

SPQ*GOLD® / FSA

Interview Support Summary

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.

Presence/Degree *Strictly Confidential* 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
Appearance Proud	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> Low		
Voice Proud	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> Low		
Role Rejection		15	30
Yielder		46	48
Oppositional Reflex		0	14

Targeted Sales Call Reluctance® Types Raw Contrast

Stage Fright		37	37
Image Concern	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> Low		
Content Concern	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> Low		
Social Self-Consciousness		17	28
Wealth / Affluence	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> Low		
Power / Influence	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> Low		
Education	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> 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>		Low	
<i>Up-Selling</i>		Average	
<i>On-Selling</i>		Average	
Arranging Payment		39	44

Sales Call Reluctance® Impostors Raw Contrast

Prospecting Motivation		71	68
<i>Amplitude</i>		High	
<i>Duration</i>		High	
<i>Velocity</i>		High	
Net Motivation		48	43
Prospecting Goal Level		62	69
<i>Target</i>		Low	
<i>Strategy</i>		High	
<i>Pursuit</i>		Average	
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.*

Attitude Toward Questionnaire (Filters)

Responses suggest a possible lack of understanding of the questions, or lack of compliance with instructions. Corroboration beyond the scores suggested in this report is highly recommended. See the full Interview Support Guide, available through your authorized licensee, for additional questions.

Suggested Interview Questions

Yielder

Watch for the following statements or behaviors:

- A fear of being pushy, intrusive, or rude when making sales calls
- Emphasis on timing and relationship-building over closing
- Habitual conflict avoidance

Questions to ask	Behaviors to look for
How important is it to you to build good relationships with clients before asking for their business?	Belief that good relationships are necessary rather than desirable.
How do you decide when to make a prospecting call?	Tendency to defer to perceived client needs and attitudes.
How do you handle disagreements or conflict? Do you tend to avoid people who disagree with you?	History of withdrawing from confrontations, avoiding conflicts, and bowing to consensus.

Suggested Interview Questions

Sales Role Support Requirements

Watch for the following statements or behaviors:

- Needing on-going training, encouragement, fair treatment, and frequent rewards for sustained commitment and optimal performance
- Needing easy access to supportive people, supervisors and top management to perform his/her best

Questions to ask

Behaviors to look for

Think of a job where you performed at your best. What sort of support did you receive from your manager/trainer/supervisor?

Reports of frequent involvement with very supportive supervisors and access to top management, higher than usual amount of developmental and emotional support.

Do you feel it is important to receive regular encouragement from management?

Need for on-going reassurance and recognition related to job performance.