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SPQ*GOLD®

Assist Report

Test Date: 14/2/2020 2:06:13 PM to 14/2/2020 3:07:43 PM W. Europe Standard Time

FULL SPECTRUM ADVOCACY™

For Sales Prospecting and Clientele Building

Johanna Bengtsson

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.

Presence/Degree *Strictly Confidential* Scores

Sales Call Reluctance® Overview Raw Contrast

| | | | |
|-------------|--|----|----|
| Brake | | 37 | 33 |
| Accelerator | | 63 | 67 |

Diffused Sales Call Reluctance® Types Raw Contrast






| | | | |
|---------------------|--|----|----|
| Doomsayer | | 0 | 13 |
| Over-Preparer | | 55 | 44 |
| Hyper-Pro | | 21 | 34 |
| Appearance Proud | | | |
| Voice Proud | | | |
| Role Rejection | | 31 | 33 |
| Yielder | | 46 | 45 |
| Oppositional Reflex | | 41 | 15 |

Targeted Sales Call Reluctance® Types Raw Contrast















| | | | |
|-------------------------------|--|----|----|
| Stage-Fright | | 39 | 41 |
| Image Concern | | | |
| Content Concern | | | |
| Social Self-Consciousness | | 59 | 29 |
| Wealth / Affluence | | | |
| Power / Influence | | | |
| Education | | | |
| Friendshield | | 16 | 31 |
| Famshield | | 26 | 32 |
| Referral Aversion | | 67 | 32 |
| Telephobia | | 26 | 32 |
| Online Prospecting Discomfort | | 16 | 30 |
| Complex Sales | | 63 | 40 |

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







Secondary Sales Call Reluctance® Types Raw Contrast

| | | | |
|--------------------------|--|----|----|
| Sales Extensions |  | 42 | 28 |
| <i>Cross-Selling</i> |  | | |
| <i>Up-Selling</i> |  | | |
| <i>On-Selling</i> |  | | |
| Arranging Payment |  | 48 | 42 |

Sales Call Reluctance® Impostors Raw Contrast

| | | | |
|--|--|----|----|
| Prospecting Motivation |  | 63 | 66 |
| <i>Amplitude</i> |  | | |
| <i>Duration</i> |  | | |
| <i>Velocity</i> |  | | |
| Net Motivation |  | 29 | 42 |
| Prospecting Goal Level |  | 48 | 65 |
| <i>Target</i> |  | | |
| <i>Strategy</i> |  | | |
| <i>Pursuit</i> |  | | |
| Prospecting Goal Diffusion |  | 75 | 48 |
| Goal Allergic |  | 62 | 36 |
| Information Bridge |  | 76 | 31 |
| Sales Role Support Requirements |  | 58 | 47 |
| Principles Based Exoneration |  | 64 | 66 |

Attitude Toward Questionnaire (Filters) Raw Contrast

| | | | |
|--------------------------------------|--|----|----|
| Embellishment |  | 0 | 44 |
| Positive Posturing |  | 13 | 49 |
| Hedging |  | 12 | 5 |
| Problem Solving |  | 40 | 77 |
| Response Consistency |  | 93 | 94 |
| Attitude Toward Questionnaire |  | 76 | 86 |

Additional Considerations

The overall pattern of responses suggests a lower long-term commitment to a sales role compared to most people. While it is possible for this individual to do moderately well in sales in the short term, they may still have a desire to pursue other career interests in the future for various reasons. The estimate of long-term commitment to sales may change depending upon the implementation of training or coaching. Other changes in circumstance and/or environment could also positively impact the individual's long-term commitment to sales. However, based on the current pattern of responses, one or more of the following behaviors may be observed over time.

LOOK FOR:

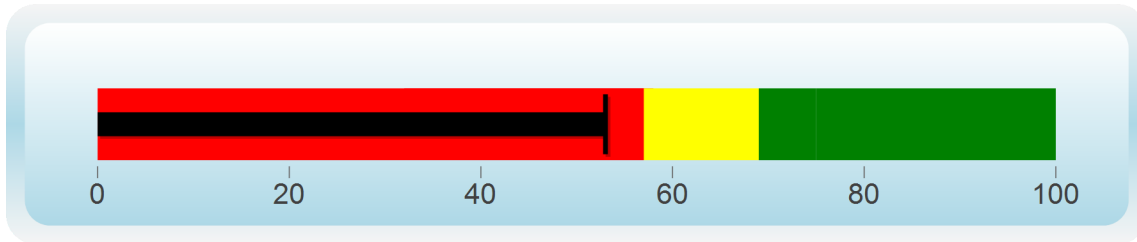
- May develop a tendency to avoid new sales opportunities
- May begin to feel a lack of confidence in their sales ability
- May become interested in a non-sales role

Time to complete assessment (in minutes): 61

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.

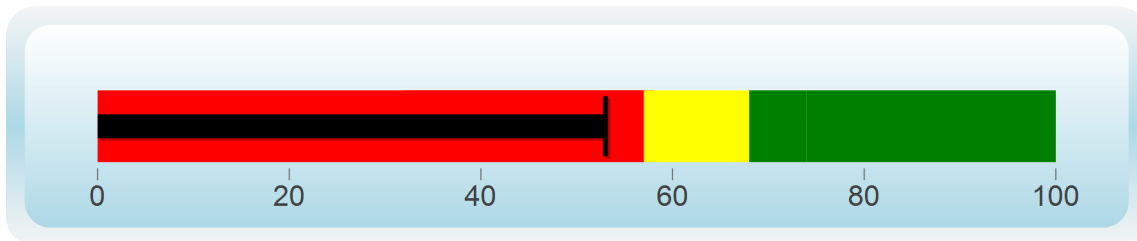
Assist™ Report

How Much?



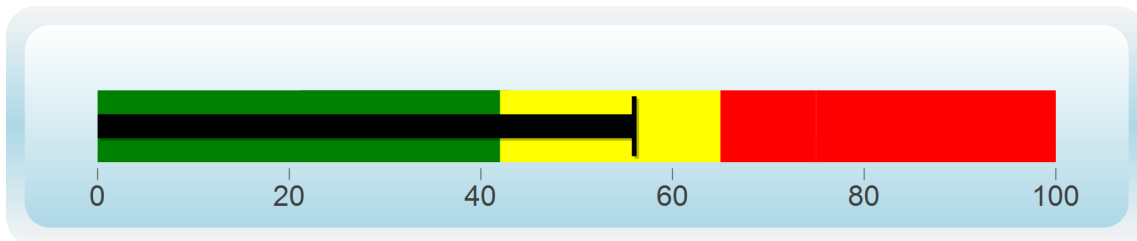
Low

How Soon?



Slow

What Cost?



Average