

Confident Approach  
Katrinelund 465B  
SE-715 92 Stora Mellösa  
Sweden  
+46-8-446 4940  
www.confidentapproach.com

# SPQ\*GOLD®

## Interview Support Summary

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		<i>Strictly Confidential</i>		Scores	
<b>Secondary Sales Call Reluctance® Types</b>				Raw	Contrast
<b>Sales Extensions</b>		42	28		
<i>Cross-Selling</i>					
<i>Up-Selling</i>					
<i>On-Selling</i>					
<b>Arranging Payment</b>		48	42		
<b>Sales Call Reluctance® Impostors</b>				Raw	Contrast
<b>Prospecting Motivation</b>		63	66		
<i>Amplitude</i>					
<i>Duration</i>					
<i>Velocity</i>					
<b>Net Motivation</b>		29	42		
<b>Prospecting Goal Level</b>		48	65		
<i>Target</i>					
<i>Strategy</i>					
<i>Pursuit</i>					
<b>Prospecting Goal Diffusion</b>		75	48		
<b>Goal Allergic</b>		62	36		
<b>Information Bridge</b>		76	31		
<b>Sales Role Support Requirements</b>		58	47		
<b>Principles Based Exoneration</b>		64	66		
<b>Attitude Toward Questionnaire (Filters)</b>				Raw	Contrast
<b>Embellishment</b>		0	44		
<b>Positive Posturing</b>		13	49		
<b>Hedging</b>		12	5		
<b>Problem Solving</b>		40	77		
<b>Response Consistency</b>		93	94		
<b>Attitude Toward Questionnaire</b>		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.*

## Suggested Interview Questions

### Oppositional Reflex

**Watch for the following statements or behaviors:**

- Tendency to blame, criticize, avoid responsibility in general
- Rejection of coaching or training attempts as attacks on personal worth or professionalism
- Defensiveness when challenged or questioned

Questions to ask	Behaviors to look for
<b>What style of management allows you to be most productive?</b>	A strong preference for minimal supervision, limited accountability, and a free hand in setting his/her own schedule, quotas, etc.
<b>In what areas do you feel you might benefit from further training?</b>	Belief that it is other people who need to adapt their behavior to him/her, not vice versa.
<b>Have you ever had periods when your prospecting activity was less than optimal?</b>	Deflecting personal responsibility, defensiveness, inappropriate anger/bitterness.

### Social Self-Consciousness

**Watch for the following statements or behaviors:**

- Reports of feeling intimidated by people with wealth, education, or power
- Insupportable claims that up-market professionals are not appropriate prospects for his/her product or service
- Excessive emphasis placed on presenting to gatekeepers, assistants, and other nondecision makers

Questions to ask	Behaviors to look for
<b>Is there any group you typically avoid contacting? Why?</b>	Insupportable reasons for excluding up-market prospects, such as "They're too hard to work with," "I don't get along with people like that," or "I don't need them to make my quota." Look for answers related to sub-groups as identified in the sub-scales (wealth/power/education).
<b>What percentage of your clientele would be considered "up-market"?</b>	A number significantly below the potential or desired market for your product or service.
<b>Given your background, education, etc. to what extent do you feel qualified to contact people with wealth, education or power?</b>	Belief that the individual is "not in their league" (or vice versa), and/or indications that status or social class dictates the way people treat and are treated by others. Look for answers related to sub-groups as identified in the sub-scales (wealth/power/education).

## Suggested Interview Questions

### Goal Allergic

**Watch for the following statements or behaviors:**

- More than average discomfort when emphasis is placed on performance results
- Humiliation with publicly posted individual performance charts
- Tendency to become immobilized by production deadlines

Questions to ask	Behaviors to look for
<b>Do you find that having specific production targets imposed by managers helps or hurts your performance? Please explain.</b>	Statements that indicate performance is negatively impacted by imposed targets.
<b>How valuable is it to post individual sales performance on a sales board?</b>	Indications that this would be humiliating to the individual and might even serve to inhibit his/her ability to accomplish sales targets.
<b>As a production deadline nears, how does your activity level change?</b>	Indications that approaching deadlines do not prompt more activity, but may be paralyzing instead.

### Prospecting Goal Diffusion

**Watch for the following statements or behaviors:**

- Multiple competing goals or responsibilities at work and/or in personal life
- Professing a strong need for novelty in work environment
- Habitual lack of follow-through on past work projects

Questions to ask	Behaviors to look for
<b>How do (did) you handle competing responsibilities in your current (or most recent) position?</b>	Terms such as “hectic,” “juggling,” “demanding” to describe current [or most recent] position.
<b>To what extent do you have a tendency to “take on too much” in your work or personal life?</b>	Confessions of being “spread too thin” or “having a full plate.”
<b>How important are novelty and change to you in your work?</b>	A strong need for variety, novelty, and constant stimulation at work.

### Prospecting Goal Level

**Watch for the following statements or behaviors:**

- Inability to readily articulate clear and precise goals
- Voice and body language inconsistency with statements
- A history of frequent job changes (especially in different industries)

Questions to ask	Behaviors to look for
<b>What are your current goals? What have you done in relation to these goals to date?</b>	Stated or implied lack of commitment, and/or unconvincing or rhetorical assurances of commitment. Inability to describe actual goal-directed behaviors.
<b>Please describe the process you use to develop your sales targets for a given period. What is your sales target? (Target sub-scale)</b>	Indications of reluctance, inability, or disinterest related to setting clear goals.
<b>Explain how you develop plans to reach a sales-related target. (Strategy sub-scale)</b>	Indications of reluctance, inability, or disinterest related to developing a plan to reach targets.
<b>How often do you meet your sales targets? How do you ensure that you will meet these targets? (Pursuit sub-scale)</b>	Lack of interest in achieving targets or lack of clear focus on how targets will be met.

## Suggested Interview Questions

### Information Bridge

**Watch for the following statements or behaviors:**

- Repeated requests for additional training, supervision or instruction
- Immediate improvement in business development activity when the appropriate information is provided

<b>Questions to ask</b>	<b>Behaviors to look for</b>
<b>What do you think you need to learn before you can comfortably start selling?</b>	Need for extensive knowledge and training before initiating selling.
<b>What is the best job training you have experienced? What made it the best?</b>	Preference for extensive, detailed training with in-depth information about the product/service.