

FULL SPECTRUM ADVOCACY

For Sales Prospecting and Clientele Building

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

Summary Report

For

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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.

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Interpretive Cautions

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

Critical Items Listing

#63- I wait for other people to initiate conversation first when I am in an elevator, seated in an airplane or other similar situations.

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

#121- My involvement in other activities limits the time I have for prospecting.

2: More true than false

#228- I need to rely upon guidance from others to help me stay focused on important sales goals.

2: True - some of the time

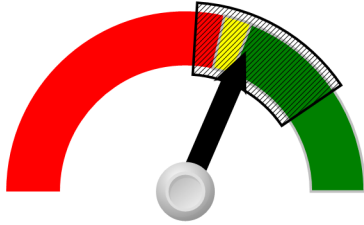
#245- I did my best to answer the questions honestly:

2: False

= Average range for the General Sales: Sweden norm group

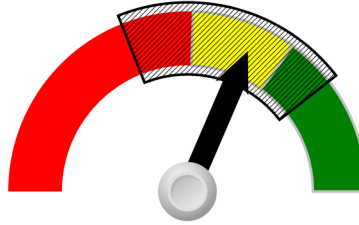
Prospecting Fundamentals

Accelerator



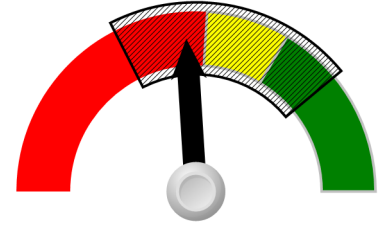
Prospecting & Clientele-building Activation Level

Prospecting Motivation



Energy available to support prospecting goals

Prospecting Goal Level



Degree to which energy and attention is directed to specific prospecting related activities.

