

SPQ*GOLD® /
FSA

FULL SPECTRUM ADVOCACY

For Sales Prospecting and Clientele Building

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

Summary

For

Conny Test

Confident Approach AB
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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.

BEHAVIORAL SCIENCES RESEARCH PRESS, INC.

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.

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

CONTRAST GROUP : Business-to-Business: UK

Average range for contrast group

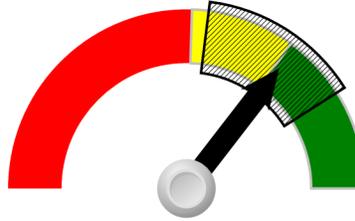
PROSPECTING FUNDAMENTALS

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 seen by the audience



CONTENT CONCERN

Comfort with being heard 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



CONTRAST GROUP : Business-to-Business: UK

Average range for contrast 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



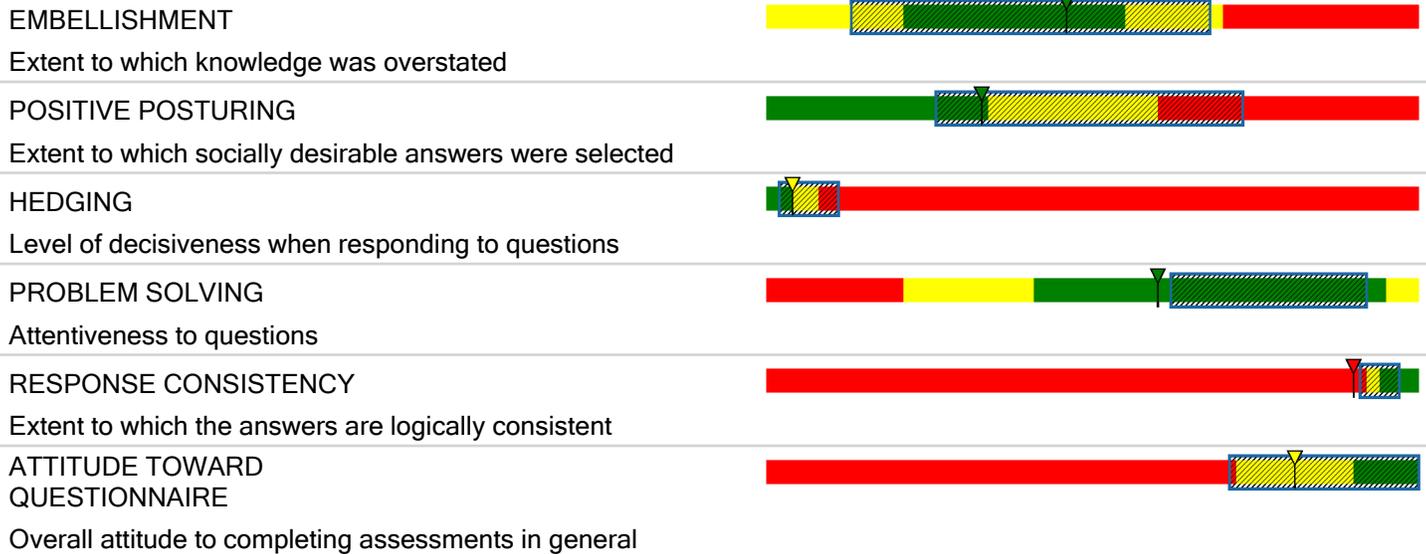
CONTRAST GROUP : Business-to-Business: UK

Average range for contrast group

PROSPECTING DETOURS



ASSESSMENT APPROACH



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.*