



ReMap
L i m i t e d

Recruiting & Developing Sales People Since 2000

Recruitment Report

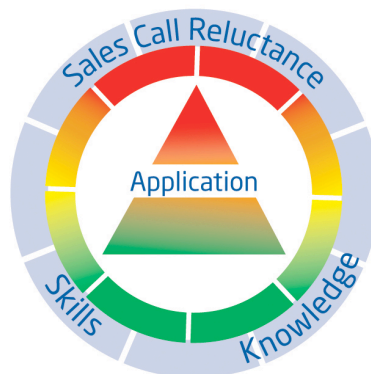
Company: Example Company

Applicant: Example Report

Profile: SPQ*GOLD®

Completed: 24th November 2015

Strictly Confidential





Guidance for Using the ReMap Recruitment Report

This report has been designed to help assess a candidate's emotional propensity for prospecting, contact initiation, sales and self-promotion with prospective buyers and other target groups. In addition, it is also appropriate for individuals with a responsibility for managing, influencing, negotiating and selling concepts in other sales related roles such as Directors, Sales Managers, Product Managers and Trainers.

Most sales recruitment processes will wish to incorporate an assessment of the three key elements of a candidate's suitability; attitude, skills and knowledge. The ReMap Recruitment Report measures attitude. In simple terms it assesses how comfortable they are likely to be as a sales person and whether they will actually do what is necessary to become successful i.e. it measures what they will do in sales, not what they know about sales.

In order to assess the other two key components (skills and knowledge) a selection of other information sources such as curriculum vitae, personal interviews, references, assessments etc should be used to determine suitability in terms of competence. The ReMap Recruitment Report should therefore never be the sole source of information on which recruitment decisions are made.

In order for the ReMap Recruitment Report and the ReMap Interview Support Guide to be used appropriately, they must only ever be used by those individuals who have received formal ReMap training. An updated list of all those authorised to use the documents is held by ReMap; please contact us if you wish to check the status of any of your personnel.

The SPQ*GOLD® Call Reluctance Scale; SPQ*GOLD® Decision Support Matrix™ and the SPQ*Assist™ provide the basis for a comprehensive evaluation of a candidate's attitude towards prospecting and self promotion and these reports form part of the overall ReMap Recruitment Report. *Please note:* these reports are extracted from a larger, separate document; page numbers shown on these reports will not correspond to those of the ReMap Recruitment Report and should be ignored.

ReMap accepts no responsibility for ANY misuse, or inappropriate use, of the Interview Support Guide or ReMap Recruitment Report, whether by trained or untrained persons, and will accept no liability for any damages sought or incurred at any time.

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Remap Ltd

Contrast Group: General: Direct Sales

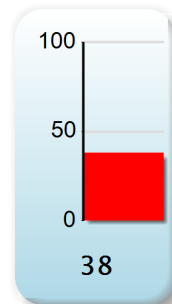
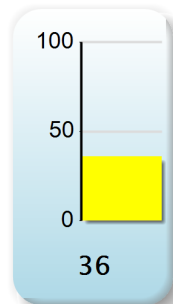
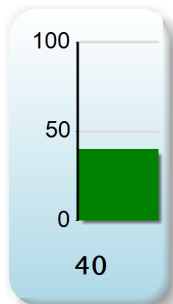
Presence/Degree	Strictly Confidential	Raw Score	Contrast Score
Sales Call Reluctance® Imposters			
Prospecting Motivation™		63	71
Prospecting Goal Level™		50	67
Prospecting Goal Diffusion™		40	60
Problem Solving		0	58
Sales Call Reluctance® Overview			
Prospecting Brake™		51	30
Prospecting Accelerator™		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



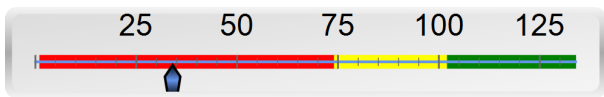
See assessment documentation for a detailed explanation of test results.

Decision Support Matrix™

Decision Support Matrix™ – Checklist

- Is RESPONSE CONSISTENCY score over 24? (38)  YES
- Is IMPRESSION MANAGEMENT score under 81? (40)  YES
- Is MOTIVATION score over 62? (63)  YES
- Is GOAL LEVEL score over 40? (50)  YES
- Is OPPOSITIONAL REFLEX score under 33? (33)  **NO – CAUTION!** Scores outside acceptable range. Verify test scores with other sources of information.

