



MEASURE WHAT MATTERS™

Real Science. Real Results. Real Fast.



MEASURE WHAT MATTERS™



WILL S/HE PROSPECT CONSISTENTLY?

- 1. Brake/Accelerator:** Overall estimate of total sales call reluctance; energy diverted away from contact initiation. Accelerator: Overall estimate of energy currently available for contact initiation activities.

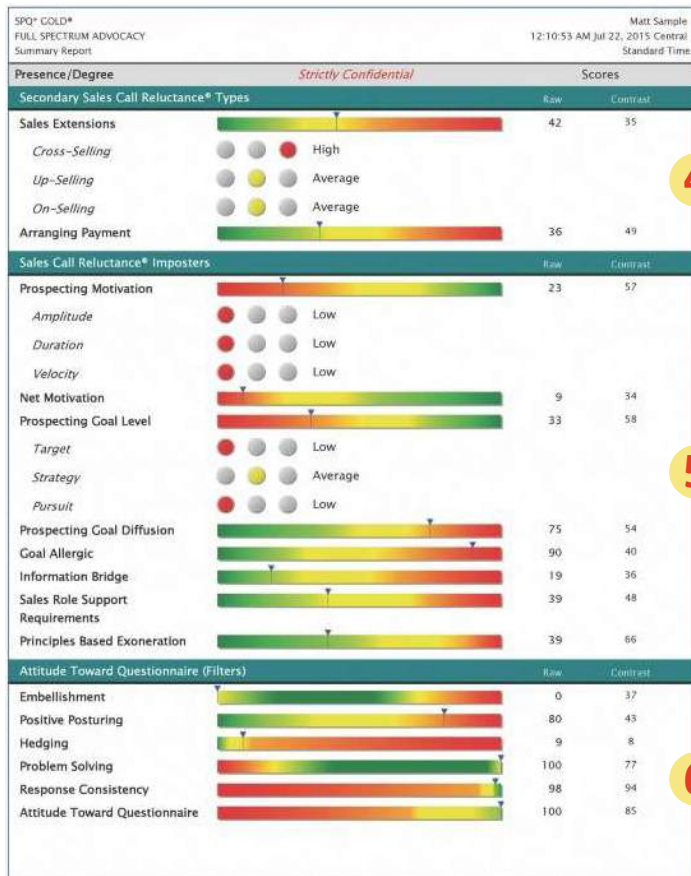
WHY? OR WHY NOT?

- 2. Diffused Call Reluctance:** Types of call reluctance that may inhibit all sales avenues.
- 3. Targeted Call Reluctance:** Types of call reluctance affecting only specific selling avenues.
- 4. Secondary Call Reluctance:** Types of call reluctance that affect business development activities after first contact has been made.

- 5. Impostors:** Potential road blocks to contact initiation separate from call reluctance types.

HOW RELIABLE ARE HIS/HER RESULTS?

- 6. Filters:** Measure of “noise” indicated by responses to the assessment questions. Determines the context for interpreting the rest of the assessment.



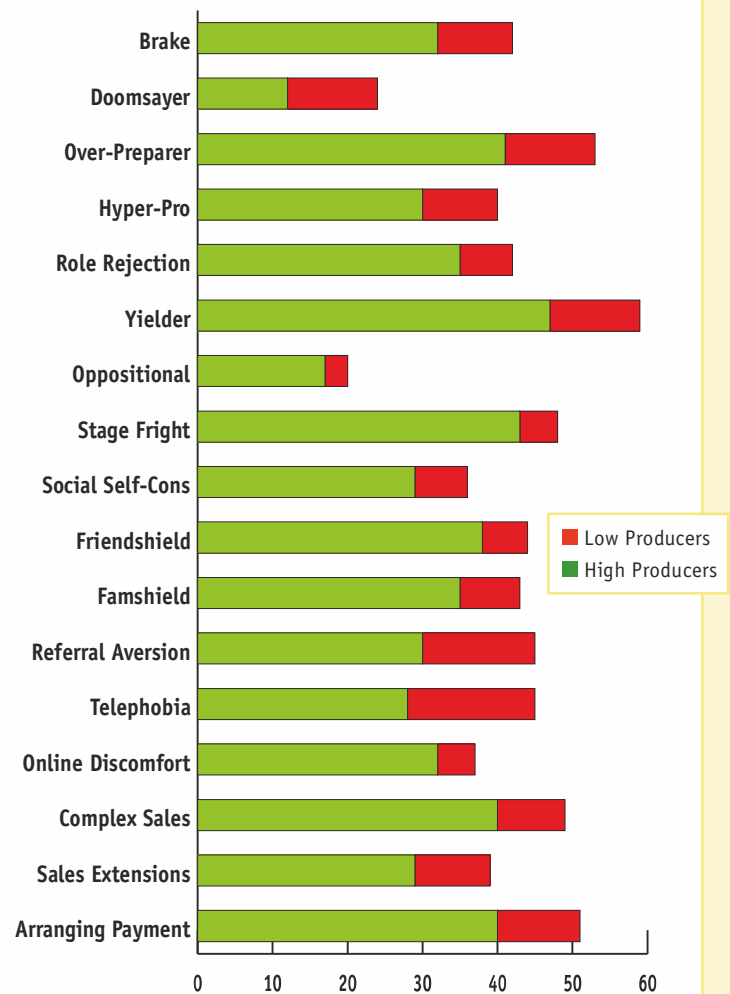
BSRP has been recognized for the discovery of a new construct (Call Reluctance) by the Society for Industrial & Organizational Psychology, a division of the American Psychological Society.