Prospecting Methods

Stage Fright

Level of comfort giving group presentations



Image Concern

Comfort with being heard by the audience



Content Concern

Comfort with being listened to by the audience



Referral Aversion

Level of comfort when required to ask clients for referrals



Telephobia

Level of comfort with using the phone to prospect



Online Prospecting Discomfort

Level of comfort using social media and video conferencing



Sales Extensions

Level of comfort with making additional sales



Cross-Selling

Comfort selling additional services/products



Up-Selling

Comfort selling an upgraded service/product



On-Selling

Comfort selling add-ons to an original purchase



Arranging Payment

Level of comfort communicating cost and closing the sale



= Average range for the General Sales: Sweden norm group

Prospecting Markets

Social Self-Consciousness

Level of comfort with 'elite' prospective clients



Wealth / Affluence

Comfort with higher levels of wealth



Power / Influence

Comfort with higher amounts of influence



Education

Comfort with higher levels of education



Friendshield

Level of comfort considering friends as prospects or sources for referrals



Famshield

Level of comfort considering family as prospects or sources for referrals



Complex Sales

Level of comfort with complicated and long term sales



Prospecting Contaminants

Doomsayer

Level of energy diverted to worrying about prospecting



Over-Preparer

Level of energy diverted to getting ready to prospect



Hyper-Pro

Level of energy diverted into personal image maintenance



Appearance Proud

Investment in displays of success



Voice Proud

Investment in verbal displays of intellect and expertise



Role Rejection

Level of energy diverted to coping with being in sales



Yielder

Level of energy diverted to appearing compliant and avoiding conflict



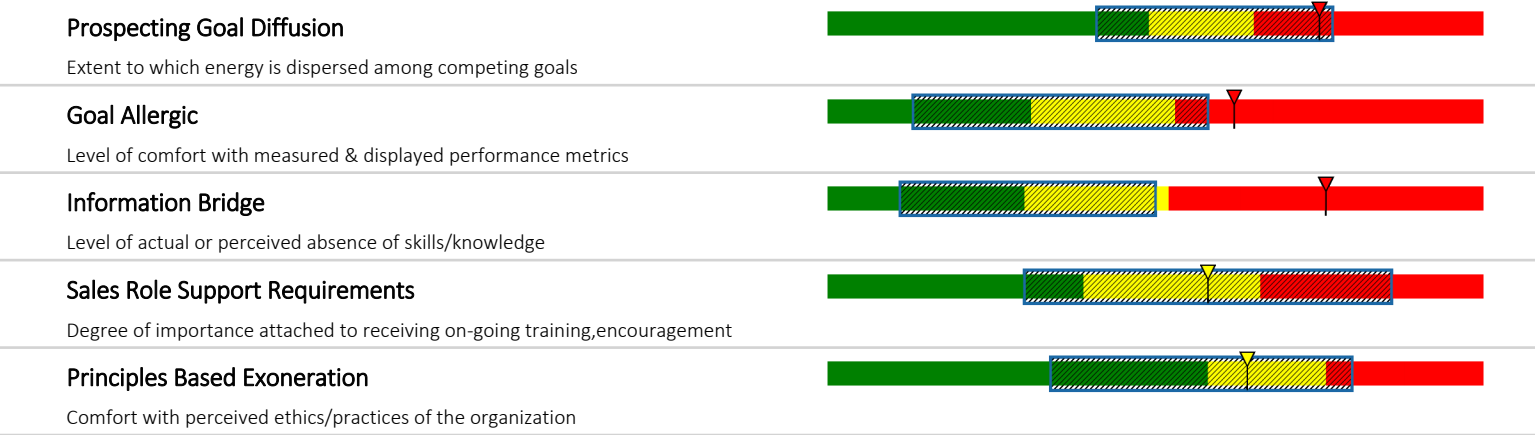
Oppositional Reflex

Level of energy diverted to reflexively criticizing

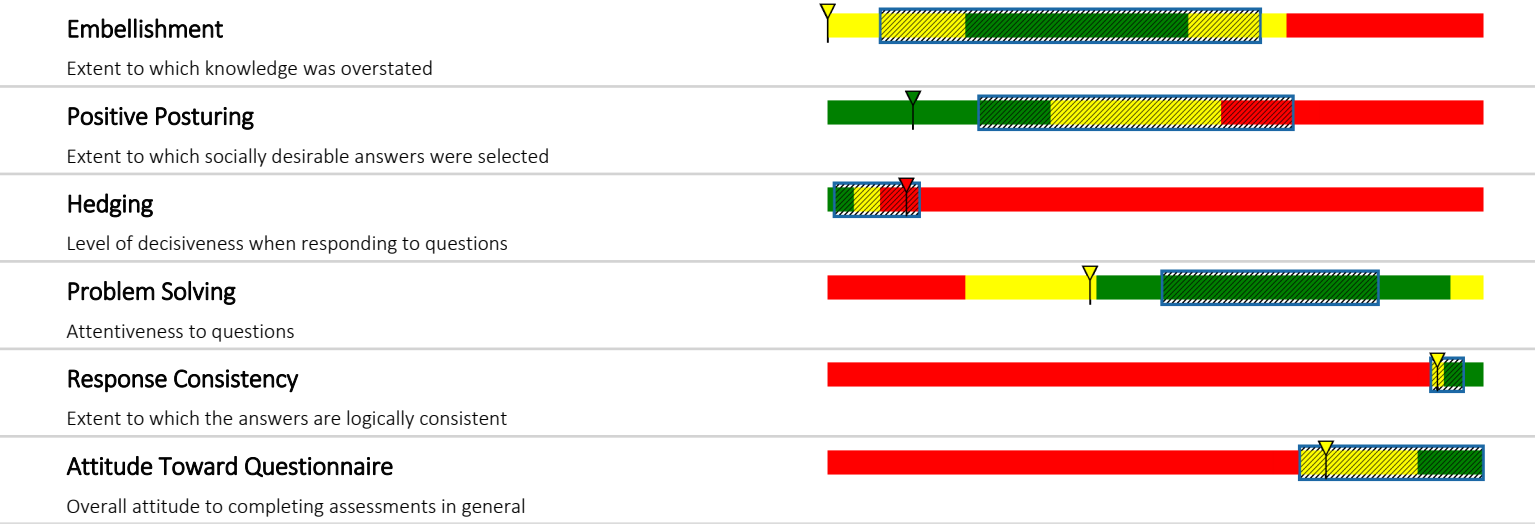


= Average range for the General Sales: Sweden norm group

Prospecting Detours



Assessment Approach



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.*