



ReMap
Limited

Recruiting & Developing Sales People Since 2000

Development Report

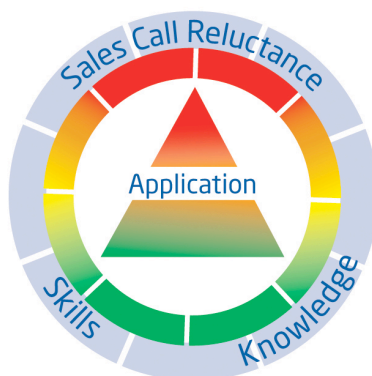
Company: Example Company

Applicant: Example Report

Profile: SPQ*GOLD®

Completed: 24th November 2015

Strictly Confidential



Remap Ltd

Contrast Group: General: Direct Sales

Presence/Degree *Strictly Confidential* Raw Score *Contrast Score*

Sales Call Reluctance® Imposters

Prospecting Motivation™		63	71
Prospecting Goal Level™		50	67
Prospecting Goal Diffusion™		40	60
Problem Solving		0	58

Sales Call Reluctance® Overview

Prospecting Brake™		51	30
Prospecting Accelerator™		49	70

Sales Call Reluctance® Types

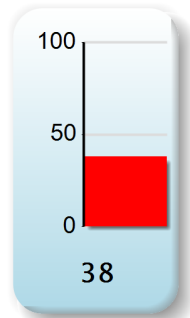
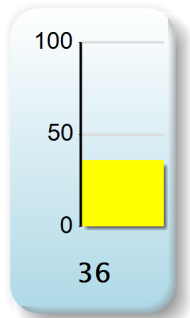
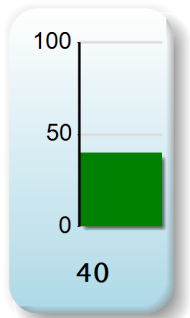
Doomsayer SalesCR™		40	14
Over-Preparer SalesCR™		33	41
Hyper-Pro SalesCR™		100	44
Stage Fright SalesCR™		63	40
Role Rejection SalesCR™		27	27
Yielder SalesCR™		50	33
Social Self-Consciousness SalesCR™		60	25
Separationist SalesCR™		40	45
Emot. Unemancipated SalesCR™		15	46
Referral Aversion SalesCR™		50	21
Telephobia SalesCR™		100	31
Oppositional Reflex SalesCR™		33	8

Attitude Toward Questionnaire (Filters)

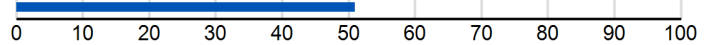
Impression Mgmt

Hedging

Response Consistency



See assessment documentation for a detailed explanation of test results.

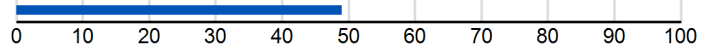
Sales Call Reluctance® Overview**Prospecting Brake™: 51**

Capsule Summary: Hesitation to initiate contact in a variety of situations. This could translate into job-related emotional distress, and an insufficient number of contacts to sustain personal or career objectives.

Management Tips: Contact initiation for self-promotional or prospecting purposes may be somewhat more difficult for this individual than for the typical salesperson. A review of the individual call reluctance® types will provide an indication of specific contact initiation problems which are likely to occur.

PROSPECTING BRAKE™ CODE: RED

Outlook: Review individual types for specific outlooks.

Prospecting Accelerator™: 49

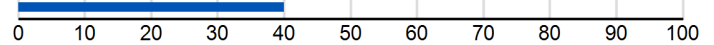
Capsule Summary: Tendency to initiate contact in a variety of situations. This could translate into a sufficient number of contacts to sustain personal or career objectives.

Management Tips: Contact initiation for self-promotional or prospecting purposes may be somewhat more difficult for this individual than for the typical salesperson. A review of the individual call reluctance® types will provide an indication of specific contact initiation problems which are likely to occur.

PROSPECTING ACCELERATOR™ CODE: RED

Outlook: Review individual types for specific outlooks.

Sales Call Reluctance® Types

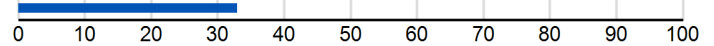
Doomsayer SalesCR™: 40

Capsule Summary: Slow to take risks, invests considerable energy in anticipating and worrying about low probability catastrophes.

Management Tips: This individual may occasionally become preoccupied with worst case prospecting possibilities. For additional information see THE PSYCHOLOGY OF SALES CALL RELUCTANCE®.

