

SPQ*GOLD®: The Sales Call Reluctance® Scale

Graphical Summary Report At a Glance

Contrast Group:
Comparison population for benchmarking test scores

Filters:
Three scales to measure test-taking attitudes and emotional "noise" that can compromise test validity

Color Codes:
See at a glance whether a scale score is within acceptable limits without memorizing score ranges

"Impostors":
Four scales to measure potential productivity roadblocks separate from sales call reluctance®

Brake/Accelerator:
Overall estimate of total sales call reluctance®; energy diverted to *coping* rather than *prospecting*

The Twelve Faces of Sales Call Reluctance®:
Habit-level behavior patterns that keep salespeople from comfortably and consistently initiating contact with prospects