Presence/Degree	Raw Score	Points
Sales Call Reluctance® Overview		
Prospecting Brake™	51	0
Prospecting Accelerator™	49	0
Sales Call Reluctance® Types		
Doomsayer SalesCR™	40	0
Over-Preparer SalesCR™	33	4
Hyper-Pro SalesCR™	100	0
Stage Fright SalesCR™	63	0
Role Rejection SalesCR™	27	4
Yielder SalesCR™	50	0
Social Self-Consciousness SalesCR™	60	0
Separationist SalesCR™	40	4
Emot. Unemancipated SalesCR™	15	2
Referral Aversion SalesCR™	50	0
Telephobia SalesCR™	100	0
Oppositional Reflex SalesCR™	33	0
Sales Call Reluctance® Imposters		
Prospecting Motivation™	63	8
Prospecting Goal Level™	50	8
Prospecting Goal Diffusion™	40	2
Problem Solving	0	0
Attitude Toward Questionnaire (Filters)		
Impression Mgmt	40	2
Hedging	36	0
Response Consistency	38	0
TOTAL POINTS		34



Total score is *lower* than usually observed. Verify using non-test information.



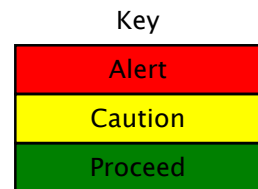
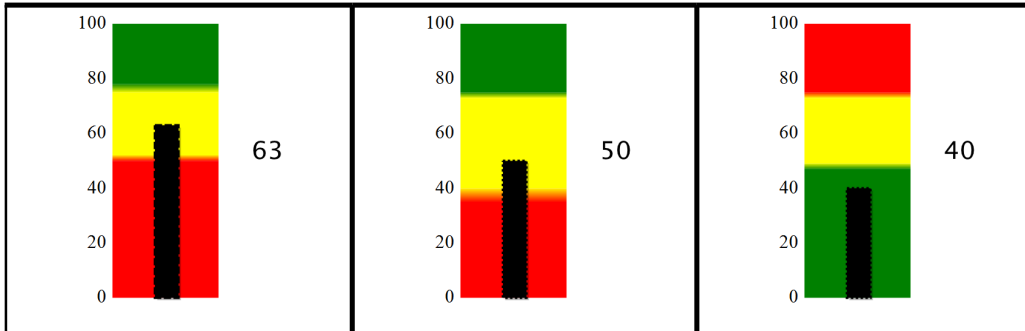
Assist™ Report

