

## The SPQ\*GOLD® Sales Development Report

17 scales to pinpoint attitudes toward prospecting, including:

**Accelerator/Brake:** Overall ratio of energy devoted to prospecting/energy squandered in coping

**Doomsayer:** Preoccupied with worst-case scenarios

**Over-Preparer:** Prefers planning to prospecting

**Hyper-Pro:** Over-concerned with image & credibility

**Stage Fright:** Avoids group selling opportunities

**Role Rejection:** Feels guilt & shame about being in sales

**Yielder:** Fears being seen as pushy or intrusive

**Social Self-Consciousness:** Avoids up-market prospects

**Separationist:** Won't mix business with personal friends

**Unemancipated:** Won't mix business with family

**Referral Aversion:** Afraid to jeopardize existing relationships by asking for referrals

**Telephobia:** Fears using the phone to prospect

**Oppositional Reflex:** Argumentative, critical; refuses to be managed or coached

**Motivation:** Physical energy level

**Goal Level:** Clarity of prospecting-related goals

**Goal Diffusion:** Energy "scatter" across multiple, conflicting goals

## Benefits

- ◆ Unique, credible, and effective
- ◆ A half day investment that can untangle years of unproductive habits
- ◆ Based entirely on mainstream psychological research, not hype

**Excuses.** How many of these have you heard from your salespeople?  
How many have you said yourself?

"I can't make calls today, I'm organizing my files."

"It's too soon to follow up. I don't want the prospect to feel pushed."

"I don't do my best work over the phone."

"Maybe I'd sell more if management had its act together."

"People don't like to be sold. My job is to provide solutions."

"I shouldn't have to exploit my friend just to make a buck."

"I leave the high-end market alone. Prospects like that don't buy from people like me."

## The Fear-Free Prospecting & Self-Promotion Workshop®

A Half Day Program For Salespeople

**T**he Fear-Free Prospecting & Self Promotion Workshop® is an intensive half day counter-offensive on the emotional barriers that keep talented, motivated professionals from earning what they're worth. There's no psychological pixie dust, mental makeovers, or pseudo-spiritual sermons.

### Does it Work?

The Fear-Free Prospecting & Self-Promotion Workshop® has been fully validated by pre-post tests and other research designs. It is the only program of its type and consistently has been rated by sales professionals in many countries as among the best workshops they have ever attended. If you're weary of baseless claims and shams posing as science, this program could be for you.



## Sales call reluctance.

It's a productivity roadblock that makes sales prospecting emotionally difficult. Would-be-sales superstars never clear the starting block because sales call reluctance artificially limits the number of calls they can comfortably make. Once-productive veterans struggle to make just one...more...call. New business acquisitions slow to a crawl. And everybody loses.

### Two Ways To Use This Technology

#### **PREVENTATIVE:**

Screen candidates you may be considering for a sales position

#### **CORRECTIVE:**

Help your sales force overcome their sales call reluctance through the Fear-Free Prospecting & Self-Promotion Workshop

*"Learned a lot, would recommend this to anyone in sales!"*

*Todd C.  
National Car Leasing/Rental Sales Organization*

*"The workshop was very helpful and informative. The sales development report was accurate and helpful in exposing what areas I need to improve and need immediate attention."*

*Ken B.  
National Car Leasing/Rental Sales Organization*

*"One of the most informative workshops I ever attended"*

*Christine C.  
Top US Bank*

*"Very encouraging to see that learned behaviors could be changed and learn actual techniques that I can apply daily to be more successful."*

*Natalie M.  
National Newspaper*

*"By far one of the best workshops I have attended."*

*Yolliz P.  
Top US Bank*



**Professional sales organizations worldwide rely on**

# **SPQ\*Gold<sup>®</sup> The Sales Call Reluctance<sup>®</sup> Scale**

*"The only significant predictor of success in sales is the number of contacts initiated with prospective buyers on a continuous basis"*



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