

SPQ*GOLD® / FSA

Development

Test Date: 2026-3-12 5:27:28 PM to 2026-3-12 7:26:38 PM W. Europe Standard Time

FULL SPECTRUM ADVOCACY™

For Sales Prospecting and Clientele Building

Conny Test

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

CAUTION: Inadequate compliance with instructions is indicated. Response patterns suggest possible intentional deviations from instructions which could be sufficient to impair the use of the results. Corroboration of results by observation and discussion is strongly recommended.

Sales Call Reluctance® Overview

 Brake : 24



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 robust, resistant to fading, and much less distressful than for most people. Occasionally, there could be times when prospecting appears to drift to lower levels, but these episodes, should they occur, are likely to be short in duration and modest in intensity. 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, if any, are elevated, 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 : 76



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 (if not all) energy available for business development and clientele building activities is being efficiently directed to goal supporting behaviors on a consistent basis.

Accelerator code: GREEN

Outlook:

Review scales below for specific outlooks.

Diffused Sales Call Reluctance® Types



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:

Scores suggest that this individual is not inclined to develop the habit of dwelling on low probability prospecting catastrophes. If prospecting efforts become obstructed in the future, it is not likely that it will be due to Doomsayer call reluctance.

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

Doomsayer call reluctance code: GREEN

Outlook:

Very difficult to prevent and correct.



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 : 11



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 appear professional is very unlikely to impair business development activities. Prospecting limitations associated with an emotional need to project a high level of character, competence, and credibility at the expense of contact initiation are not indicated at the present time. Image may be important, but only to the extent that it is helpful for supporting prospecting and business building goals.

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 very unlikely to experience 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:

Scores suggest that this individual may experience moderate levels of emotional discomfort when attempting to assertively increase his/her sales or prospecting activity. To avoid being considered pushy, forward or intrusive, prospecting may be avoided at times.

LOOK FOR:

- More importance placed on relationship-building (or rapport-building) than on closed sales
- Over-emphasis upon timing (waiting for just the "right" time)

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

Yielder call reluctance code: YELLOW

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 unlikely to let "stage fright" interfere with group prospecting presentation opportunities. If group prospecting problems should emerge in the future, it is not likely that they will be due to fear.

Stage-Fright call reluctance code: GREEN

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: GREEN

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: GREEN

Targeted Sales Call Reluctance® Types



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: GREEN

Education

Capsule Summary:

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

Outlook:

Education code: GREEN

Targeted Sales Call Reluctance® Types



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:

Scores suggest that this individual is 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.



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 likely to experience moderate amounts of hesitation to make sales calls on or solicit referrals from accessible family members. There may be some occasional hesitation to contact family members, but these episodes should be moderate and if they are more severe, they should be relatively short-lasting.

LOOK FOR:

- Tendency to take longer to develop a client base due to refusal to use one of the most potent and accessible referral sources

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

Famshield call reluctance code: YELLOW

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 not likely to hesitate to ask for referrals. At times there may be some discomfort asking for referrals, but these episodes should be infrequent and should pass quickly.

Referral Aversion call reluctance code: GREEN

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:

Scores suggest that this individual is very unlikely to experience discomfort associated with the use of the telephone to make contact with prospective buyers. Prospecting via the telephone, when appropriate to do so, will likely be done without hesitation.

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 is very unlikely to experience discomfort when using internet-based applications to prospect and make sales/product presentations. An online presence should already be established, or should be established quickly once the individual is aware of the expectation for online visibility.

Online Prospecting Discomfort call reluctance code: GREEN

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 may experience a moderate amount of hesitation to initiate and engage in complex selling activities. Prospecting to accounts requiring complex selling strategies may be avoided from time to time, but these episodes should not be severe.

LOOK FOR:

- Lack of contact with senior level executives across multiple departments
- Lack of follow-through and monitoring of client account status during the sales process

Complex Selling call reluctance code: YELLOW

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: GREEN

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: YELLOW

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: YELLOW

Arranging Payment : 39



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 about the same as for most people. Distractions may be experienced at times, while business building focus may be sufficient at other times.

LOOK FOR:

- 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: YELLOW

Target

Capsule Summary:

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

Outlook:

Target code: RED

Strategy

Capsule Summary:

Specific plans required to obtain desired sales-related outcome.

Outlook:

Strategy code: GREEN

Sales Call Reluctance® Impostors

Pursuit

Capsule Summary:

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

Outlook:

Pursuit code: YELLOW

Prospecting Goal Diffusion : 50



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 scattered across competing interests and obligations about as much as it is for most people. Distractions may impact performance from time to time, while at other times, clearly focused behavior may be observed.