Sales Call Reluctance® Imposters

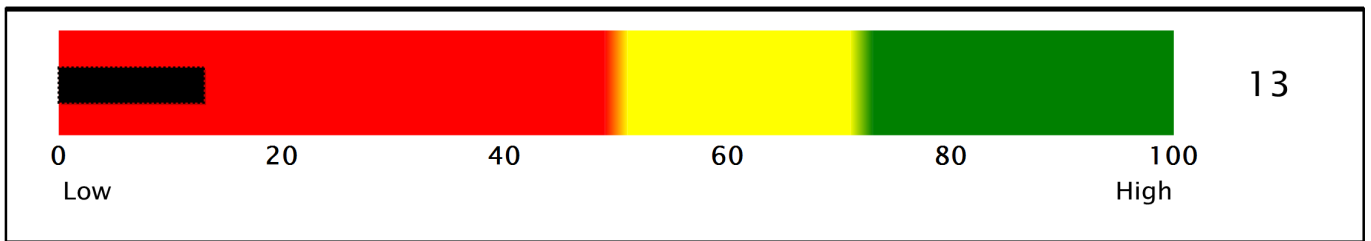
Prospecting Motivation™

Prospecting Goal Level™

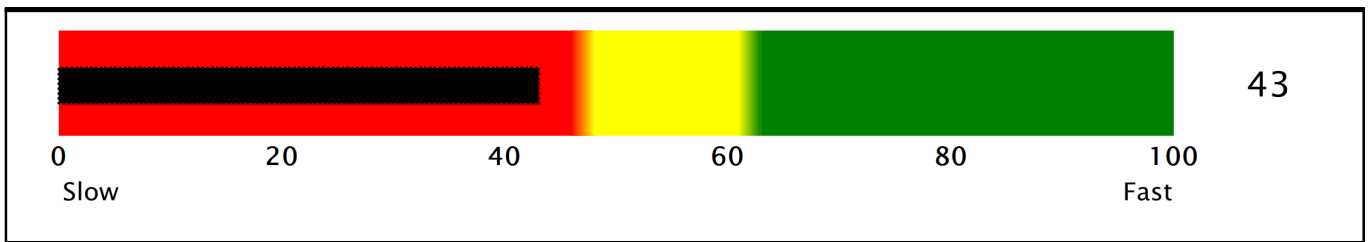
Prospecting Goal Diffusion™



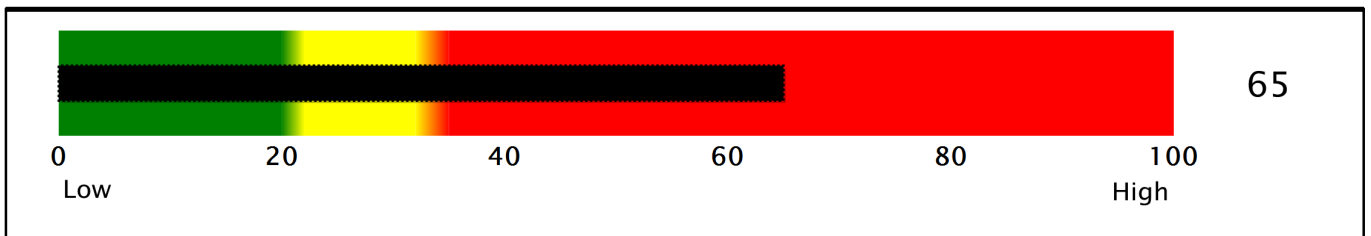
How Much?



How Soon?



What Cost?



Overall Findings

Sales Call Reluctance Overview

Example Report's Sales Preference Questionnaire shows a **red** rating, which means that prospecting, contact initiation, sales or self-promotional activities may be somewhat more difficult for Example Report than for the typical salesperson. A review of the individual Sales Call Reluctance types will provide an indication of the specific contact initiation problems, which may be present.

Score interpretation for this measure: Brake score as low as possible; Accelerator score as high as possible
Example Report's profile shows a Brake score of **51** and an Accelerator score of **49**.

Decision Support Matrix

<p>Decision Support Matrix</p> <p>Total Points: 34</p>	<p>Example Report's total score is lower than usually observed. <i>Please verify with other sources of information</i></p>
<p>Oppositional Reflex</p> <p>Graphical Report score 33 DSM points 0</p>	<p>WARNING: Example Report's result falls outside acceptable range. <i>Please verify with other sources of information</i></p>

Motivation

In terms of the SPQ*Gold® profile, Motivation is a measurement of the total amount of available physical energy that the candidate is able to devote to Goal directed behaviours like prospecting, contact initiation, sales or self-promotion.

Score interpretation for this measure: The higher the score the better.

Example Report's profile shows a score of **63**

Goals

In terms of the SPQ*Gold® profile, Goals is a measurement of the current degree of clarity or focus that the candidate has for sales, career and personal goals

Score interpretation for this measure: The higher the score the better.

Example Report's profile shows a score of **50**

Goal Diffusion

In terms of the SPQ*Gold® profile, Goal Diffusion is a measurement of the degree to which the candidate's available Motivational energy is dispersed or scattered across multiple, competing goals.

Score interpretation for this measure: The lower the score the better.

Example Report's profile shows a score of **40**

Impression Management

In terms of the SPQ*Gold® profile, Impression Management is a measurement of the amount of energy that the candidate devotes to over controlling the image being presented to others, which typically includes overstatement or over claiming.

Score interpretation for this measure: Optimal score range.

Example Report's profile shows a score of **40**

Hedging

In terms of the SPQ*Gold® profile, Hedging is the degree of reliance that the candidate has on non-committal responses such as "I don't know" or "sometimes". This may reflect an attempt to freeze out the test by restricting the flow of objective information.

Score interpretation for this measure: The lower the score the better.

Example Report's profile shows a score of **36**

Response Consistency

In terms of the SPQ*Gold® profile, Response Consistency is a reflection of the level of care and attention given to the completion of the questionnaire by the candidate.

Score interpretation for this measure: The higher the score the better.

Example Report's profile shows a score of **38**

Sales Call Reluctant Hotspots

Hotspots are those areas on the profile, scored at a level high enough to indicate that a candidate may experience emotional or behavioural limitations with prospecting, contact initiation, sales or self-promotional activities.

