

Sales Assessments

There are three key questions a good sales assessment should answer about your applicant for a sales role:

1. How much is this individual likely to produce?
2. How long will this individual take to produce it?
3. How much will it cost for the individual to reach their production potential?

When assessing sales people many providers will only recommend a personality based assessment tool. While we believe personality is important in sales it is not the only important measure to assist in predicting sales success.

Anxieties tend to drive behaviour alongside personality preferences - fear of doing something usually means we will avoid that activity – Stage Fright is a classic example.

The SPQ_GOLD™ is not a personality inventory:

- ◆ Is a behavioral tool designed to measure anxieties or fears; fears drive behaviours such as call reluctance
- ◆ It is not about “who the person is”, rather it is about “what the person will or will not do”, in different situations
- ◆ It measures anxieties, but also goals and motivation which are critical to sales and other success

On the surface the SPQ_GOLD™ is very sales oriented, but the information that can be gleaned by the tool is usually extremely valuable for both sales and non sales roles.

The SPQ_GOLD™ provides information valuable for many roles and can diagnose development needs:

The tool is also very effective at giving information about behaviours in non-sales people, as anxieties affect us all. It can give information about the following competencies:

- ◆ Influence
- ◆ Manage conflicts
- ◆ Build relationships
- ◆ Sell ideas
- ◆ Communicate both upwards and downwards.
- ◆ Achieve results
- ◆ Take feedback



We would recommend the SPQ_GOLD™ be used alongside a robust personality tool when assessing for sales people.

- ◆ Sales Preference Questionnaire™ (SPQ_GOLD™)
- ◆ Personality Questionnaires such as the CPI

CALL RELUCTANCE or LACK OF SKILL?

If your sales team is performing below your expectations then the reason is probably due to Call Reluctance.

Call Reluctance has the following aspects:

- ◆ Is a reluctance to initiate enough contact with enough prospective customers and make the most of established relationships, to meet sales targets.
- ◆ Has 12 different faces, all but two are learnt behaviour which is good news, because like all behaviour, they can be unlearned. However, there is always a cost in time, effort and/or money.

THE COST OF CALL RELUCTANCE?

Research indicates that a call reluctant salesperson can cost your company 15 new units of business per month

Through the twelve faces of Call Reluctance, your company could be losing:

CALL RELUCTANCE TYPE

COST

Doomsayer™ (Energy diverted <i>away</i> from selling activities and into over-vigilant preparation for low probability catastrophes.)	Loses 3 new accounts each month
Over Preparer™ (Energy habitually over-invested in analysing <i>at the expense of prospecting</i> . Preparation out of control.)	Sells only 43% of annual quota
Hyper Professional™ (Energy lost to prospecting by habitual over-investment in the <i>mannerisms</i> and <i>appearances</i> of success)	Presentation skills rated only average
Stage Fright™ (Opportunities to prospect by making presentations before	Loses \$13,800 in



Where assessment expertise is part craft and part science

<i>groups</i> of people neglected or by-passed due to an emotional discomfort associated with making group presentations.)	annual gross sales
Role Rejection™ (Energy lost due to an unexpressed, unresolved sense of guilt or shame associated with being in sales)	Four fewer new accounts each month
Yielder™ (Hesitation to prospect for new business due to a reflexive fear of being <i>considered intrusive or pushy</i> .)	Impedes success of TQM programs
Social Self Consciousness™ (Emotional hesitation to initiate contact with <i>up-market prospective buyers</i> . Habitually intimidated by persons of wealth, prestige or power.)	Sells 33% less of annual quota
Seperationist™ (Emotionally hesitant to mix business with <i>friendship</i> .)	Loses three new accounts per month
Unemancipated™ (Emotionally hesitant to mix business with <i>family</i> .)	Sells 15.5% less annual quota
Referral Aversion™ (May experience little distress initiating contact or closing the sale, only to experience emotional resistance asking their new client for <i>referrals</i> .)	Sales 19% under quota
Telephobia™ (Fear response occurs when trying to use the <i>phone</i> for self-promotional or prospecting purposes.)	Earns \$12,800 less commission per annum
Oppositional Reflex™ (Another measure of motivation allocated to a fear related behaviour. High approval needs together with low self-esteem. Desire for feedback mixed with a fear of the feedback they desire.)	Defaults nine new accounts each year

Statistically validated results from over 700 studies worldwide by BSRP