



# Remap Recruitment



**Applicant: Joe Sample 1**

SPQ\*GOLD® Profile  
completed 14th May 2007

*Strictly Confidential*

## Interview Report



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The SPQ\*GOLD® Sales Development Report provides the basis for a comprehensive evaluation of a job candidate's attitude towards prospecting. It should be used in conjunction with personal interviews, references, and other information to provide an indication of a candidate's likelihood to engage in productive selling behaviours. The SPQ\*GOLD® report should never be your only source of information on which you make a recruitment decision.

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# SPQ\*GOLD® Graphical Report

Name: Joe Sample 1

Test Date: 05-14-2007

Contrast Group: General: Pharmaceutical

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## Presence / Degree

0 - 10 - 20 - 30 - 40 - 50 - 60 - 70 - 80 - 90 - 100

**Raw Score**

*Contrast Score*

## Sales Call Reluctance® Impostors

Prospecting Motivation™		<b>51</b>	70
Prospecting Goal Level™		<b>67</b>	49
Prospecting Goal Diffusion™		<b>20</b>	57
Problem Solving		<b>80</b>	59

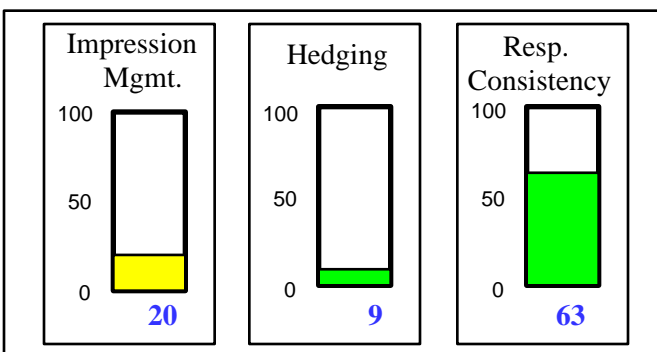
## Sales Call Reluctance® Overview

Prospecting Brake™		<b>54</b>	37
Prospecting Accelerator™		<b>46</b>	63

## Sales Call Reluctance® Types

Doomsayer SalesCR™		<b>70</b>	14
Over-Preparer SalesCR™		<b>78</b>	45
Hyper-Pro SalesCR™		<b>40</b>	42
Stage Fright SalesCR™		<b>46</b>	38
Role Rejection SalesCR™		<b>53</b>	27
Yielder SalesCR™		<b>33</b>	33
Social Self-Cons. SalesCR™		<b>30</b>	26
Separationist SalesCR™		<b>100</b>	46
Emot. Unemancipated SalesCR™		<b>75</b>	46
Referral Aversion SalesCR™		<b>75</b>	24
Telephobia SalesCR™		<b>40</b>	46
Oppositional Reflex SalesCR™		<b>17</b>	13

## Filters



## Key

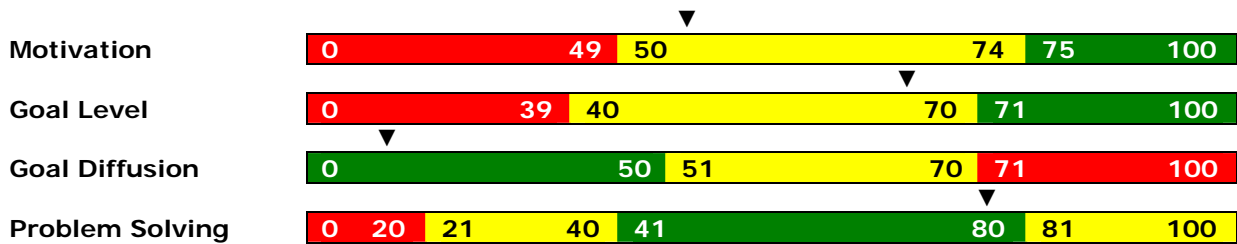
Alert!
Caution
Proceed



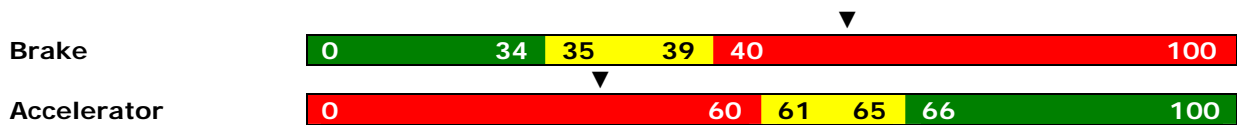
See the SPQ\*GOLD® Sales Development Report for a detailed explanation of test results.