DOOMSAYER SalesCR™ CODE: YELLOW

Outlook: Very difficult to prevent and correct.

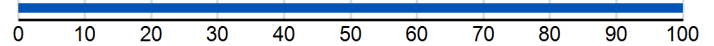
Over-Preparer SalesCR™: 33

Capsule Summary: Always preparing, organizing and getting ready to prospect. Tends to over-analyze and underact.

Management Tips: Scores suggest this individual may occasionally become over-invested in preparing to prospect at the expense of actually prospecting. For additional information see THE PSYCHOLOGY OF SALES CALL RELUCTANCE®.

OVER-PREPARER SalesCR™ CODE: YELLOW

Outlook: Easy to prevent, and moderately easy to correct.

Hyper-Pro SalesCR™: 100

Capsule Summary: Places great importance on image and prestige. Likely to remove oneself quickly from any situation considered beneath him/her or that does not serve to promote image.

Management Tips: Scores suggest this individual may become over-concerned with issues of image and credibility. LOOK FOR...

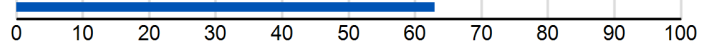
- * Pretentious, affects cultured mannerisms
- * Exclusively works on high dollar, low probability prospective sales
- * Often feels slighted, insulted, unappreciated or taken for granted

For more information see THE PSYCHOLOGY OF SALES CALL RELUCTANCE®.

HYPER-PRO SalesCR™ CODE: RED

Outlook: Moderately easy to prevent and correct if individual is able to admit they might have Hyper-Pro SalesCR™.

Sales Call Reluctance® Types

Stage Fright SalesCR™: 63

Capsule Summary: Fears making group presentations. May perform well in initiating one-on-one contacts, but will avoid group presentations at all costs.

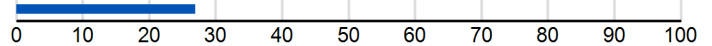
Management Tips: Scores suggest this individual may experience considerable discomfort when speaking before groups of people and may avoid these situations altogether. LOOK FOR...

- * Limited history of group or seminar selling experiences
- * May dread role-playing in sales training situations
- * Starts preparing and worrying weeks before giving a group presentation

For more information see THE PSYCHOLOGY OF SALES CALL RELUCTANCE®.

STAGE FRIGHT SalesCR™ CODE: RED

Outlook: Easy to prevent and correct.

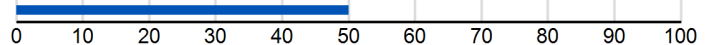
Role Rejection SalesCR™: 27

Capsule Summary: Feels ashamed of career choice. May have accepted some of the negative stereotypes typically used to describe salespeople and assumes that everyone else has as well.

Management Tips: Scores suggest this individual may have some nagging doubts about the validity of a sales career, but only about as much as the typical salesperson. For more information see THE PSYCHOLOGY OF SALES CALL RELUCTANCE®.

ROLE REJECTION SalesCR™ CODE: YELLOW

Outlook: Easy to prevent and correct.

Yielder SalesCR™: 50

Capsule Summary: Fears doing anything which might be considered pushy or intrusive. Always waiting for the 'right time' to call; hesitates to close.

Management Tips: This individual may experience greater than usual amounts of emotional discomfort related to Yielder SalesCR™. To avoid being considered pushy, forward or intrusive, prospecting activities may be evaded or attempted halfheartedly. LOOK FOR...

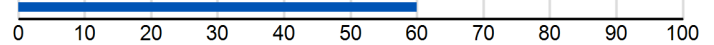
- * Has difficulty saying 'No'
- * May consider requests to become more assertive unprofessional and unnecessary
- * May spend more time 'developing relationships' than closing sales

For more information, read THE PSYCHOLOGY OF SALES CALL RELUCTANCE®.

YELDER SalesCR™ CODE: RED

Outlook: Moderately difficult to prevent and correct.

Sales Call Reluctance® Types

Social Self-Consciousness SalesCR™: 60

Capsule Summary: Intimidated by up-market prospects with wealth, power, prestige or education.

Management Tips: This individual may be easily intimidated by persons of wealth, prestige or power. To avoid being intimidated, 'up-market' contacts may be excluded and efforts directed to persons of equal or lower socioeconomic status. LOOK FOR...

* With experienced salespeople, look for a history of changing sales organizations to avoid 'up-market' sales and marketing campaigns

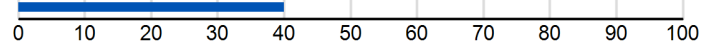
* Tendency to assume submissive, ingratiating behaviors when in presence of people perceived to have position, status or wealth

* A history of making sales presentations to non-decision makers

NOTE: THIS FORM OF CALL RELUCTANCE® IS HIGHLY CONTAGIOUS. For additional information, read THE PSYCHOLOGY OF SALES CALL RELUCTANCE®.