LOOK FOR:

- Need for novelty and change
- Tendency to become bored easily
- Participation in multiple interests, some of which may conflict with attaining career objectives

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

Outlook:

Prospecting Goal Diffusion code: YELLOW

Goal Allergic : 24



Capsule Summary:

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

Interpretation:

This individual is likely to experience less discomfort than most people when told to focus on endpoint performance results. S/he is likely to respond effectively to either short-term or long-term performance requirements.

Outlook:

Goal Allergic code: GREEN

Sales Call Reluctance® Impostors

 Information Bridge : 24



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 lower than for most people. Requests for additional training, supervision, or instruction are likely to be infrequent. However, if requested, once remedial skills training and knowledge is supplied, an incremental increase in prospecting should occur. If prospecting fails to improve, see Over-Preparer score and discussion.

Outlook:

Information Bridge code: GREEN

 Sales Role Support Requirements : 79



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 this individual is much more 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. Ready access to training and development resources, trainers, supervisors, and key management personnel may be necessary to achieve optimal performance.

Outlook:

Sales Role Support Requirements: RED

Sales Call Reluctance® Impostors



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 less likely than most people to be over-concerned with issues and conditions related to perceived company ethics and perceived product and/or service value. Prospecting activities should rarely be impaired by concerns of being seen as unethical or exploitative. If these worries are experienced, they should not be severe or long-lasting.

Principles Based Exoneration: GREEN

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 no higher or lower than for most people.

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' less frequently than most people. Assessment results are likely to be accurate and balanced.

Outlook:

Positive Posturing code: GREEN



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: GREEN



Capsule Summary:

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

Interpretation:

Responses to the questions in the assessment were less logically consistent than for most people. Reasons for inconsistent responses could include lack of sufficient consideration and deliberation while completing the assessment; non-compliance with instructions; or literacy/language problems. Assessment results must be verified with other sources of information. ***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 in the "Interpretative Cautions" section of this report.***

Outlook:

Response Consistency code: RED

Attitude Toward Questionnaire (Filters)



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:

Responses indicate that this individual's attitude toward completing the questionnaire falls in the range typical of most people who complete the questionnaire. Attitudes are neither more favorable nor more critical than those expressed by most people.

Outlook:

Attitude Toward Questionnaire code: YELLOW

Critical Items Listing

#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

Presence/Degree	<i>Strictly Confidential</i>	Scores	
Sales Call Reluctance® Overview		Raw	Contrast
Brake		24	33
Accelerator		76	67
Diffused Sales Call Reluctance® Types		Raw	Contrast
Doomsayer		0	8
Over-Preparer		32	52
Hyper-Pro		11	39
<i>Appearance Proud</i>			Low
<i>Voice Proud</i>			Low
Role Rejection		15	30
Yielder		46	48
Oppositional Reflex		0	14
Targeted Sales Call Reluctance® Types		Raw	Contrast
Stage Fright		37	37
<i>Image Concern</i>			Low
<i>Content Concern</i>			Low
Social Self-Consciousness		17	28
<i>Wealth / Affluence</i>			Low
<i>Power / Influence</i>			Low
<i>Education</i>			Low
Friendshield		20	31
Famshield		26	33
Referral Aversion		24	32
Telephobia		16	30
Online Prospecting Discomfort		12	36
Complex Sales		46	35

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

Secondary Sales Call Reluctance® Types Raw Contrast

Sales Extensions		28	26
<i>Cross-Selling</i>			
<i>Up-Selling</i>			
<i>On-Selling</i>			
Arranging Payment		39	44

Sales Call Reluctance® Impostors Raw Contrast

Prospecting Motivation		71	68
<i>Amplitude</i>			
<i>Duration</i>			
<i>Velocity</i>			
Net Motivation		48	43
Prospecting Goal Level		62	69
<i>Target</i>			
<i>Strategy</i>			
<i>Pursuit</i>			
Prospecting Goal Diffusion		50	46
Goal Allergic		24	36
Information Bridge		24	30
Sales Role Support Requirements		79	54
Principles Based Exoneration		50	61

Attitude Toward Questionnaire (Filters) Raw Contrast

Embellishment		46	40
Positive Posturing		33	49
Hedging		4	6
Problem Solving		60	77
Response Consistency		90	94
Attitude Toward Questionnaire		81	87

Additional Considerations

Level of long-term commitment to a sales role is about the same as that of most people based on the overall pattern of responses. Many individuals working in a sales role may experience feelings of unease from time to time, while being in sales can help promote a sense of job satisfaction and confidence at other times. Consequently, the level of commitment to a sales role is likely to fluctuate, being dependent in part, on the outcome of previous sales activities.

Time to complete assessment (in minutes): 119

*NOTE: For the most accurate interpretive guidance and to insure proper and responsible use of the SPQ*GOLD®/FSA, please seek the assistance of an accredited SPQ*GOLD®/FSA representative.*