Hotspots to examine for Example Report are: ***Hyper Pro, Oppositional Reflex, Telephobia, Doomsayer, Social Self-Conscious*** and ***Referral Aversion***.

Interview Support Guide: Critical Items

The 'Critical Items' page provides you with a selection of candidate responses to a selection of key questions, which may help to validate certain results in particular area(s) of the report.

It will also reveal the candidate's attitude towards the questionnaire and provide some insight into how much they valued the assessment report that you have asked them to complete. For Example many people who score highly in Oppositional Reflex will provide responses such as: it was annoying; it was boring; it was not particularly worthwhile; it was a waste of my time; it was not relevant to a career in sales. Many employers find it of interest that certain individuals can't help but to critique a process that they know nothing about.

You may choose to probe any of these responses further if they concern you, or use them as additional background data for your decision making process.

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

Hotspots: The Sales Call Reluctance Traits

Hyper-Pro	Question Used	
Evidence Gathered		

Hyper-Pro	Question Used	
Evidence Gathered		

Oppositional Reflex	Question Used	
Evidence Gathered		

Oppositional Reflex	Question Used	
Evidence Gathered		

Telephobia	Question Used	
Evidence Gathered		

Telephobia	Question Used	
Evidence Gathered		

Doomsayer	Question Used	
Evidence Gathered		

Doomsayer	Question Used	
Evidence Gathered		

Social Self-Consciousness	Question Used	
Evidence Gathered		

Social Self-Consciousness	Question Used	
Evidence Gathered		

Referral Aversion	Question Used	
Evidence Gathered		

Referral Aversion	Question Used	
Evidence Gathered		

Additional Questions For Sales Call Reluctance Imposters And Filters If Required

Motivation	Question Used	
Evidence Gathered		

Goal Level	Question Used	
Evidence Gathered		

Goal Diffusion	Question Used	
Evidence Gathered		

Impression Management	Question Used	
Evidence Gathered		

Hedging	Question Used	
Evidence Gathered		

Response Consistency	Question Used	
Evidence Gathered		

Summary Of The 12 Types of Sales Call Reluctance

Doomsayer

An extremely over amplified form of pessimism that dominates thought processes and decision-making. Often undetectable as it is internalised and hidden from sight. Extremely corrosive in terms of the ways it shapes their mindset and limits sales activity.

Over Preparer

A tendency to be drawn into low priority / preferred tasks. Over amplified and unnecessary amounts of analysis conducted which allows more important but uncomfortable sales tasks to be sidelined or ignored completely.

Hyper Professional

Needs to manage people's perceptions of them in order to look above average; often used to disguise self-esteem issues and proficiency gaps. The effort to 'spin doctor' their image at all times may lower sales production and achievements to a mediocre level.

Stage Fright

A debilitating dislike of presenting to groups that can, in extreme cases, cause physical illness, stress or absenteeism. At a minimum it will reduce sales efficiency.

Role Rejection

Unresolved feelings of dissatisfaction, discomfort or guilt about their career choice. These feelings are often fuelled by their concerns about what significant others think about the sales career they have chosen or a personal feeling of wasted potential. These feelings are so strong that they consistently limit the effective use of sales behaviours.

Yielder

A preference to not 'spoil relationships', and to back off rather than pursue a matter until a satisfactory result is achieved. Yielding is often justified by using perceived customer discomfort as the rationale for their caution. The actual cause is personal emotion or fear.

Social Self-conscious

A self-imposed rule engine that prevents effective interaction with certain customer target groups. In extreme cases it prevents meeting them at all. Triggers tend to be perceived status, wealth, education or reputation differences or inadequacies.

Separationist

The dislike or reluctance to ask business or personal friends to help extend their sales network or influence due to worries of conflict or rejection.

Emotionally Un-Emancipated

The dislike or reluctance to ask family members to help extend their sales network or influence due to worries of conflict or rejection.

Referral Aversion

The dislike or reluctance to ask clients to help them extend their sales network or influence due to worries of conflict or rejection.

Telephobia

A reluctance to use the telephone as a method for pursuing their sales objectives. Use of the telephone for low risk sales tasks and most social purposes will be unimpaired.

Oppositional Reflex

This trait is driven by a need to retain control of their career and their environment at all times. In order to achieve this they often display the following patterns of behaviour: argumentative; contrary stance; pay lip service; incite others; comfortable to disagree in any situation regardless of impact; demands the last word in discussions etc.



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