

SPQ*GOLD®: THE SALES PREFERENCE QUESTIONNAIRE

The only test in the world specifically engineered to detect and measure all twelve types of Sales Call Reluctance® and call reluctance impostors.



The Sales Preference Questionnaire™ (SPQ*GOLD®) is a limited purpose self-descriptive instrument used to assess the presence, predisposition, and degree of sales call reluctance® in candidates for sales positions. It is also used to provide assessment-based support for training and developmental applications with current salespeople.

SPQ*GOLD® measures all 12 call reluctance® types, three call reluctance "impostors," and includes three scales used to detect non-standard attitudes toward completing the instrument. One scale, the "Brake" score, is a statistical composite computed from aggregating scores from the 12 diagnostic sub-categories, and is interpreted as an overall estimate of the effort which could have been available to support sales prospecting but is instead diverted into non-productive coping behaviors intended to reduce emotional discomfort associated with prospecting for new business.

Research:

SPQ*GOLD® has been the subject of numerous research efforts aimed at establishing its utility when used as intended. These studies, some of which are proprietary to the sponsoring organizations, make SPQ*GOLD® one of the most validated applications for assessing salespeople in use today. Current applications are based on more than 800,000 administrations internationally, making it the most widely used diagnostic instrument for assessing sales call reluctance® in the world.



Theory:

Inhibited Social Contact Initiation Syndrome (ISCIS) is an aggregation of emotion-based escape and avoidance behaviors particularly associated with the act of initiating first social contact. It was originally postulated by Dudley and Goodson in the 1970's and is distinguishable from broader concepts such as social anxiety by the type, degree, onset and limited specific nature of the symptoms. ISCIS symptoms are provoked only by behaviors associated with meeting new people and subside or cease altogether once first contact has been successfully established. It can be observed across contact-dependent life and work settings such as business, government, academics, fundraising, dating and other settings where an individual's likelihood of moving closer to self-selected goals is directly linked to the frequency, quantity and quality of new social contacts.

When ISCIS limits the contact initiation behaviors of direct salespeople, called "sales prospecting," it is termed "sales call reluctance®." Although sales environments can and usually do differ radically from setting to setting, success in sales invariably requires the generation of new business, ultimately measured by increased revenue. Thus, contact initiation with prospective buyers is a core competency for salespeople, and failure to "prospect" consistently for new business is the most frequently cited reason for poor sales performance. Neural network studies, using only call reluctance measures and unambiguous (objective) outcome measures such as dollars of commissions actually earned, have shown that contact initiation with prospective buyers, or the lack thereof, can predict high and low sales producers with up to 73% accuracy. So far, 12 distinct forms of sales call reluctance® have been identified.

Confident Approach in Brief

Over the last 20 years, we have successfully balanced good science, sound psychological applications and excellent customer service and support.

Our company is a business service provider that is primarily focused on helping companies improve their sales productivity.

Within that focus, we have specialized in two key areas:

Precise research of psychological barriers or sales reluctance that can be identified at some stage of sales prospecting or business development process, experienced by many sales people and professionals in contact dependent situations.

Initiating behavioral change programs which can quickly and effectively eliminate those barriers once they have been properly diagnosed.

"We provide you with assessment tools, management training and specially designed coaching to help you make a difference".

Visit our web site where you can buy SPQ GOLD Assessment.

If you want to know more about SPQ GOLD contact us on:

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