## Sales Call Reluctance Weightings

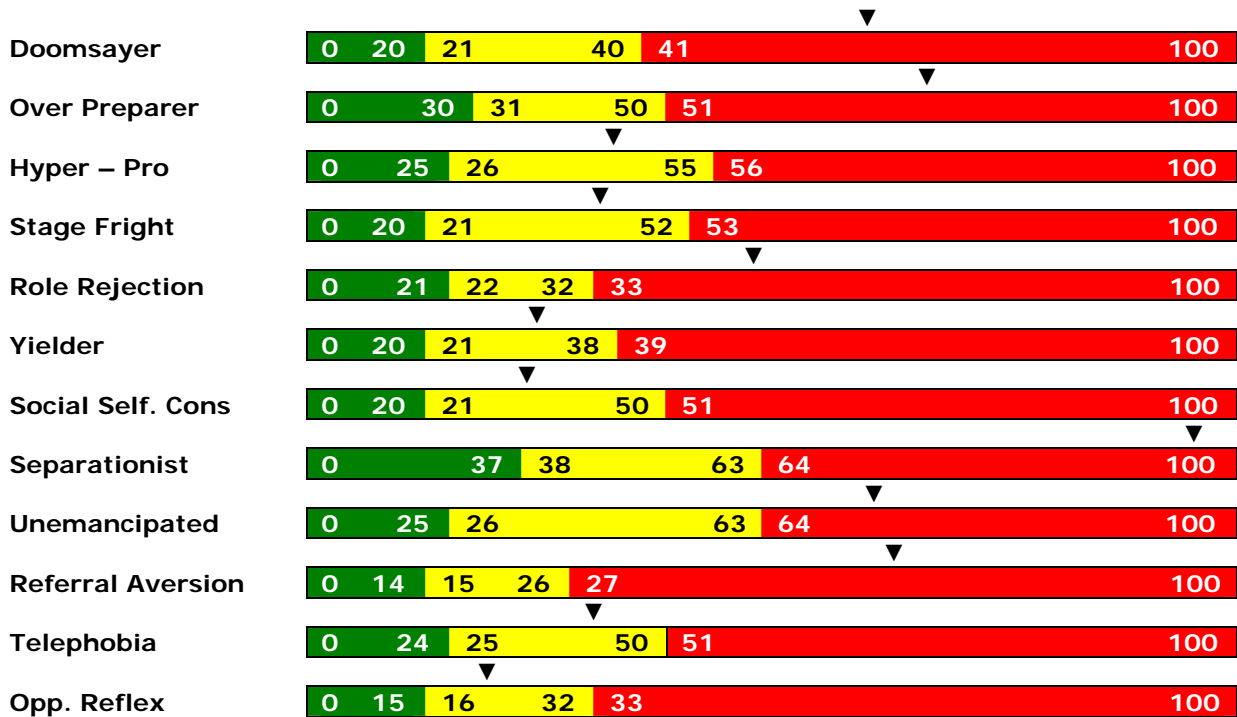
### Sales Call Reluctance Impostors Weightings Indicated For Joe Sample 1