SPQ*GOLD/FSA Features:

- Targeted focus on contact initiation — core competency of selling
- Innovative Dudley-Goodson LERA™ Response Format — no guessing what the candidate meant to say
- True Scale™ assessment construction based on state-of-the art psychometric science
- Measures all 16 known types of sales call reluctance
- Measures 7 call reluctance impostors
- Easy-to-read reports
- Numerous Quality Assurance checks to ensure compliance with instructions
- Results confirmable by direct observation
- Credible science — publisher frequently presents at mainstream psych conventions
- Legal compliance

SPQ*GOLD®/FSA Profiles

Very High vs. Very Low Prospecting Groups



Functional Dimensions of Sales Process:

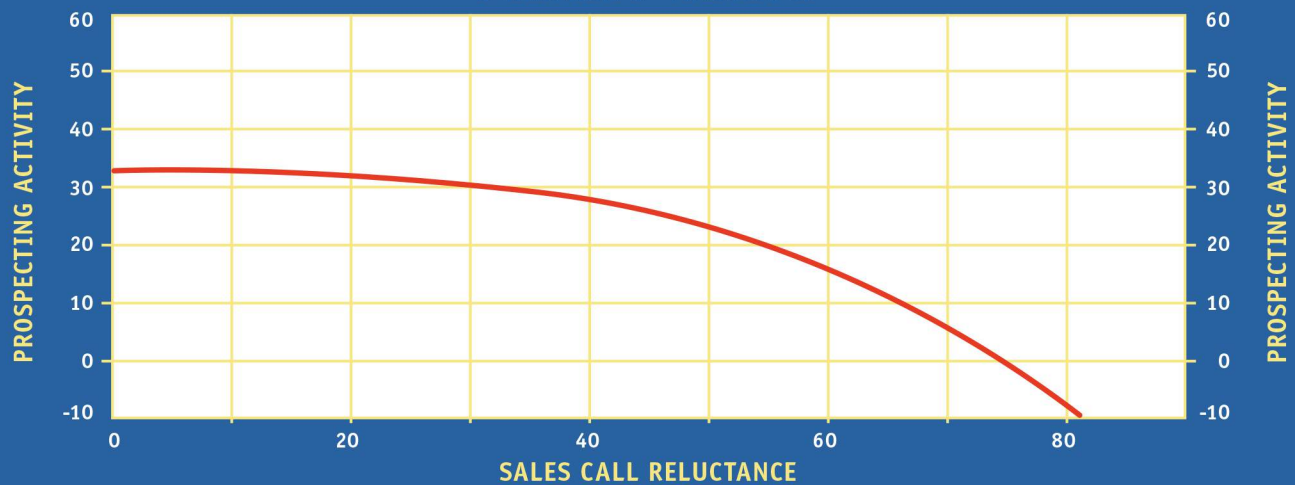
- ➔ **INITIATE** contact with a prospective buyer so that you can . . .
 - ➔ **INTRODUCE** yourself and your company so that you can . . .
 - ➔ **INFORM** your prospect about your company's offerings and how they might fulfill your prospect's needs so that you can . . .
 - ➔ **INFLUENCE** the prospect to make a buying decision.
- ➔ **IF YOU DON'T INITIATE, YOU CAN'T DO ANYTHING ELSE!**



SPQ*GOLD® Full Spectrum Advocacy™ True Scale™

INFLUENCE OF CALL RELUCTANCE ON PROSPECTING ACTIVITY

Rank 10 Eqn 7 $y=a+bx^3$
 $r^2=0.46968149$ DF Adj $r^2=0.46126374$ FitStdE $rr=13.473518$ Fstat=1 12.47872
 $a=32.371501$ $b=-7.920096e-05$



Study revealed 8 fewer prospecting contacts per week for each one unit increase in the Brake Score.

How many sales is your team losing to call reluctance? Don't be reluctant! Call us today to find out . . .

Manard Warren & Associates
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