.

### Look For:

- Occasional perfectionistic concerns about performance outcomes
- Increased discomfort with production deadlines

For more information, consult the section about Target Reversal in *The Psychology of Sales Call Reluctance* textbook.

### Outlook:

Goal Allergic code: YELLOW

● Information Bridge : 38



### Capsule Summary:

Extent to which prospecting is limited by actual or perceived absence of skills or knowledge required to perform effectively.

### Interpretation:

Actual or perceived lack of skills and/or knowledge required to perform effectively is about the same as for most people. Occasional requests for additional training, supervision, or instruction may occur. As these requests are fulfilled, an incremental increase in prospecting should occur. If prospecting fails to improve, see Over-Preparer score and discussion. LOOK FOR:

- Immediate improvement in business development activity when the appropriate information is provided. (If prospecting fails to improve, see Over-Preparer score and discussion.)
- Concerns that training consists of too much indoctrination and not enough substance

For more information, consult the chapter about the Information Imposter in *The Psychology of Sales Call Reluctance* textbook.

### Outlook:

Information Bridge code: YELLOW

## Sales Call Reluctance® Impostors



### Capsule Summary:

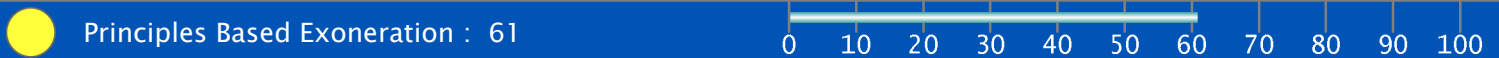
This measure estimates the importance attached to receiving on-going training, encouragement, consistency, fair treatment, frequent rewards and easy access to supportive people, supervisors and top management – and the degree to which these needs are desired and required for sustained commitment to perform at his/her best.

### Interpretation:

Scores suggest that this individual is no more or less likely than most people to require developmental and emotional support in order to remain committed to his/her career and to perform at his/her best. Remedial access to the management supports listed above may occasionally have a positive influence on job satisfaction and commitment to work.

### Outlook:

Sales Role Support Requirements: YELLOW



### Capsule Summary:

Estimates the degree of energy allocated to suppressing clientele building efforts due to concerns about the perceived ethics and "worthwhileness" of his/her organization (company), and the products and/or services represented. These concerns may be real or imagined. They may be based on genuine, personally held beliefs or merely used as excuses for sub-standard performance. Either way, once sufficiently amplified, they can interfere with personal and/or organizational clientele and other business-building activities dependent on frequency and consistency of contact initiation with prospective buyers.

NOTE: This scale can not be used to make judgments about the ethics or integrity of an individual or an organization.

### Interpretation:

This individual is likely to experience no more concerns related to the perceived ethics and value of his/her company's products and services than most people. S/he may encounter periodic prospecting slow-downs triggered by concerns that s/he may be seen as unethical. However, these concerns are not likely to be as intense or long lasting as they are for people with higher scores.

### LOOK FOR:

- Repeated requests for product value supports and ethics-based evidence such as product endorsements and client testimonials
- Discomfort displaying upbeat presentation style
- Concern that s/he may be seen as unethical or lacking in morals

Principles Based Exoneration: YELLOW

### Outlook:

Moderately difficult to prevent and correct.

### Attitude Toward Questionnaire (Filters)



#### Capsule Summary:

Energy devoted to controlling the impression being made on others. Characterized by exaggeration and embellishment.

#### Interpretation:

Energy devoted to over-controlling the image being presented to others by over-claiming and/or embellishing is much lower than for most people. Complex analyses suggest this individual may have answered questions in an overly self-critical manner. This could be due to lack of experience with questionnaires such as the SPQ\*Gold/FSA, lack of work experience (students), recent career-related trauma (fired, laid off, company merger/takeover) or other situations which would lessen or obstruct the development of career self-confidence.

#### Outlook:

Embellishment code: GREEN



#### Capsule Summary:

This scale estimates the degree to which an individual is willing to alter his/her behavior in order to make a favorable or "socially desirable" impression.

#### Interpretation:

When completing the questionnaire, this individual chose answers considered to be 'good' or 'socially desirable' much more frequently than other people. Although the contents of this report are not necessarily compromised, the results should be corroborated by direct observation, interview questions, and other assessment techniques.

#### Outlook:

Positive Posturing code: RED



#### Capsule Summary:

Hedging consists of quantifiable attempts to "freeze out" the assessment and may indicate an individual's habitual inability or unwillingness to accept objective information about him/herself.

#### Interpretation:

This individual selected "in-between" answers (answers other than "true" or "false") no more or less frequently than most people. Some indecisiveness may be observed, but no more than the typical individual.