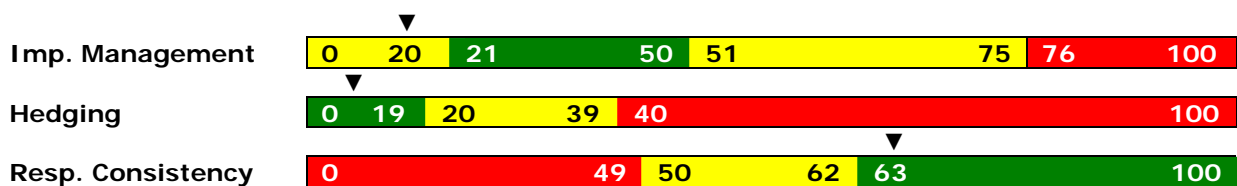
### Sales Call Reluctance – Overview

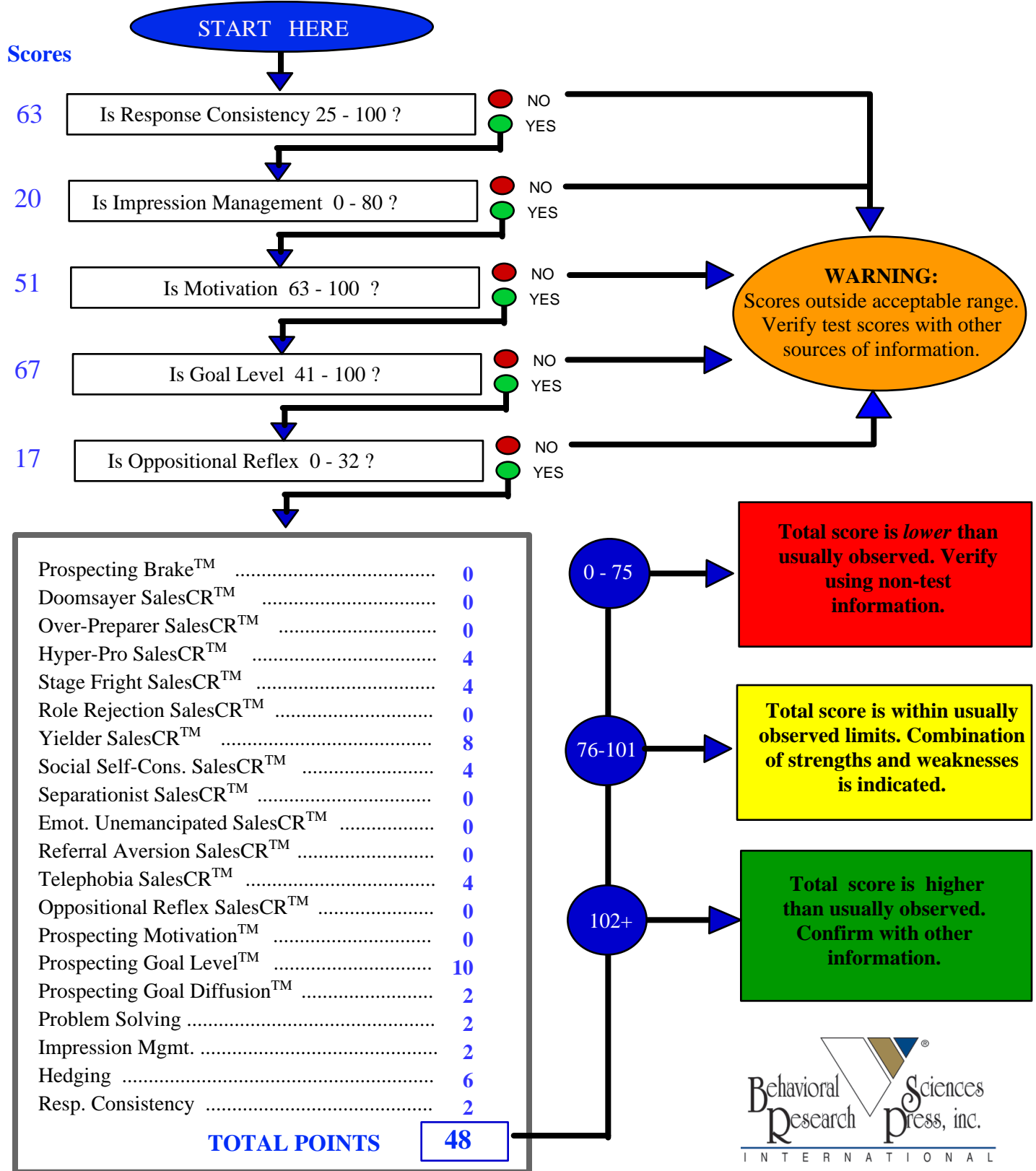


### Sales Call Reluctance – Types



### Filters





**CAUTION:** All measurements are inexact and subject to error. Managers should use caution when using this instrument, as with any selection procedure. Test scores should not be used as the sole determinant in accepting or rejecting a candidate, or in promoting, demoting, or terminating personnel.

## SPQ\*Assist™ Description

The next page contains the SPQ\*Assist™ Graphical report. This supplementary visual support is provided for recruiters to help provide them with a general overall summary of a candidate rather than more detailed breakdown of Behaviour patterns, preferences and development needs contained within the SPQ\*Gold®Graphical Report.