SOCIAL SELF-CONSCIOUSNESS SalesCR™ CODE: RED

Outlook: Moderately easy to prevent and correct.

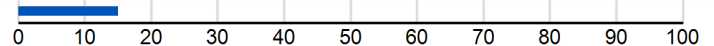
Separationist SalesCR™: 40

Capsule Summary: Hesitates to use friends as prospects or as a source of referrals. Fears that relationships might be jeopardized and believes it is unprofessional to mix business with friendship.

Management Tips: Scores suggest this individual should have no more or less hesitation to network and prospect among personal friends than the typical salesperson. For additional information, read THE PSYCHOLOGY OF SALES CALL RELUCTANCE®.

SEPARATIONIST SalesCR™ CODE: YELLOW

Outlook: Easy to prevent and correct.

Emot. Unemancipated SalesCR™: 15

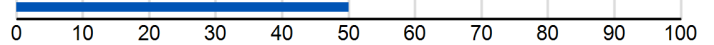
Capsule Summary: Similar to Separationists, but hesitates to use family/relatives as prospects or as a source of referrals.

Management Tips: This individual should not have difficulty prospecting to family members or relatives.

EMOTIONALLY UNEMANCIPATED SalesCR™ CODE: GREEN

Outlook: Easy to prevent and correct.

Sales Call Reluctance® Types

Referral Aversion SalesCR™: 50

Capsule Summary: Hesitates to ask for referrals. Fears that asking for referrals will threaten just-closed sale, damage rapport with customers, or appear grasping and exploitative.

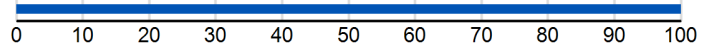
Management Tips: This individual may experience difficulty asking for referrals. Often, this can be due to a fear that existing business might be threatened. LOOK FOR...

- * Tendency to wait too long to ask for referrals
- * A preference for other (and often ineffective) prospecting methods over asking for referrals

See THE PSYCHOLOGY OF SALES CALL RELUCTANCE®, for more information.

REFERRAL AVERSION SalesCR™ CODE: RED

Outlook: Easy to prevent and correct.

Telephobia SalesCR™: 100

Capsule Summary: Uncomfortable using the telephone to prospect or sell.

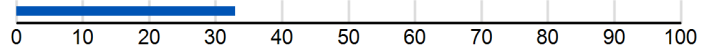
Management Tips: This individual may hesitate or resist using the telephone to prospect for new business. LOOK FOR...

- * Preoccupation with alternative tasks when it is time to prospect on the phone
- * Over-reliance on non-telephone prospecting methods
- * Physical symptoms accompanying use of the phone to prospect, such as noticeable changes in voice pitch, breath rate or perspiration.

For more information, see THE PSYCHOLOGY OF SALES CALL RELUCTANCE®.

TELEPHOBIA SalesCR™ CODE: RED

Outlook: Easy to prevent and correct.

Oppositional Reflex SalesCR™: 33

Capsule Summary: Highly critical of self and others. Unable to allow oneself to be coached, advised, instructed, managed or trained.

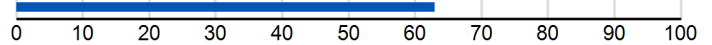
Management Tips: This individual's scores are above average and suggest he or she may have a tendency to be overly critical of him/herself and others. LOOK FOR...

- * Copes with own shortcomings by blaming and denying
- * Compelled to critique the quality of the company's products and the competence of sales trainers
- * Tends to attack objective feedback

For more information, see THE PSYCHOLOGY OF SALES CALL RELUCTANCE®.

OPPOSITIONAL REFLEX SalesCR™ CODE: RED

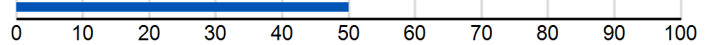
Outlook: Easy to prevent and very difficult to correct.

Sales Call Reluctance® Imposters**Prospecting Motivation™: 63**

Capsule Summary: General level of motivation or energy available to invest in goal-supporting behaviors. Does not give up easily when faced with difficult or frustrating tasks.

Management Tips: Scores suggest the motivation this individual brings to a career or difficult task should be average to high. For additional information, read THE PSYCHOLOGY OF SALES CALL RELUCTANCE®.

