

SPQ*GOLD® /
FSA

FULL SPECTRUM ADVOCACY

For Sales Prospecting and Clientele Building

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

Summary

For

Dani Test

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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

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

Critical Items Listing

#8- I will hesitate to try to sell to prospective buyers until I get to know them.

2: True - some of the time

#29- I will be less relaxed when using the telephone to make first contact with prospective buyers than I would be using other means of contact.

2: True - I would be somewhat uncomfortable using the telephone to prospect

#30- When selling, it is difficult for me to ask for payment.

2: True - some of the time

#34- Regardless of how successful I might be in sales, I may have to leave at some point to realize my true career ambition.

1: True - this describes me

#53- When selling, having to ask for money makes me uneasy.

2: True - some of the time

#72- When selling, I get concerned as the need to disclose the actual cost approaches.

2: True - some of the time

#80- When selling, I could prospect more if the methods I am expected to use don't make me feel phony.

1: True - most of the time

#109- Regardless of how successful I become or how much I enjoy being in sales, I am not likely to find personal satisfaction in a sales career.

1: True - this describes me

#111- When selling, I feel uncomfortable when I'm about to disclose the cost of my products or services.

2: True - some of the time

#157- I will not be comfortable trying to enlarge the size of sales by trying to sell add-ons, accessories or enhancements.

1: True - most of the time

#162- When it is time to prospect, it will be hard for me to get started.

2: True - some of the time

#170- If you could generate more sales exclusively by asking for referrals, would you still use other methods to generate sales leads instead?

2: Yes - because I am somewhat uncomfortable asking for referrals

#187- No matter how productive I become, I am not likely to realize my career ambitions in sales.

1: True - this describes me

#197- To keep from losing a sale, I will put off asking for payment as long as I can.

2: True - some of the time

#222- I will not be comfortable using online social networking as a sales prospecting tool.

1: True - most of the time

#246- I completed the entire questionnaire at one time without interruption as instructed.

3: No, I had other interruptions

CONTRAST GROUP : Business-to-Business: UK

Average range for contrast group

PROSPECTING FUNDAMENTALS

ACCELERATOR



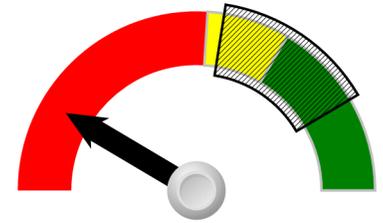
Prospecting & Clientele-building
Activation Level

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



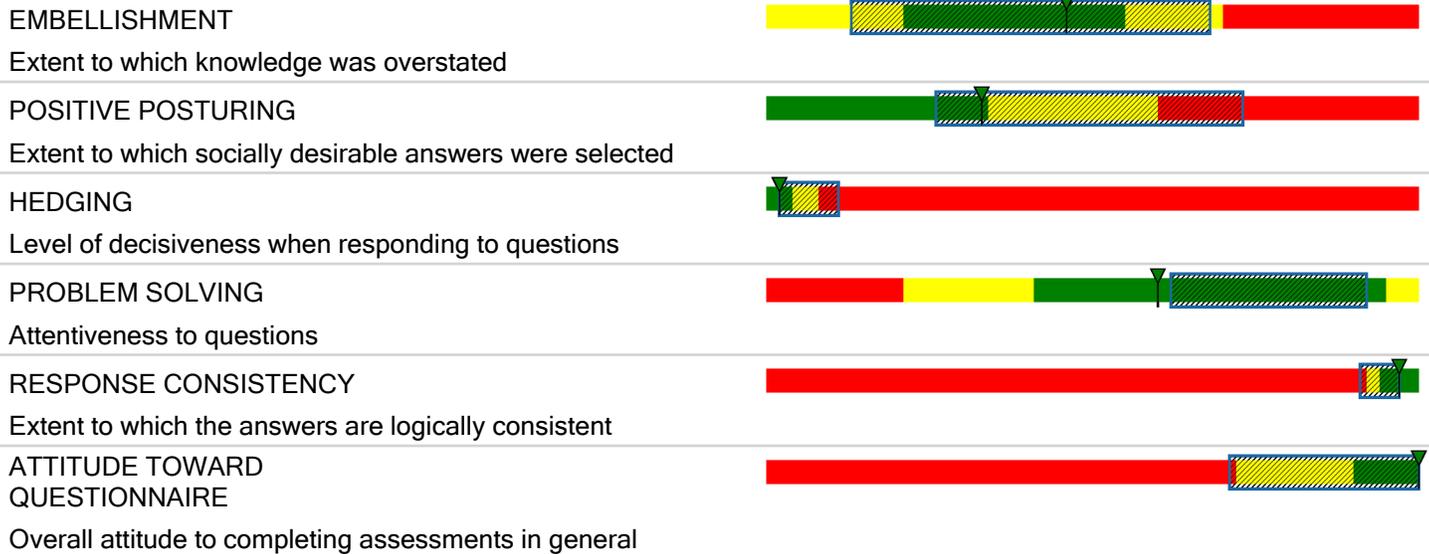
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Average range for contrast group

PROSPECTING DETOURS



ASSESSMENT APPROACH



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.*