The report contains two types of information. In the top left hand of the page there is a visual summary of the 3 key impostors (*Prospecting Motivation, Goal Level and Goal Diffusion*), which correlates to the SPQ\*Gold®Graphical Report, and this is for reference only.

The main body of the report is divided into three sections, which are depicted by a colour-coded bar (see "Key"). These bars also have a numerical scale to allow for more precise analysis when comparing candidates. A bold black line that runs from left to right represents the salespersons actual score in each of the three coloured bars.

**NB:** The SPQ\*Assist™ Graphical report is intended to be a recruitment summary, which estimates the most likely outcomes for its 3 main components and is based purely on the information provided in the SPQ\*Gold Questionnaire. As such it should always be used in conjunction with the SPQ\*Gold®Graphical Report and any other assessment material available.

### How Much?

This bar estimates how much of the salespersons potential may actually be transferred into quantifiable action and results. The bar works from Low to High, with higher scores being more preferable.

### How Soon?

This bar estimates how quickly the salesperson may reach their expected potential. The bar works from Slow to Fast, with faster scores being more desirable.

### What Cost?

This bar estimates how much resource (e.g. *Training and Management costs*) an employer may need to invest in a salesperson in order to enable them to reach their expected potential. The bar works from Low to High, with lower scores being more preferable.

### Remap Contacts

As you read this report, please do not hesitate to contact us if you have any questions regarding it's content.

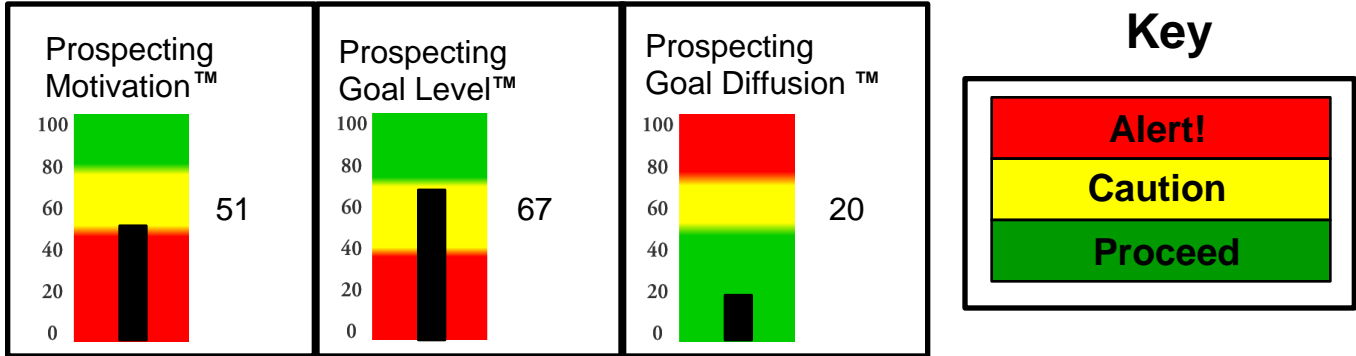
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# SPQ\*ASSIST™