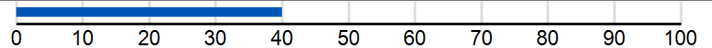
Outlook: PROSPECTING MOTIVATION™ CODE: YELLOW

Prospecting Goal Level™: 50

Capsule Summary: Degree of goal clarity or focus. Willingness to commit to long-term goals and work single-mindedly to accomplish them.

Management Tips: Scores suggest this individual should be able to set and pursue long-term career-related goals. However, to keep this individual on track, may need reinforcement from time to time for short-term goals achieved. For more information, see THE PSYCHOLOGY OF SALES CALL RELUCTANCE®.

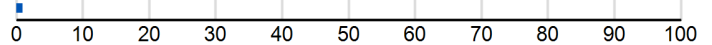
Outlook: PROSPECTING GOAL LEVEL™ CODE: YELLOW

Prospecting Goal Diffusion™: 40

Capsule Summary: Tends to commit to too many goals simultaneously. Interests can change quite frequently, making it difficult to meet job and performance requirements.

Management Tips: This individual's scores are lower than average and suggest that goals should remain fairly focused and steady.

Outlook: PROSPECTING GOAL DIFFUSION™ CODE: GREEN

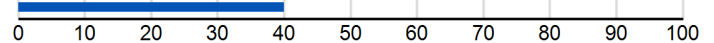
Problem Solving: 0

Capsule Summary: Ability to focus attention and concentration on the completion of frustrating and complex tasks.

Management Tips: This individual's score is lower than average and suggests he or she may prefer tasks which are not detailed and complex or require extended periods of time and concentration. May prefer tasks that are more applied or activity-based.

Note: Generalizations about overall intelligence should not be made from this or any other single source of information.

Outlook: PROBLEM SOLVING CODE: Code will vary and is dependent upon company's training program, products and technical requirements.

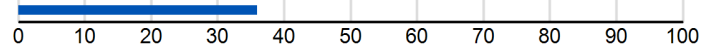
Attitude Toward Questionnaire (Filters)**Impression Mgmt: 40**

Capsule Summary: Desire to create a positive impression through the use of exaggeration and embellishment.

Management Tips: Average score suggests this individual is no more or less likely to try to influence the results of the questionnaire through the use of embellishment or exaggeration than the typical salesperson.

Note: Use caution when interpreting this scale. Some of the items used to measure this scale are culture-specific (U.S.) and may not be applicable in all countries.

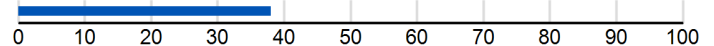
Outlook: IMPRESSION MANAGEMENT CODE: GREEN

Hedging: 36

Capsule Summary: Tends to choose in-between or non-committal responses.

Management Tips: This individual selected some of the 'in-between' answers on the test. However, scores are within the range of the typical salesperson.

Outlook: HEDGING CODE: YELLOW

Response Consistency: 38

Capsule Summary: Level of attention, effort and/or cooperation applied when completing the questionnaire. Low scores sometimes reflect ambiguity in sense of self.

Management Tips: A lower than average score suggests this individual may not have completed the questionnaire with care or attention. Additional sources of information should be utilized to qualify and confirm SPQ*GOLD® results.

Outlook: RESPONSE CONSISTENCY CODE: RED

Interview Support Guide: Critical Items

13. If you were in sales, do you think you would tend to be more comfortable prospecting for new business on the telephone or face-to-face? (If you are presently in sales, are you more comfortable prospecting for new business on the telephone or face-to-face?)
2: I would probably be more comfortable prospecting face-to-face
36. Some people think that to succeed in sales you have to be aggressive. What do you think?
2: False – worthwhile products and services rarely need aggressive presentations to sell them because they are usually able to sell themselves
52. How uncomfortable would you be selling products or services by telephone to people who did not know you and who were not expecting you to call?
1: Very uncomfortable – I'm not even sure I could do it
73. I personally don't like being intruded upon by salespeople, and therefore would – if I were in sales – appreciate a professional sales training program which recognized that when people say 'No' to a salesperson, they generally mean 'No'.
2: Uncertain
80. Personally, I am not very comfortable with aggressive salespeople and think that sales organizations should reward their salespeople more for the quality of the services they provide and less for the quantity of sales they close.
2: More true than false
107. Overall, which best describes your attitude toward this questionnaire?
1: It was annoying
110. Did you make an effort to do your best and to answer the questions as honestly as you could?
1: No, I did not try as hard as I could have, or I did not answer some of the questions as honestly as I could have



ReMap
L i m i t e d

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