

## SPQ\*GOLD®

The Sales Preference Questionnaire is the world's only comprehensive assessment tool designed specifically to detect and measure the presence and severity of Sales Call Reluctance® in individuals.

The most rigorously validated instrument of its kind, SPQ\*GOLD® is used by sales-dependent organizations worldwide to help streamline selection procedures, maximize training effectiveness and improve sales productivity.

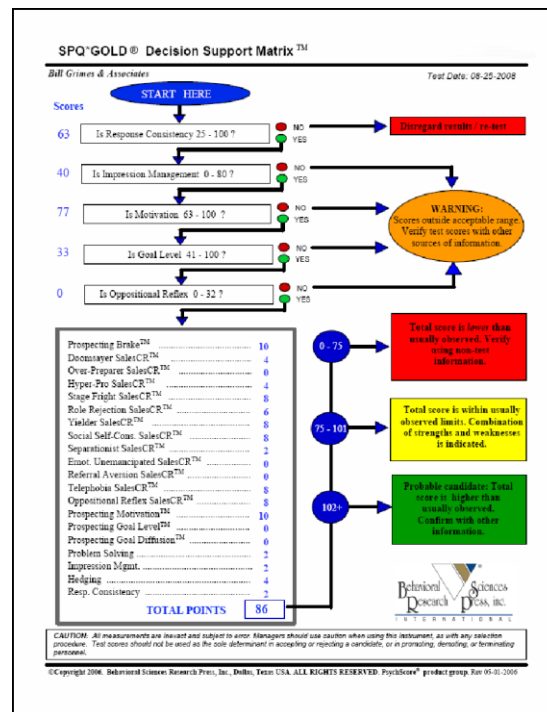
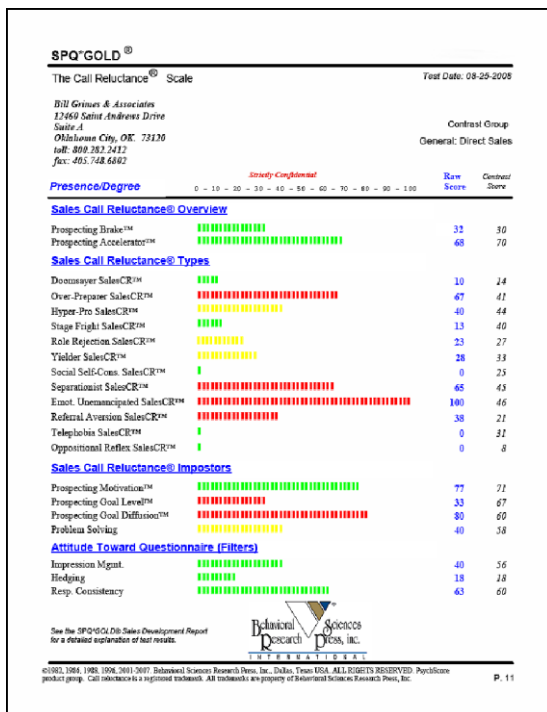
- Measures Motivation, Goal Level, and Goal Diffusion.
- Includes unique "filters" which actually measure the degree of honesty and accuracy employed in taking the test!

The single characteristic shared by the most successful salespeople is simply this - they initiate contact with prospective buyers in greater numbers than those who are not as successful.

SPQ\*GOLD® measures hesitation to initiate contact with prospective buyers in sufficient numbers to be successful.

### Graphical Reports

SPQ\*GOLD® produces a variety of high impact, easy to read report styles to provide maximum information to users while requiring minimal testing background.



**"WE HELP COMPANIES INCREASE NEW BUSINESS SALES!"**