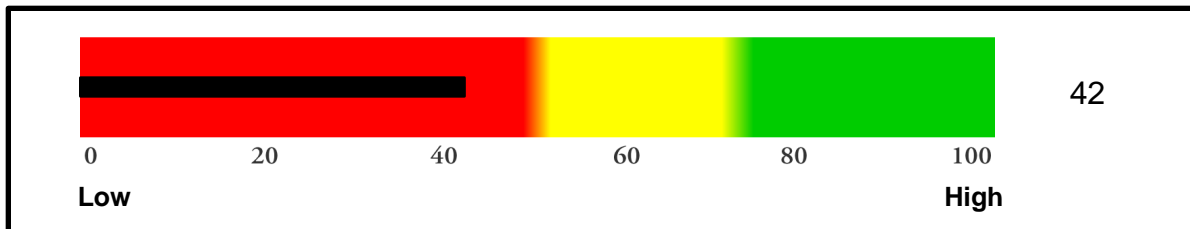
Name: Joe Sample 1

Test Date: 05-14-2007

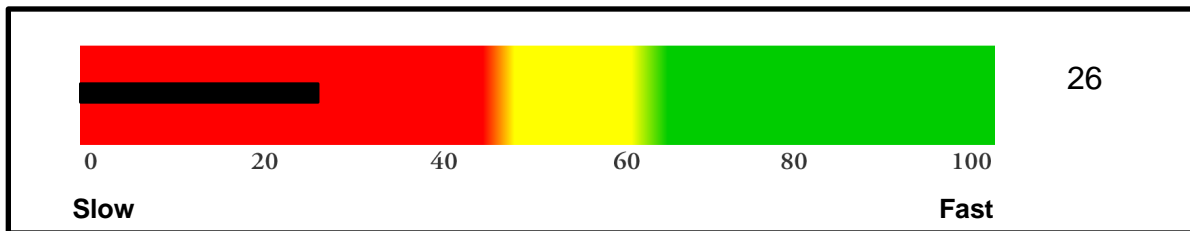
## Sales Call Reluctance® Impostors



### How Much?



### How Soon?



### What Cost?



See the SPQ\*GOLD® Sales Development Report for more information on test results. The information provided in this report is designed to supplement, not replace, existing sales selection methods. As with any psychometric application, the results of experimental applications such as SPQ\*ASSIST™ suggests probabilities, not statements of fact. Proper use requires prudence, adequate skill and knowledge of current

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## Overall Findings

### Decision Support Matrix

#### Filters

Response Consistency	Within range
Impression Management	Within range
Motivation	Score: <b>51</b>
Goal Level	Within range
Oppositional Reflex	Within range



**WARNING** Scores highlighted fall outside acceptable range. Please verify with other sources of information

Decision Support Matrix Total Points: 48
--



Total score is lower than usually observed. Please verify using non-test information

### Summary

Contact initiation for self-promotional or prospecting purposes may be somewhat more difficult for Joe 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: Accelerator score as high as possible; Brake score as low as possible. Joe's profile shows a **red** rating with the Accelerator scoring **46** and the Brake **54**.

### Motivational Energy and Goals

#### 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, sales and / or self-promotion.

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

Joe's profile shows a **yellow** rating with a score of **51**.

#### Goals

In terms of the SPQ\*Gold® profile, Goals is a measurement of the current degree of clarity, intentions or focus on sales related outcomes, which the candidate has.

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

Joe's profile shows a **yellow** rating with a score of **67**.

#### Goal Diffusion

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

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

Joe's profile shows a **green** rating with a score of **20**.

## Test Completion Filters

### Impression Management

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

Score interpretation for this measure: Optimal score range.

Joe's profile shows a **yellow** rating with a score of **20**.

### Hedging

In terms of the SPQ\*Gold® profile, Hedging is the degree of reliance on 'between-questionnaire' 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.

Joe's profile shows a **green** rating with a score of **9**.

### Response Consistency

In terms of the SPQ\*Gold® profile, Response Consistency is a measurement of the amount of energy invested into providing logical, meaningful information on the questionnaire. This may reflect the level of care and attention given to its completion by the candidate.

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

Joe's profile shows a **green** rating with a score of **63**.

## Sales Call Reluctant Hotspots

Hotspots are those areas on the profile, scored at a level high enough to indicate that Joe may experience problems with contact initiation for self-promotional or prospecting purposes.

Hotspots to examine for Joe are: **Doomsayer, Over-Preparer and Role Rejection**.

## Hotspots – The Sales Call Reluctance Traits

### Doomsayer

Doomsayer	Question Used	
Evidence Gathered		

Doomsayer	Question Used	
Evidence Gathered		

### Over-Preparer

Over-Preparer	Question Used	
Evidence Gathered		

Over-Preparer	Question Used	
Evidence Gathered		

## Role Rejection

Role Rejection	Question Used	
Evidence Gathered		

Role Rejection	Question Used	
Evidence Gathered		

## Additional Questions For Sale 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		

### Guidance for using the Sales Call Reluctance Interview Report

The SPQ\*GOLD® Sale Development Report has been designed to assess a candidate's emotional propensity for a sales role, together with their views regarding sales prospecting and contact initiation with prospective buyers.

It is important to remember that It should be used in conjunction with personal interviews, references, and other information to provide an indication of a candidate's likelihood to engage in productive selling behaviours. As such, Remap's Recruitment Report and any subsequent discussions resulting from it should never be used in isolation.



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