#### Outlook:

Hedging code: YELLOW

### Attitude Toward Questionnaire (Filters)



#### Capsule Summary:

Estimate of focused attention and concentration dedicated to completing the questionnaire. **NOTE: THIS SCALE IS NOT A MEASURE OF INTELLIGENCE OR PROBLEM SOLVING ABILITY.**

#### Interpretation:

Level of attention and concentration dedicated to completing the questionnaire is much higher than for most people. Results suggest a potential preference for working on detailed tasks – perhaps to the detriment of concrete or activity-based tasks that may be required to support organizational goals. Optimum score for this scale is dependent upon the environment and types of tasks required to be performed. *As noted above, this is NOT a measure of intelligence or problem solving ability.*

#### Outlook:

Problem Solving code: YELLOW



#### Capsule Summary:

Level of attention, effort and/or cooperation applied when completing the questionnaire.

#### Interpretation:

Responses to the questions were about as logically consistent as for most people. Although some logical inconsistency exists, the integrity of assessment scores is not likely to be compromised. *However, see Problem Solving scale for additional evidence to confirm or refute the level of deliberation given to the assessment as well as any information given under "Additional Considerations" at the end of this report.*

#### Outlook:

Response Consistency code: YELLOW



#### Capsule Summary:

This scale is an assessment quality control measure. It is positioned near the end of the assessment, and reflects attitude toward completing this questionnaire (and possibly the requirement to complete assessments, tests, rating scales and questionnaires in general). It is designed to detect certain critical and over-critical orientations that might constrain the utility of the results which would require further exploration using non-psychometric resources such as face-to-face corroborative interviews.

#### Interpretation:

Response patterns suggest a highly favorable attitude toward completing the questionnaire.

#### Outlook:

Attitude Toward Questionnaire code: GREEN

## Critical Items Listing

#75– When you observe me actually selling (or during sales training), you will see that I enjoy opportunities to ask for referrals.

**6: Neither 'True' nor 'False' applies**

#80– When selling, I could prospect more if the methods I am expected to use don't make me feel phony.

**2: True – some of the time**

#92– I will be more comfortable working in sales settings that have short sales cycles, rather than in sales situations requiring complex negotiations.

**1: True – most of the time**

#186– If I were given the opportunity to deliver a web-based presentation in front of an online audience, I would be most comfortable speaking under the following conditions:

**5: I would not be comfortable in any of the above situations**

Presence/Degree *Strictly Confidential* Scores

Sales Call Reluctance® Overview Raw Contrast

Brake		31	39
Accelerator		69	61

Diffused Sales Call Reluctance® Types Raw Contrast



Doomsayer		27	20
Over-Preparer		32	52
Hyper-Pro		25	37
Appearance Proud			
Voice Proud			
Role Rejection		31	39
Yielder		31	52
Oppositional Reflex		0	17

Targeted Sales Call Reluctance® Types Raw Contrast









Stage-Fright		44	44
Image Concern			
Content Concern			
Social Self-Consciousness		25	34
Wealth / Affluence			
Power / Influence			
Education			
Friendshield		16	38
Famshield		19	38
Referral Aversion		52	39
Telephobia		23	38
Online Prospecting Discomfort		62	36
Complex Sales		21	45

**Presence/Degree** *Strictly Confidential* **Scores**







**Secondary Sales Call Reluctance® Types** Raw Contrast

<b>Sales Extensions</b>		24	35
<i>Cross-Selling</i>	<input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> Average		
<i>Up-Selling</i>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> Low		
<i>On-Selling</i>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> Low		
<b>Arranging Payment</b>		52	50

**Sales Call Reluctance® Impostors** Raw Contrast

<b>Prospecting Motivation</b>		72	57
<i>Amplitude</i>	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> High		
<i>Duration</i>	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> High		
<i>Velocity</i>	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> High		
<b>Net Motivation</b>		46	34
<b>Prospecting Goal Level</b>		52	59
<i>Target</i>	<input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> Average		
<i>Strategy</i>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> Low		
<i>Pursuit</i>	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> High		
<b>Prospecting Goal Diffusion</b>		45	55
<b>Goal Allergic</b>		33	41
<b>Information Bridge</b>		38	35
<b>Sales Role Support Requirements</b>		52	49
<b>Principles Based Exoneration</b>		61	67

**Attitude Toward Questionnaire (Filters)** Raw Contrast

<b>Embellishment</b>		46	37
<b>Positive Posturing</b>		80	42
<b>Hedging</b>		5	7
<b>Problem Solving</b>		100	77
<b>Response Consistency</b>		93	94
<b>Attitude Toward Questionnaire</b>		100	85



## Additional Considerations

Results suggest less commitment to working in a sales role in comparison to most people.

### LOOK FOR:

- Preference for engaging in non-sales related work activities
- Tendency to avoid new sales opportunities
- Lack of confidence in sales ability
- Tendency to express interest in a non-sales role

**Time to complete assessment (in minutes): 113**

***NOTE: For the***

***materials you received at BSRP's Advanced Management Training Course or seek the assistance of an accredited SPQ\*GOLD®/FSA representative.***