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SPQ*GOLD® / FSA

Interview Support Summary

Test Date: 24/2/2026 10:08:21 AM to 24/2/2026 12:13:51 PM W. Europe Standard Time

FULL SPECTRUM ADVOCACY™

For Sales Prospecting and Clientele Building

Dani 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

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		45	33
Accelerator		55	67

Diffused Sales Call Reluctance® Types Raw Contrast

Doomsayer		13	8
Over-Preparer		45	52
Hyper-Pro		25	39
Appearance Proud			
Voice Proud			
Role Rejection		28	30
Yielder		81	48
Oppositional Reflex		0	14

Targeted Sales Call Reluctance® Types Raw Contrast

Stage Fright		53	37
Image Concern			
Content Concern			
Social Self-Consciousness		34	28
Wealth / Affluence			
Power / Influence			
Education			
Friendshield		68	31
Famshield		52	33
Referral Aversion		62	32
Telephobia		65	30
Online Prospecting Discomfort		38	36
Complex Sales		38	35

Presence/Degree		<i>Strictly Confidential</i>		Scores	
Secondary Sales Call Reluctance® Types				Raw	Contrast
Sales Extensions				30	26
<i>Cross-Selling</i>	<input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> Average				
<i>Up-Selling</i>	<input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> Average				
<i>On-Selling</i>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> Low				
Arranging Payment				79	44
Sales Call Reluctance® Impostors				Raw	Contrast
Prospecting Motivation				34	68
<i>Amplitude</i>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> Low				
<i>Duration</i>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> Low				
<i>Velocity</i>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> Low				
Net Motivation				15	43
Prospecting Goal Level				17	69
<i>Target</i>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> Low				
<i>Strategy</i>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> Low				
<i>Pursuit</i>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> Low				
Prospecting Goal Diffusion				65	46
Goal Allergic				67	36
Information Bridge				62	30
Sales Role Support Requirements				79	54
Principles Based Exoneration				93	61
Attitude Toward Questionnaire (Filters)				Raw	Contrast
Embellishment				46	40
Positive Posturing				33	49
Hedging				2	6
Problem Solving				60	77
Response Consistency				97	94
Attitude Toward Questionnaire				100	87

Additional Considerations

The overall pattern of responses suggests a much 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 circumstances 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): 125

*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.*

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.

Telephobia

Watch for the following statements or behaviors:

- Currently making few or no telephone prospecting calls
- Tendency to go out of his/her way to set up face-to-face appointments rather than use the telephone

Questions to ask	Behaviors to look for
How many prospecting phone calls do you make each day?	A number that is significantly lower than the desired or required number, and/or awareness that telephone prospecting levels are below average.
How much of your business results from telephone prospecting? How does this compare to others in your office or industry?	A number that is below personal, organizational, or industry standards.`
How would you feel if I asked you to make a telephone prospecting call right now?	Verbal and nonverbal indications of discomfort

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
Do you find that having specific production targets imposed by managers helps or hurts your performance? Please explain.	Statements that indicate performance is negatively impacted by imposed targets.
How valuable is it to post individual sales performance on a sales board?	Indications that this would be humiliating to the individual and might even serve to inhibit his/her ability to accomplish sales targets.
As a production deadline nears, how does your activity level change?	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
How do (did) you handle competing responsibilities in your current (or most recent) position?	Terms such as “hectic,” “juggling,” “demanding” to describe current [or most recent] position.
To what extent do you have a tendency to “take on too much” in your work or personal life?	Confessions of being “spread too thin” or “having a full plate.”
How important are novelty and change to you in your work?	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
What are your current goals? What have you done in relation to these goals to date?	Stated or implied lack of commitment, and/or unconvincing or rhetorical assurances of commitment. Inability to describe actual goal-directed behaviors.
Please describe the process you use to develop your sales targets for a given period. What is your sales target? (Target sub-scale)	Indications of reluctance, inability, or disinterest related to setting clear goals.
Explain how you develop plans to reach a sales-related target. (Strategy sub-scale)	Indications of reluctance, inability, or disinterest related to developing a plan to reach targets.
How often do you meet your sales targets? How do you ensure that you will meet these targets? (Pursuit sub-scale)	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

Questions to ask

Behaviors to look for

What do you think you need to learn before you can comfortably start selling?

Need for extensive knowledge and training before initiating selling.

What is the best job training you have experienced? What made it the best?

Preference for extensive, detailed training with in-depth information about the product/service.

Principles Based Exoneration

Watch for the following statements or behaviors:

- Frequent requests for product value supports such as client testimonials or product endorsements
- Concern that individual may be compromising his/her values

Questions to ask

Behaviors to look for

Do you feel that your personal principles are compatible with this sales job?

Some concern regarding sales policies, organizational conduct, and/or value of products/ services.

Tell me about a time when your sales performance was deemed unsatisfactory because the behaviors required for good performance violated your sense of right and wrong.

Unrealistically rigid view of right and wrong or patterns of excuse-making. Be sensitive to the possibility that s/he may have been in an environment that was truly unethical.

Prospecting Motivation

Watch for the following statements or behaviors:

- A history of frequent job changes
- Experiencing periods of excitement about projects or ideas which are later dropped due to lack of interest
- A presence of physical, emotional, or career-related stressors which may explain reduced energy for sales career activities

Questions to ask

Behaviors to look for

Most people at one stage or another experience a degree of career or personal stress that might reduce the amount of energy they have available for daily job activities. How applicable might this be to you at the moment? (Amplitude sub-scale)

Lifestyle choices [excessive drinking, smoking, poor diet], personal crises such as death or divorce, or other issues that may cause chronic low energy.

Tell me about a project or projects that initially excited you but later turned out to not be worth the effort to continue. (Duration sub-scale)

Admission that this happens regularly.

What do you do when you feel that you are having a hard time getting started with prospecting or clientele-building activities? (Velocity sub-scale)

Admission that this happens frequently and lack of strategy for overcoming procrastination.

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.